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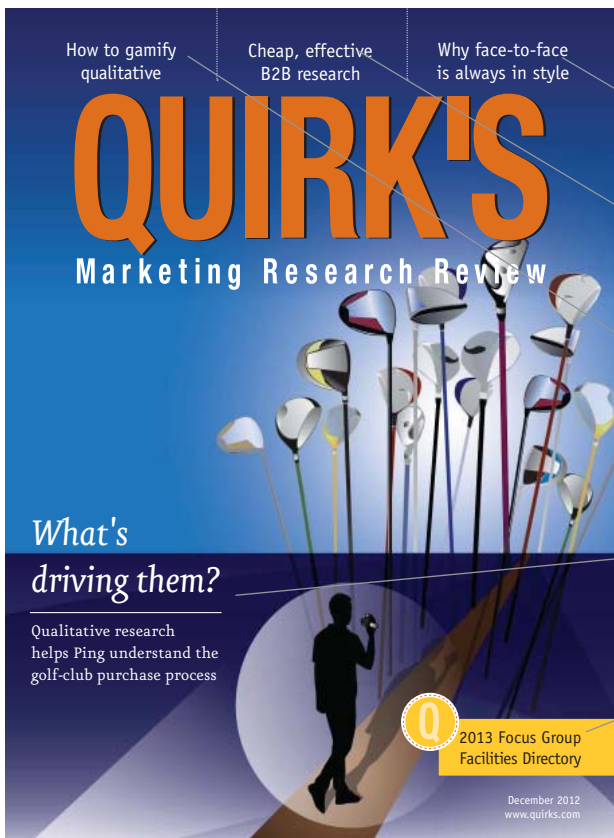
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... research events

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The Quirk's staff goes to several research conferences throughout the year and we've amassed quite a collection of swag (i.e., stuff we all get/the stuff exhibitors give out). We know many of our readers don't get a chance to go to the shows so we thought it would be fun to feature the swag on our Facebook page and let you have a say about your favorite items. What goodies look the most exciting? What would you have passed over?



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... research jobs

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In Case You Missed It

news and notes on marketing and research

••• pricing research

Research tool offers reality check for Etsy sellers

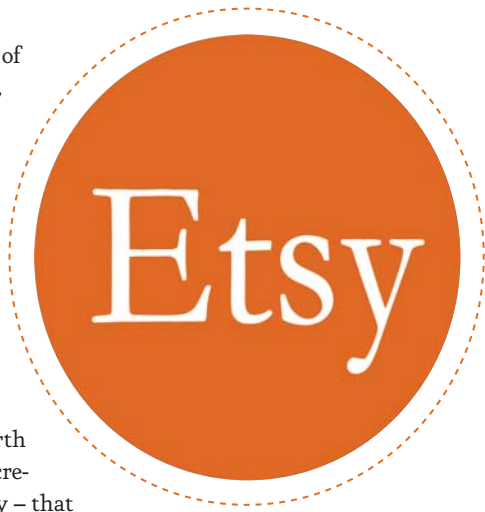
Etsy, an e-commerce Web site focused on individual sellers offering handmade or vintage items as well as art and craft supplies, has exploded in popularity since its inception in 2005. It's become a go-to resource for one-of-a-kind, customized or hard-to-find gifts, from crocheted animal ears and personalized mugs to *Mad Men*-esque lowball glasses and thousand-dollar estate diamond rings. And Etsy is now getting involved in research to help its sellers establish or modify their business models and pricing strategies, which are left totally to the sellers' discretion.

Pricing on Etsy can become a point of contention between sellers and buyers, as what's fair to one person may seem outrageous to another. Using an example from above, an Etsy site search for "crocheted animal ears" yielded a pink crocheted headdress with pig ears for \$5 and a gray crocheted hat with nondescript animal ears for \$55 – similar materials and similar end product with a \$50 price difference.

It's a common problem Etsy buyers face: An item buyers perceive to be worth a certain amount is overpriced by the creator selling it. It's possible – even likely – that the inflated value is derived from the uniqueness of a handmade item and the loving care put into it rather than an attempt by the seller to settle on a fair market price. Sellers struggle in emotionally detaching from their handmade items, allowing personal bias to convolute their judgment of worth. And Etsy users are left wondering if there's any method to the madness.

To be fair, some sellers conduct market research to determine pricing by wading through Etsy search results, using third-party tools, sending out surveys or asking for help in the forums. Unfortunately, surface-level DIY market research doesn't always paint an accurate picture of what is selling in the Etsy marketplace.

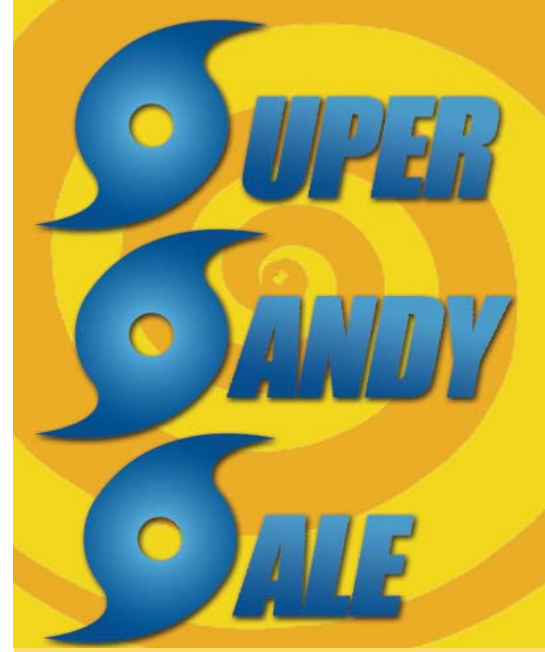
To address this, Etsy has developed the Market Research Tool to bring sellers more information about their markets. The Market Research Tool is designed to allow sellers to see the distribution of prices for listings that sold in the last three months via a bar graph, distinguishing tags in each price range and items that are currently for sale in that price range. Searches must currently match something that someone



actually searched and then purchased; searches with insufficient data will not produce a graph. The tool is currently only available to logged-in sellers.



quirks.com/articles ID 20121201



••• retailing

Hurricane Sandy profiteers panned

Though the ostensible goal of retailers who used Hurricane Sandy-inspired promotions was to encourage shopping from home instead of risking life and limb in the treacherous conditions, consumers were more critical – and overwhelmingly intolerant – of Hurricane Sandy-driven promotions and the firms trying to profit from the disaster.

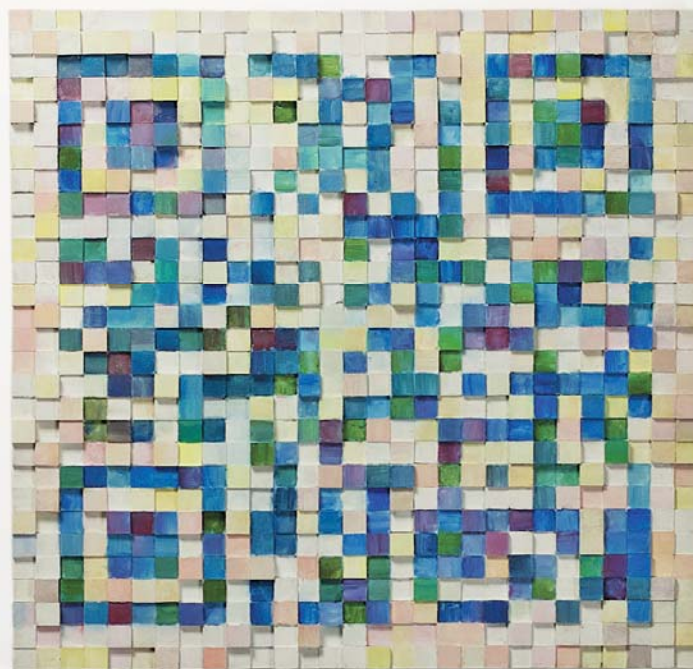
American Apparel, Gap and Urban Outfitters all featured online discounts of questionable taste the first night of the storm with codes like SANDYSALE and ALLSOGGY.

The Twittersphere exploded in backlash: @whitneyhess tweeted, "I just received a 'Hurricane Sandy sale' email blast from @americanapparel. I will forever boycott their stores. RT if you're with me." @jontando said, "@Gap Try taking a break from being a shill for a couple of days instead of trying to tie in a life-threatening storm warning to your ads?"

Even some non-storm-affected marketing research companies took advantage of the opportunity to push their own services for projects and facilities that may have been derailed or compromised by the weather.

It remains a mystery whether these promotions did the companies any good or if whatever benefit it provided the bottom line could possibly be worth the dip in negative public opinion, as many consumers see the companies as opportunistic, greedy or even immoral.

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The power of creativity + data

The 2012 iteration of The Market Research Event, which took place last month in Boca Raton, Fla., was full of the usual stimulating presentations. As they do at other industry conferences, many well-meaning speakers exhorted client-side researchers to do more with less, to build internal teams, communicate results to stakeholders across the company, gamify the process, bring creativity to their research presentations and demonstrate the value of the insights function.

Those are worthy ideas but what is often missing is a roadmap to actually do any of them.

That's why I found Jeremy Murrell's talk so exciting. Murrell, director, center of research excellence at Brown-Forman, a Louisville, Ky.-based wine and spirits maker, needed just 45 minutes to show how he and his team did all of the above – and more.

Pooling their resources, their data and their various spheres of expertise, groups within Brown-Forman worked to bring a crucial consumer segment – Millennials – to brilliant life last year, within the very halls of Brown-Forman.

With data from two Brown-Forman ethnographic studies of Millennials as a basis, Murrell and his co-workers crafted a story as a way to better communicate the findings from various internal research efforts. They incorporated other

available internal information on drink trends, for example, and also drew from social media-generated data.

In addition, they did ethnography with another group of Millennials, some of whom agreed to have their photographs taken, from which life-sized cardboard cutouts were created. The teams constructed fake Facebook pages for representative male and female Millennials and filled them with references to all of the cultural touchstones currently popular with that cohort to give each "character" more depth.

Then, they went to the design group and told them of their grand plan: to re-create and portray the story they had devised (involving a group of Millennial friends gathering to welcome another friend who is returning home for a visit), using the cutouts and setting up several rooms and accompanying vignettes to show a bar scene, a retail scene, an apartment scene, etc.

The design group recruited friends who create sets for local theater companies to build the rooms and furniture and other fixtures – all from white cardboard that was hand-drawn into fun, faux versions of the real things. Written descriptions and narratives (along with strategically-placed pathways of tape on the floor) helped visitors navigate the scenes. (You can watch a short video on the whole process at <http://tinyurl.com/3lsx9rv>.)

Once the sets were finished, Murrell and his team led customized tours for groups throughout Brown-Forman, going beyond the expected audiences for consumer insights by inviting



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Joe Rydholm can be reached at joe@quirks.com

members of the R&D, production and finance departments, for example, to build bridges with internal groups that may not have thought about consumer insights as being valuable to them.

Scavenger hunts for interesting data points were held, with prizes going to those who could uncover hidden bits of information (such as a factoid hidden in a pizza box) and demonstrate what they had learned.

The project was such a success that the CEO cancelled a dinner with the board of directors and instead had the board dine at the exhibit to see firsthand how the firm is incorporating consumer insights. (After Murrell relayed this anecdote, the room erupted in spontaneous applause.)

Following a successful two-month run, the exhibit was refreshed in November and December to help the various teams understand holiday consumption habits and other related insights. Going forward, Murrell said, considerations include taking the idea global to better understand consumers around the world and also incorporating more technology into the vignettes.

The kicker? The entire undertaking cost \$7,500. Talk about doing more with less. 



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... brand research

Moved by Apple – and Walmart?

The 25 most inspiring companies of 2012

Atlanta research company Performance Inspired Inc. has released the results of its 2012 Most Inspiring Companies survey, a consumer-centric read on the perceptions of leading organizations. An inspiring company was framed for respondents as: affirming (causes me to feel valued, appreciated as an individual), credible (stands on its principles no matter what), servant attitude (seems to genuinely care about people's needs above profit), visionary (has a compelling vision for making the world a better place), story (is easy and fun to talk about with friends), progressing

(is highly innovative and causes me to feel empowered to reach new potential) and authentic (is transparent and consistent in its actions).

Apple topped the list for the second year in a row, followed by Walmart, Target, Google and Microsoft. Some consumer comments on what makes Apple so inspiring include, "Apple makes me feel more creative" and "Apple makes me feel entrepreneurial." Words to describe this company and others ranked high on the list included friendly, innovative and easy (to use, work with, etc.).

Respondents were also inspired by Apple's ability to continue to innovate even without Steve Jobs at the helm. Perhaps more interesting, language over the last three years has dramatically shifted from talking about Apple as "they" to Apple as "we." Apple has done what very few tech companies

have been able to do, tying imaginative innovation with warm and passionate human interaction.

Fifty-four percent of respondents think about their most inspiring company at least weekly and 28 percent actually talk positively about their most inspiring company every week. Twenty-nine percent of respondents think and/or talk about that company daily.

Inspiring brands meet the noble emotional aspirations of customers. Some examples are: Apple: "They inspire me to be my best." Target: "I know and love the people who work there." Starbucks: "It's the best part of my day. They make me feel special." Walmart: "Every time I walk in I feel welcome and important."

A most inspiring brand also appears to have the capacity to go wider on its product portfolio. Respondents seem to assume a quality product but they are more appreciative of the inspiring experience that had. For example, of all the reasons why people gave for Chick-fil-A being their most inspiring company, nothing was ever mentioned about how good the food was but rather about the way they made respondents feel important. This suggests that a company is better served to focus on the experience versus just the product and process.

Corporate social responsibility is driving an inspirational perception, especially when the contribution was given for local impact. Walmart, Target, McDonald's and Starbucks topped the list in that order for contributing the most to their local communities.

This was the first year respondents were asked to identify themselves as a present or former employee of the companies they mentioned. Twelve percent of respondents met that criteria, making it possible to see the link between an inspiring employee culture and an inspiring customer culture. The companies represented by these employees were Chick-fil-A, Whole Foods, Costco



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and Apple. Several respondents actually commented how much they are inspired based on how a company treats employees. The No. 1 word used to describe an uninspiring company was “rude.”

For the first time this year, the survey asked respondents: “Who is most likely to make the world a better place: business, charities, church/synagogue or government?” Thirty-nine percent of people said charities, 39 percent said business and 22 percent said church/synagogue. Zero respondents gave their confidence to government in helping to make the world a better place.

The companies that round out the top of this year’s 25 most inspiring companies are:

1. Apple
2. Walmart
3. Target
4. Google
5. Microsoft
6. Amazon
7. Chick-fil-A
8. Starbucks
9. McDonald’s
10. Coca-Cola
11. Macy’s
12. Costco
13. Nike
14. Disney
15. Kohl’s
16. Ford
17. The Home Depot
18. TOMS
19. JCPenney
20. Whole Foods Market
21. Best Buy
22. Johnson & Johnson
23. Goodwill
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●●● automotive research Deciding before the dealership

Online research via various devices shapes car-buying process

Influenced by the phenomenal growth of accessing the Internet via mobile devices, tablets and smartphones are being used by one-fifth of new-vehicle buyers who use the Internet in the automotive shopping process, according to a study from J.D. Power and Associates, a Westlake Village, Calif., research company.

The 2012 New Autosopper Study analyzes how new-vehicle buyers use digital devices (i.e., computers, smartphones and tablets) and which Web sites and apps are used to gather information prior to purchase. Overall, 79 percent of new-vehicle buyers use the Internet (also referred to as automotive Internet users or AIUs) to research their vehicle purchase.

While almost all (99 percent) AIUs use a desktop/laptop computer at some point in their shopping process, nearly 30 percent use multiple devices, including desktops, smartphones and/or tablets. Twenty percent of AIUs use a smartphone to gather information while shopping for a new vehicle and 18 percent use a tablet.

The majority of shopping among AIUs still occurs at home. However, tablets are not as mobile as they may seem. Most AIUs who use a tablet for shopping do so at home, while those who use a smartphone are more likely than tablet users

to do so outside of the home, as smartphones are always within reach. Among AIUs who use a smartphone, 59 percent do so at the dealership, accessing vehicle pricing, model and inventory information, as well as comparing vehicles.

“This interplay between the dealership experience and digital information has become more intertwined with the availability of shopping content on mobile devices,” says Arianne Walker, senior director, automotive media and marketing solutions, at J.D. Power and Associates. “Now that buyers can easily access information right from their pockets, it is essential that the dealer body is as well-versed as the shoppers in order to provide consistent information both online and in the dealership.”

Buyers go online nearly as soon as they decide to buy a new vehicle and 59 percent of AIUs narrow their consideration list to one model during the final week before the actual purchase. With such a high volume of buyers deciding on the model of purchase so close to the actual time of the sale, the digital experience and dealer interaction are more important than ever.

The vast majority (98 percent) of AIUs visit manufacturer Web sites during their shopping process, followed by third-party Web sites (81 percent), dealer Web sites (73 percent) and social media sites (5 percent). AIUs rely heavily on manufacturer Web sites for researching specific models and utilizing build tools, while they more frequently rely on third-party sites for comparing vehicles, reading vehicle ratings and reviews and learning about vehicle trade-in values. AIUs use dealer sites primarily for inventory and dealer-specific information, such as directions/location, hours and contact information.

Digital automotive research continues to have the most impact on brand and model selection, followed by price, which is relatively unchanged from four years ago. As a result of having product information accessible through Web sites and apps, new-vehicle buyers have more tools to help define their consideration set. Although mobile apps are still used by a minority of

AIUs, the same shopping tools are being used across the two types of digital properties, albeit at different rates. www.jdpower.com



●●● social media research
What motivates a Like?

Facebook users appreciate tangible and intangible benefits

Five years ago, the term “like” was just another word used to describe

one’s preferences. In today’s digital universe, Liking is one of the primary ways people exert their tastes and preferences online and it has created a new type of conversation between consumers and brands. Eighty-seven percent of Facebook users say they Like brands on Facebook and among them, 50 percent say a brand’s Facebook page is more useful than its Web site, according to a study from Chicago research company Lab42.

Among those who Like brands on Facebook, 82 percent say Facebook is a good place to interact with brands; 75 percent feel more connected to brands; and 69 percent have Liked a brand because a friend has done so. Unfortunately, among the 82 percent who say Facebook is a good place to interact with brands, only 35 percent believe brands listen to them

When Liking brands on Facebook, most people want something in return, such as promotions and discounts (34 percent) and giveaways (21 percent). Fourteen percent of social media users who Like brand pages say they do so out of loyalty to the brand. The top three ways consumers interact with brands

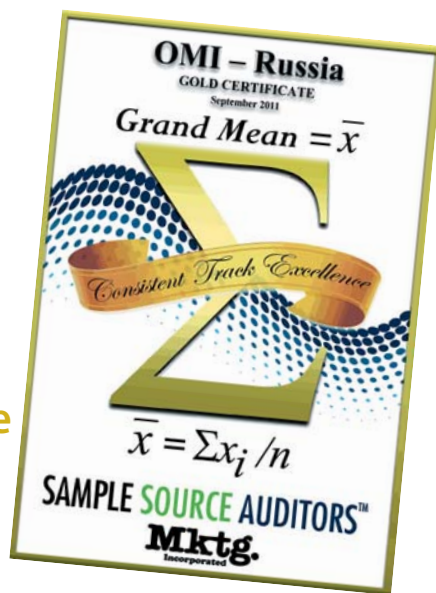
on Facebook are by printing coupons, Liking a comment on a brand page or learning about new products.

Over three-quarters of social media users who have Liked a brand on Facebook have saved money after doing so, with 66 percent saving \$20 or more in the previous year and 17 percent saving \$100 or more. Nearly one-half of social media users have Liked a brand without ever intending to buy from it. Among those 46 percent, more than one-half say they were motivated to Like the brand by a freebie and 46 percent simply wanted to associate with the brand, even though they couldn’t afford the brand’s products.

Seventy-three percent of social media users have un-Liked a brand, citing a high frequency of brand posts, no longer liking the brand or a bad customer experience as reasons for doing so. Among those social media users who don’t Like brands on Facebook, 47 percent cite News Feed clutter as a key reason, one-third don’t want to be contacted by brands and 30 percent avoid Liking brands because of privacy concerns. www.lab42.com



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PANEL SIZE

Consumers: 500k+	Automotive: 130k+	B2B IT: 20k+	Patients: 200k+	Physicians: 80k+*
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●●● financial services
Ambivalent about banking

Customer loyalty increases but majority remain underwhelmed

While a few U.S. banks have won over their customers with excellent service and benefits, others are in imminent danger of losing up to one-third of their consumer clients, according to a study from Nuremberg, Germany, research company The GfK Group.

The study, which covered 10 major U.S. banks, revealed that USAA and Citizens Bank showed the highest year-over-year increase in overall customer loyalty (LoyaltyPlus) scores, with gains of six points and three points, respectively. Overall, four of the banks studied registered loyalty scores at or above the average of 79 points.

The LoyaltyPlus analysis takes into account current and intended behavior (i.e., likelihood to recommend, plans for future use, etc.), as well as emotional and rational ties. The study also looked at four key segments of customers in terms of their loyalty: Loyal Advocates, Hostages (troubled by sources of dissatisfaction), Ambivalent (generally satisfied but still at risk of being lured away) and Exit Bound.

In general, all four segments have been stable year to year, with a slight increase in Loyal Advocates. Close to half (46 percent) of all banking customers are in the Ambivalent category – about double the percentage of Loyal Advocates (25 percent). USAA (62 percent) and Sun Trust (30

percent) ranked highest in Loyal Advocates but 18 percent of all bank customers are Exit Bound, with eight of 10 banks scoring at or above the average. In two cases, roughly one-third of the bank's customers are strongly dissatisfied and very likely to switch institutions.

The research also found that 29 percent of bank customers who own a wireless handheld device have downloaded an app from their primary bank and that 62 percent of this group use the app at least weekly. www.gfk.com



●●● health care research
Love the doctor, hate the system

Consumers pessimistic about health care but fond of physicians

Seventy-nine percent of consumers who visited their family doctor or primary care physician (PCP) at least once in the past year said they were very satisfied or extremely satisfied with the visits, according to a survey conducted by Rochester, N.Y., research company Harris Interactive on behalf of The Physicians Foundation, a nonprofit organization.

Survey respondents, who visited their doctors an average of 3.5 times in a 12-month period, cited factors related to personalized care, time spent with their doctors and empathy as the main drivers for overall satisfaction. Specifically, respondents made such statements as “s/he cares about my health” and “s/he takes time to listen to me and ad-

dress my concerns.”

Similarly, physicians also expressed the critical importance of the physician-patient relationship, with 80 percent of physicians indicating that the patient relationships are the No. 1 most satisfying aspect of practicing medicine, according to a separate Foundation study of U.S. physicians.

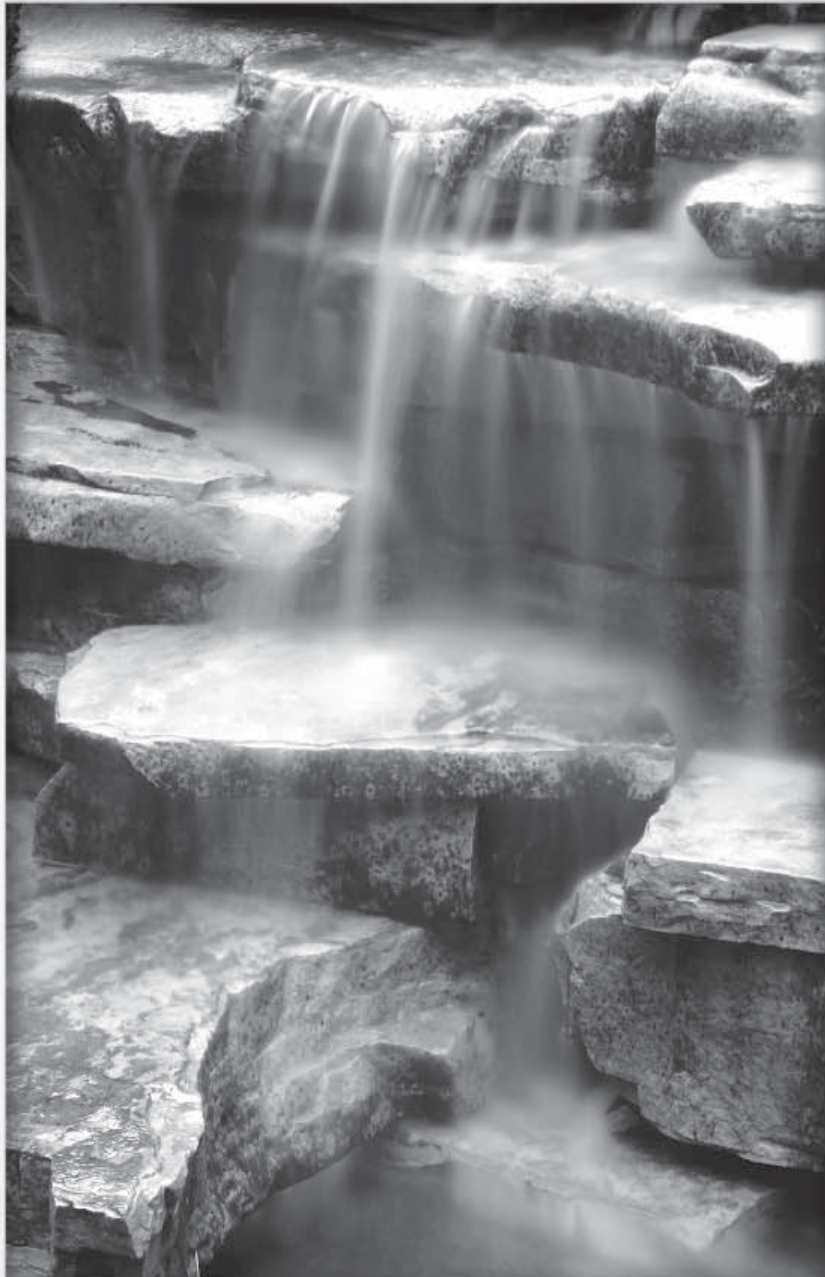
Despite the high level of satisfaction with their physicians, consumers are considerably more pessimistic about the direction of health care. A majority of respondents (53 percent) are negative about the future of health care in the U.S., compared to 22 percent who are positive. This level of pessimism is consistent across demographics but is particularly noticeable among females (53 percent negative vs. 19 percent positive) and those ages 55+ (60 percent negative vs. 22 percent positive).

Consumers are also pessimistic about insurance and pharmaceutical companies. Approximately three-quarters of respondents who have a family doctor or PCP said that insurance companies and pharmaceutical/drug companies are very or completely responsible for rising health care costs and 55 percent feel the insurance companies are negatively impacting the quality of care.

Other leading factors consumers contributed to rising health care costs include people's failure to take responsibility for their health (64 percent) and the cost of malpractice insurance (62 percent).

www.physiciansfoundation.org

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The Fine Art of Marketing Research

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Product and Service Update

●●● neuromarketing Double the data

SMI and Emotiv partner to debut neuromarketing toolkit

Berlin, Germany, research company SensoMotoric Instruments (SMI) and Emotiv, a San Francisco neurotechnology company, have launched a solution for neuromarketing that combines the SMI RED-m remote eye tracker and the Emotiv EEG neuroheadset. A special SMI software package allows for the synchronized measurement of both companies' data streams, including data on emotional engagement.

The solution aims to allow neuromarketing experts to determine which element of an advertisement or product design their consumers are looking at and show how they feel about it – all in one interface. Researchers can view the live stream of both SMI eye tracking and Emotiv EEG datasets. Users can visualize findings by creating heat maps of eye movement data together with presentations of the emotion measures calculated by the Emotiv Affectiv Suite. The software also allows for export of eye-tracking measures together with synchronized data from any of the Emotiv detection suites, including facial expressions.

www.smivision.com

●●● research reports Passport takes you further

Euromonitor updates MR report database service

London research reporting company Euromonitor International has updated Passport, an online market research database that provides industry trends and strategic analysis on industries, countries and consumers worldwide. Updates include easier and quicker access to industry, country and consumer research and a stronger visual platform, including videos, podcasts and datagraphics.

Additionally, Euromonitor International has added two research offerings into the database. Passport: Cities is a socioeconomic database of the world's major metropolitan areas, offering data and analysis on 850 cities worldwide. Passport: Survey provides a visual representation of consumer attitudes, opinions, values, habits and behaviors with data analyzed on global, country and intra-country levels.

www.euromonitor.com

●●● brand tracking Understanding mind and market

Revamped ConversionModel takes tracking a step further

New York research company TNS has unveiled a reengineered version of ConversionModel, its solution designed to address the flaws of traditional brand tracking and provide an understanding of the specific factors at play when people choose which brand to buy. The updated ConversionModel addresses these weaknesses in traditional models by analyzing two critical factors affecting the way people make

decisions: power in the mind (i.e., how people feel about a brand) and power in the market (i.e., external factors, such as price and availability).

By identifying the power in the market barriers, which may prevent people from buying the brands they want to, as well as assessing people's emotional connection with brands, ConversionModel aims to predict the exact reasons that prevent customers from spending more on a brand. TNS applies these insights to place a precise monetary value on how much a brand stands to gain by overcoming these barriers.

www.tnsglobal.com

●●● customer experience Peering into the customer experience

PeriscopeIQ's CEM solution to provide actionable metrics

PeriscopeIQ, a Coopersburg, Pa., research company, has launched PeriscopeCX, a customer experience management system intended to help drive sales, increase market share and improve customer retention, satisfaction and loyalty. PeriscopeCX is designed to capture customer feedback at multiple touchpoints and features various data analysis processes and analytics that eliminate or flag suspicious data points.

The new PeriscopeCX aims to provide the following: insight into customer segmentation, as segmentation by demographics offers information about customer similarities and differences; customer and operation comparisons, enabling the organization to determine alignment between the customer experience and company initiatives; hierarchical scorcarding to quickly disseminate the right data, to the right people at the right time through customizable and secure scorecards reporting on customer experience metrics; and validated text analytics to



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provide detailed insight necessary for action based on customer comments.

PeriscopeCX is also designed to function with point-of-sale, CRM and dashboard solutions, requiring little or no additional IT resources. Additional features include on-the-fly performer rankings that include a date, day and timestamp of the experience; detection of suspicious submissions; lost transaction analyses; and an on-demand analytic engine that can handle limitless quantities of data.

www.periscopeiq.com

●●● mobile research Dedicated to devices

Survey Anyplace offers mobile-only survey tool

Antwerp, Belgium, research software company Survey Anyplace has debuted its self-titled tool designed to allow users to create mobile surveys and quizzes for tablet and smartphone users. Survey Anyplace is HTML5-based and offers full touch-screen support so users can browse survey questions with finger swipes instead of mouse clicks. It also supports questions with fixed or free-text answer options and survey questions can include pictures, audio and video.

Additionally, the survey layout is automatically adapted to the surveying company's style by inserting the logo. www.surveyanypace.com

●●● survey software Optimized for mobile

Sawtooth debuts the latest SSI Web

Orem, Utah, research software company Sawtooth Software has released version 8.1 of its SSI Web offering, which features various improvements to how surveys are displayed on mobile devices. If the respondent's screen width is 600 pixels or less, SSI Web is designed to automatically include an additional CSS style sheet to optimize the style of the survey for small screens. Additionally, when respondents enter numeric data, a numeric keypad will be displayed. Previously, respondents had to manually switch to the numeric keypad to answer the question.

The admin module has also been optimized for mobile devices, making it easier to view completes, change quotas or close a survey from a mobile device. As respondents complete the survey, the numbers update automatically on the screen.

Sawtooth has also updated SSI Web's capabilities for conjoint analysis, maxdiff and adaptive choice-based conjoint, allowing respondents to select best and worst concepts within each task.

www.sawtoothsoftware.com

●●● diy research Find your Audience

SurveyMonkey helps DIY researchers target ideal respondents

Palo Alto, Calif., research software company SurveyMonkey has launched SurveyMonkey Audience, a self-serve technology designed to give

customers control by allowing them to independently target a respondent pool and launch a survey without requiring external support.

The SurveyMonkey Audience consumer insights service aims to provide access to millions of engaged, qualified survey respondents from the U.S. and around the world. This is part of the company's goal of streamlining and simplifying how customers target key demographic segments for online surveys. SurveyMonkey Audience is part of the broader SurveyMonkey platform and imports demographic data directly into customers' accounts in real time. www.surveymonkey.com/mp/audience

●●● customer loyalty All customers not created equal

LoyaltyDeveloper aims to help marketers delight most valuable customers

New York research company Radius Global Market Research has released LoyaltyDeveloper, a proprietary approach designed to help smartphone marketers create strategies for retaining their most valuable customers.

Utilizing advanced modeling approaches tailored to the industry's business environment, LoyaltyDeveloper is intended to identify and address issues related to customer loyalty.

After key drivers of loyalty for each customer segment are identified, the Radius team configures them in an interactive simulator, allowing marketers to test alternative strategies and to differentiate strategies that move vulnerable customers to content customers, versus those that move content customers to loyalists.

www.radius-global.com

●●● research software Expanding Horizons

Confirmit updates multichannel software platform

O slo, Norway, research software company Confirmit has launched version 17.5 of the Confirmit Horizons platform, its multichannel software solution. Confirmit Horizons Version 17.5's updated features include an enriched experience for report viewers; enhancements to the integration of unstructured text analytics with survey and other data sources; the ability to run voice-of-the-customer research and survey programs through more efficient creation, automation and management of complex workflows and processes; the capability to design surveys that can be customized and branded; and a range of new panel management capabilities.

www.confirmit.com

●●● market data analysis They can hear you now

Verizon's Precision offering helps businesses tap into customer data

Verizon Wireless, Basking Ridge, N.J., has introduced Precision Market Insights, a suite of services that aims to deliver targeted business intelligence and analysis to companies that want to expand the reach and precision of their marketing efforts.

The first set of services from Precision are designed to help brands and companies, such as outdoor media companies, sport venues and other marketers, understand the characteristics

of the audiences for their products and services. Precision uses business and marketing information from Verizon's mobile network that is gathered and combined with demographic data, then aggregated to provide insight into consumer behavior. Data associated with the preparation of business and marketing reports is anonymous and secure and will not allow the identification of an individual.

www.verizonwireless.com

●●● emotion research Read the body language

Communispace expands emotion-driven research methodologies

Boston research company Communispace has expanded its emotions-focused methodological approach with Emotive Elicitation, a methodology designed to use body language images to uncover subconscious consumer emotions and perceptions. Emotive Elicitation joins Communispace's EmotionCentric Explorer, a free-association methodology, to understand the emotional benefits that act as principle drivers for consumer choices.

Emotive Elicitation makes use of specific poses (that communicate the same message across gender, age and culture) and ambiguous poses (which evoke different emotions across cultures and social markers) as tools for tapping into personal emotions or cultural views, depending on what insights the researcher is seeking to uncover.

www.communispace.com

●●● ad research Covering all channels

ComScore adds Video and Multi-Platform to campaign measurement service

Reston, Va., research company ComScore Inc. has released two new versions of its validated Campaign Essentials (vCE) offering: vCE for Video and vCE Multi-Platform (MP).

VCE for Video is designed to measure gross rating points (GRPs), demographics and behavioral profiles of audiences reached by video campaigns, as well as the extent to which video ads were actually viewable by consumers. This solution builds on comScore's existing video campaign measurement capability. By introducing comScore's video validation technology, vCE Video delivers insight on whether the video ad was actually seen by a real viewer, bringing these metrics into closer alignment with TV based on a similar opportunity-to-see standard.

VCE Video provides both traditional audience measurement of video ad campaigns, as well as validated measurement based on the ad's viewability.

Other features of vCE Video include reporting capabilities that are designed to be compatible with TV campaign measurement; comScore's proprietary methodology for de-duplication of audiences across media platforms; enhanced demographics; measurement against more than 70 different behavioral segments on a global basis; the ability to combine metrics with other digital campaigns involving display and rich media; broad industry support from video platforms and media companies; and global and cross-geographical campaign reporting capabilities.

Separately, comScore has launched vCE MP, a solution designed to provide holistic campaign delivery validation of ad impressions delivered across TV, Web (display and video) and mobile (smartphones and tablets). Designed for marketers and media companies who want to understand the accuracy of multiplatform ad campaign delivery, vCE MP quantifies the total combined advertising reach across platforms and incremental reach of each medium for a given campaign. Campaign reporting includes multiplatform person-based measures of demographics, reach/frequency and GRPs to establish a metrics standard that is comparable across media channels.

Product features include unduplicated person-based measurement of audiences across platforms; multiplatform unification using the comScore Census Network; robust sample sizes; national TV data from five million U.S. households; and viewability measurement.

www.comscore.com

●●● crowdsourcing Tapping the crowd for the U.K.

**Chaordix and KPMG partner
to provide research service**

Calgary, Alberta, research company Chaordix Inc. and New York professional services company KPMG in the U.K. have partnered to deliver a managed services offering, dubbed Crowd Connection, to companies in the U.K. Crowd Connection is powered by the Chaordix Crowd Intelligence process and technology.

Brought to market by KPMG, the service aims to provide leading brands with digital market insights from a customizable forum for product innovation. The interactive Web and mobile offering taps into the power of crowdsourcing and can be configured as a one-time market research project or an ongoing, managed social community to engage with a (public or invitation-only) crowd of a brand's most valued stake-

holders, customers, prospects, supply chain intermediaries, employees and/or partners.

www.chaordix.com

●●● Briefly

■ Gongos Research, Auburn Hills, Mich., has begun offering licensing arrangements to provide researchers with white-label solutions for its i°Communities and ConsumerView Online Qualitative research platforms. Gongos will provide i°Communities partners a range of options, from highly-targeted, short-term engagements to large-scale metaCommunities. The ConsumerView Online Qualitative suite comprises virtual focus groups, live chats, video diaries and journals. Gongos' partners will also have proprietary access to i°Communities mobile and SmartFly live mobile ethnography, as well as front-end training, tech support and consulting services.

www.gongos.com

■ Karlsruhe, Germany, research software company cluetec has debuted mQuest, a product for direct mobile customer surveys. The QR-code controlled tool aims to make it possible to carry out spontaneous and immediate market research directly at the point of interest or point of sale. Participants must scan a QR-code with a smartphone to start the survey. Results are available online to the client in real time.

www.cluetec.de

■ New York research company Ipsos InnoQuest has developed an Archetype IQ System for classifying consumer packaged goods innovations into 12 Archetype profiles. The Archetypes are based on consumer evaluations from over 10,000 cases in Ipsos' concept database and aim to help marketers identify areas of product development that may be missed in other innovation research processes or reveal new ideas and opportunities that help invigorate a brand.

www.ipsos.com

■ Ghent, Belgium, research company InSites Consulting has launched its Global Community Moderator Network, a network of more than

150 moderators in over 30 countries across all continents. The network is designed to support the execution of market research online communities (MROCs). Moderators are recruited based on their qualitative research experience and are trained and certified in running InSites Consulting MROCs.

www.insites-consulting.com

■ New York online community Influenster has debuted its marketing research platform, designed to let brands and marketers directly connect and engage with influential and social media-savvy target consumers eager to try out new products and discuss their experiences via social networks. Influenster has integrated gamification elements into traditional market research methodologies, allowing community members to earn specific badges as experts and active participants in defined categories and verticals.

www.influenster.com

■ Dublin, Ireland, research company Experian Simmons has introduced Simmons Connect, a cross-platform media planning service that includes a digital-media panel designed to link metered online and mobile activities to consumer brand preferences, attitudes, lifestyles and behaviors. Simmons Connect panelists will include respondents from Simmons National Consumer Study and National Hispanic Consumer Study.

www.experian.com/simmonsconnect

■ Google, Mountain View, Calif., and research companies nurago, Hanover, Germany, and uSamp, Encino, Calif., have collaborated to debut the Screenwise Trends Panel, a market research program owned and run on behalf of Google. Google's Screenwise Trends Panel is intended to help Google learn more about how everyday people use the Internet.

www.google.com/landing/screenwisepanel

■ New York researcher The Nielsen Company has announced its Nielsen Cross-Platform Campaign Ratings, an advertising measurement that uses the Nielsen Online Campaign

Ratings and proprietary national TV panel to deliver the true reach of video advertising across screens. www.nielsen.com

■ IBM, Armonk, N.Y., has expanded its PureSystems family of integrated systems with the introduction of PureData System, allowing clients to manage and analyze petabytes of data in minutes and use those insights to support specific business goals across their organization including marketing, sales and business operations. www.ibm.com/software/data/puredata

■ San Leandro, Calif., research company Opinionmeter International has expanded its network of exclusive licensees with the addition of Opinionmeter Benelux BV, based in the Netherlands. www.opinionmeter.com

■ London research company Kantar Media TGI has launched The Why Code, an initiative that aims to provide insight into what drives consumer choices by illuminat-

ing every stage of the consumer decision-making journey, from conscious triggers of decisions to fundamental subconscious values. www.kantarmedia.co.uk

■ Ipsos Media CT Jordan has started its first National Media Analysis, which aims to analyze, understand and measure the different and diverse media consumption habits for Palestinians living in West Bank and Gaza. www.ipsos.com

■ Answers & Insights Market Research, Indianapolis, has changed the name of its physician-patient research service to TruXchange. www.answersandinsights.com/truxchange

■ Portland, Ore., research company Revelation Inc. has added Polish, Dutch and Swedish to its list of supported languages. www.revelationglobal.com

■ San Ramon, Calif., research company eQuest has expanded its Big Data

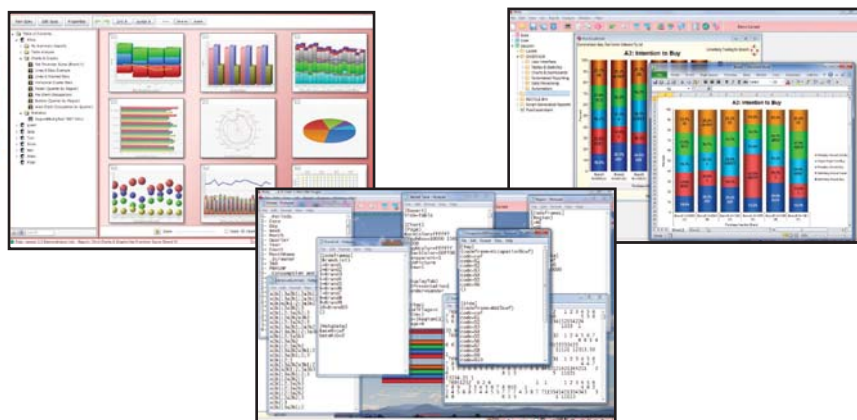
for HR service to include employment data records from a variety of third-party sources. Data sources include salary, supply and demand, hiring statistics by source and reports by governmental agencies from around the world. www.equest.com

■ Calabasas, Calif., research company Focus & Testing has begun offering complimentary roundtrip car service from LAX and Burbank Bob Hope Airport. www.focusandtesting.com

■ Schlesinger Associates, an Iselin, N.J., research company, has launched its biometric research labs through Interactive Video Productions' MobiLAB Bio. Labs are available in the company's U.S. network of focus group facilities and anywhere across the U.S. as mobile labs. The biometric labs are designed to measure a subject's emotional and cognitive response to stimuli revealed through nervous-system activity. www.schlesingerassociates.com



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A quantifiable difference

| By Michael Carlon

snapshot

A moving personal experience further convinced the author of the impact that qualitative research can have.

Even though I have been in the working world for almost 20 years, my parents have a very hard time understanding what I do for a living. My twin brother is a lawyer, my older brother owns two wine stores and my sister is the managing partner of a dental practice. While discussing what their children do for a living with their friends, my parents have an easy time talking about my siblings. Then they come to me and say, "This is Michael, he ... Michael, what is it that you do again?"

I used to just give a simple reply, "I run focus groups for a living."

"Oh, like Frank Luntz?" someone would invariably ask.

"Yes," I would say but then think to myself, "Without the money, television cameras or ego."

Over the years, though, I have found that a simpler explanation is that I listen to people for a living and then translate those conversations into stories that my clients can use to make better business decisions.

I like this explanation because it is quite accurate and I think it helps to set apart qualitative research from quantitative research. As a moderator I listen to people and make sense of the observations I see while my quantitative colleagues cannot rely on that sense for input. Rather, they rely on numbers, models, data tables, etc.

I would argue that there are differences between qualitative and quantitative research beyond how information is collected. I have come to believe that the impact our research can have on our personal worldviews is an-

other key differentiator between qualitative and quantitative methods.

While it can be eye-opening to see how many people hold a certain attitude, rarely can quantitative research change the way we as researchers think about an issue. However, I have found that listening to consumers tell their own stories can actually change how I feel about certain topics. I would like to share a personal story that illustrates this point.

Recently I was traveling between Philadelphia, Dallas and Chicago on business, interviewing people about health care. During this particular trip, changes were being made to my schedule at the last minute and this led to a few calls between myself and the airline I was using to move me from points A, B and C.

During one of these calls I was placed on hold by the airline for almost half an hour while a representative looked into helping me change my ticket. As the minutes dragged on, I became increasingly irate over the wait time. At long last, the issue was solved. It turned out the representative was trying to find a way to change my ticket without my incurring a fee. I felt ashamed at the anger I was feeling toward her and the airline.

Before I go any further into this story I will admit to all of you readers that I never gave much thought to the issue of health care or health insurance. Frankly, I take it for granted that my former employers offered me coverage in turn for my agreeing to pay part of the monthly premium. I now take it for granted that I can afford my individual health care premium through my own business. When President Obama was pushing his health care



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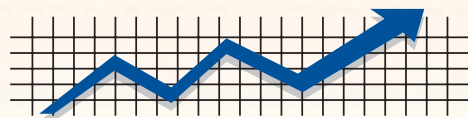
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overhaul bill I did not join in the debate of whether it was a good thing or a bad thing, other than to suggest to a few friends that the government probably would not make such a great insurer, citing as evidence my recent experiences at the DMV trying to get a car purchased out of state registered in Connecticut.

After my phone call with the airline, I visited the homes of my final two interviews of the project. Both of these people – let's call them John and Evelyn – were uninsured due to their economic circumstances.

John lives in one of the worst parts of Chicago. I'll admit to being a bit scared as my videographer Joe Indusi and I parked our rental car. My comfort level did not increase as I climbed the dark stairway to John's small apartment above a deli. As I began the interview, I learned that he was a former gang member who did five years in prison for dealing drugs. He is also the victim of double gunshot wounds and the father of two children.

He left his life of crime behind him and is now in school working toward a degree that will give him a better life. While his children are covered under Medicaid, he is not eligible. When I asked if he ever considered purchasing his own policy his reply was, "I could either have health insurance for myself or put food on the table for my children. It's not even a question. I will always choose to feed my kids."

John is in a significant amount of debt, as he had to pay his hospital bills

on a credit card and now cannot afford to pay them back in a timely manner. John has a clinic available to him but says that the medical treatment he received in prison was as good as the treatment he experiences at the clinic.

Evelyn lives in public-assistance housing in Chicago. Like John, she is also uninsured and lives in fear every day that something bad will happen to her. She cannot afford her own policy and does not qualify for Medicaid.


Evelyn recently went to visit her sister and found her dead on the couch. I came to understand that that her sister was suffering from lung cancer that went undiagnosed for years. Like Evelyn, her sister did not have health insurance and did not seek treatment for the discomfort she was feeling until it was too late and the cancer had progressed. She decided not to tell her family about it as she did not want them to worry.

Evelyn has the same clinic available to her that John does. She described for me the experience of seeking treatment there: "You may wait in the clinic for six hours before a doctor can see you and when the doctor finally does see you, they can't spend enough time with you to really understand what is going on. You are treated like pigs and cattle. I am not an animal; I am a person and I want to be treated like a person."

While I was interviewing both of these people, I started to think about my own views on what the government's role in health care should be. I cannot honestly say that I would

have given it much thought if I were simply looking at crosstab output from a survey but the fact that I had to hand Evelyn a tissue after she started to cry made me think twice about what other people are going through. It also made me feel quite silly about getting upset at an airline that kept me on hold for what I felt was an excessive amount of time when people like John and Evelyn might spend the better part of an entire day just to see a doctor at their neighborhood clinic.

In order to bring these findings to life for my client, I worked with Joe Indusi to edit footage to tell the story. The video we put together continues to leave viewers speechless and feel as if they have to do something to help people like John and Evelyn.

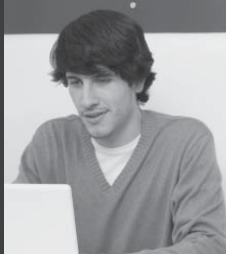
I do not intend for this to be an argument for the superiority of qualitative over quantitative. All I am suggesting is that one has the ability to transform opinions through emotion whereas the other is less able to do so. This leads me to a suggestion for all my quantitative colleagues: When conducting a study on some sensitive topics, consider filming some depth interviews with representative consumers to build some emotion into your presentations. You just might find that showing clips of these interviews, along with your data, can lead your clients to greater action. 

Michael Carlton is the founder of Stamford, Conn., research firm Vertigo Partners LLC. He can be reached at 203-716-1170 or at mcarlon@vertigopartners.com.

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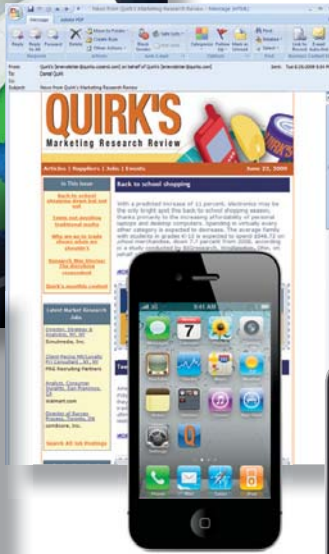
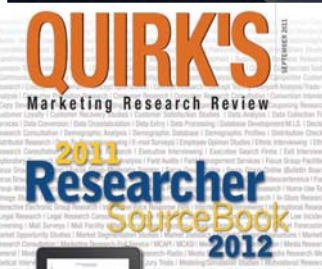
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••• qualitative research

Driving for insights

How Ping used video and onsite research to understand
the driver-purchasing process

| By Donald Hein and Jon Last

snapshot

Strong collaboration among Ping and its
research vendor fueled the creation of
presentations that garnered substantial
internal attention.

From the days of “feathery” golf balls and hickory-wood shafts on golf clubs, the manufacturers and marketers of golf equipment have sought to better understand the motivations behind customer purchase behavior. There’s been an abundance of proprietary research conducted over the years to gauge the impact of various sources of influence, from the tens of millions of dollars spent on traditional advertising to visual merchandising and in-store promotional programs, as well as endorsement deals and the pursuit of those better players deemed to be at the top of golf’s “pyramid of influence.”

In a groundbreaking Driver Purchase Process study conducted by Sports and Leisure Research Group (SLRG) and Sports Illustrated Golf Group, distinct stages in the purchase cycle were identified and defined to resemble a “purchase fairway,” where, unlike traditional purchase funnels, the consideration set actually widened somewhat in the final stages of decision-making.

This study and other ongoing proprietary brand perception research conducted by Phoenix-based golf equipment maker Ping and SLRG, White Plains, N.Y., raised a series of important questions among Ping’s executive management team. First and foremost among these questions was what, specifically, was happening at the moment of truth – that instant where a golfer made the ultimate decision regarding which brand and model of driver they were going to buy? This included a need to gain a better, real-life understanding of how golfers behaved at retail and determine to what extent product trial, retailer recommendations and existing brand loyalties dictated the ultimate decision.

The hypothesis that the specific experience at retail could radically shift the purchase decision drove Ping management to learn more about the role of other elements of the marketing mix, including some of the less-frequently studied aspects of the role of word-of-mouth, in-store visual merchandising and point-of-sale elements.



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be actionable but also compelling and easy to quickly grasp. It needed to be both insightful and entertaining.

An important component

The Ping and SLRG research team recognized that a qualitative and observational approach would be critical for delivering the needed insights. Because of the desire to bring the findings to life, it was apparent from the beginning that mobile video technology would be an important component at each research phase. The agreed-upon approach included the following phases, each aided by this technology:

Retail ethnography

The SLRG team members had substantial experience embedding themselves in a discreet but immersive fashion within specialty sporting goods retail. It was a project imperative to incorporate extensive hours watching and capturing customer interaction and behavior at a variety of retail channel types.

Traditional intercepts

Part and parcel to this process was gaining access to golfers who were nearing the moment of truth in deciding which equipment to buy. So, much of the methodology called for a traditional intercept approach, where members of the field team would seek out and screen potential respondents and then pass along those who met a distinct set of screening criteria to one of the SLRG partners for a videotaped in-depth interview and shop-along exercise that stressed a natural environment, where the interviewer was along for the ride as a friend with whom the respondent would share his thought process as he sampled and considered various products. For some this included interaction with retail associates and product trial. Using micro Flip-style cameras, the interviewers would be able to capture critical interactions as they occurred, without creating an artificial environment.

Pre-recruits

Because it was important to find respondents who truly were about to make a purchase, an extensive phase of pre-recruitment would also be required in advance of each in market field visit. Here, the recruitment screener needed to be designed in a way that masked the point in the purchase process at which each respondent needed to be, to avoid satisficing responses. Utilizing prior learnings, the SLRG-Ping team would need to create careful and extensive screening that gauged the consumer process stage and also assessed golfer engagement, expe-

Most competitive in golf

Of course, such research needed to be conducted in ways that were both pragmatic and additive to what was already known. The driver category is one of the most competitive in golf and shares a long history of innovation and technological advancement. Beginning with the introduction of metal woods in the 1980s, drivers have emerged as emblematic of golf technology innovation and customer appeal, given their ability to allow golfers to hit the ball far and straight off the tee, setting them up for an easier approach into the green.

In numerous studies conducted by SLRG principals, the driver emerges as the ostentatious star in the golf bag. “Drive for show and putt for dough” is a popular expression that epitomizes the pride that golfers feel when you “stripe one” down the middle, 20 to 30 yards further than your playing partners. A well-struck drive is one of the truly visceral joys of the game and something that keeps golfers coming back for more.

In the 1990s, golf equipment manufacturers began pushing the technological limits of driver head size and the spring-like effect that results when the ball leaves the face of the club. The first decade of the 21st century brought about advances such as adjustable weighting, which allowed golfers to customize the launch angle of their shots. Others experimented with different-shaped head designs. In more recent years, the use of various driver head colorations combined with technological shifts in shaft and face design have spurred increased driver sales, as golfers seek to be on the cutting edge to get a few more yards and shave strokes off their scores.

Of course, with the prevalence of frequent new product introductions, the consolidation of manufacturers competing in the space, the growth of marketing budgets and a flattening of golfer participation levels, the category has become even more contested. Leading manufacturers like Ping needed a more robust understanding of what was transpiring at retail to maintain their competitive edge. The research would need to

rience and product/brand knowledge, to assure that those in an obviously qualitative study were still reflective of the most sought-after target segments defined in prior research.

Post-retail video diaries

We realized that expected incidence of individuals who would actually make a driver purchase during our field time AND consent to interviews was going to be suboptimal. So the methodology built in a post-retail phase, where select respondents who had either bought that day or were committed to making a driver purchase within a narrowly-defined future time horizon were then invited to take one of the mini-cameras home to keep, along with an additional incentive in exchange for completing a directed video diary which would be uploaded and sent back to the project team. This would allow the researchers to observe the actual closure of the process and let the respondent reflect on their purchase, as well as use the new club and capture initial reactions of both the purchaser and his often-influential group of playing partners. We saw this as an opportunity to also explore preexisting hypotheses regarding potential buyer's remorse as well as a "constant shopper phenomenon" that had been identified in the earlier SLRG work with Sports Illustrated Golf Group. This phenomenon involved a sizable segment of new-equipment purchasers who actively took advantage of more liberal retailer exchange policies to consistently upgrade their equipment with frequent new product introductions.

Synthesize the findings

Paramount to project success was a recognition of internal client expectations. The video helped the team synthesize the findings and address the entertainment and illustration factors that we knew would be important in garnering management attention to the findings. So, before fieldwork even began, a master plan for the ultimate presentation deliverable was fleshed out.

There were also numerous process realities to address. In addition to recruitment necessities, referenced above, it would be critical to gain cooperation and involvement from several

of Ping's retail partners. Fortunately, both Ping and SLRG enjoyed strong client relationships from prior in-store research experience at a number of the stores targeted for this project.

Incentives were designed to benefit both the respondent and the cooperating retailer. But there were still legal releases and cultural elements that needed to be addressed. Once onsite, it was essential to keep the nature of the research and the sponsoring manufacturer blind from store associates and respondents. These challenges were amplified in certain locations where competitive sales reps were present for promotions or customer visits.

Discussion guides and post-interview diary guides needed to be constructed in ways that were sensitive to both the retail environment and how the respondent shopped.

Fortunately, both client and research firm leveraged industry knowledge to plan the fieldwork around these realities and eliminate recruiting challenges. In a couple of retail locations, it became evident that some of the prerecruited respondents may not have been truly qualified for the stringent screening requirements. A team less aware of the intricacies of golf might have not captured these inconsistencies and may have allowed these respondents to continue with their interviews, thus impacting data quality.

Long days

This approach required long days in the field. The onsite team had specific onsite roles that helped them stay out of the way of the natural selling environment while still meeting project objectives. There were often hours of little productivity, where it was imperative to stick to project specifications and not settle for suboptimal respondents. In one market, this begged for flexibility, where again relationships with multiple retailers facilitated an opportunity to move to where customers were present. In others, the team needed to navigate around promotional static such as a tent sale or visits by competing manufacturers' representatives that could distort the customer traffic or representation.

We needed to consistently monitor

the process and manage the collection of video files – more than 30 hours of video in total! Having both client-side and provider-side researchers in the field together facilitated frequent interaction and real-time consideration of what we were observing and hearing. As much as anything, this partnership of varying perspectives was one of the most beneficial aspects of our field approach. We were able to discern what would become ultimate themes of the process and customer archetypes as they happened. Collectively we challenged hypotheses and we coaxed and calmed each other when we observed retail practices that were clearly detrimental to creating a level environment for the consumer to consider the available products.

Lots of good conversation

As stated above, synthesis of the findings was initiated while in the field. In addition to frequent process debriefs, "napkin drawings" and lots of good conversation over meals (both the client and agency share a strong preference for Southern barbecue!) kept the team focused and challenged us all to keep to the overarching project objectives.

We were able to dynamically define purchaser archetypes and key themes and reach consensus on them while conducting the fieldwork. The post-field synthesis, then, was about affirmation and modification of these findings and a great "treasure hunt" for the video clips that best illustrated what we had learned. With client and researcher at different ends of the country, we faced the arduous task of sharing lots of clips, chasing down multiple diaries that needed to be cajoled away from respondents recruited for that phase and transmitting files in both timely and secure ways. File-sharing site limitations and security concerns eliminated e-mail and private YouTube channels as transmission facilitators but they did aid us in some of the initial review. We ultimately settled on good old-fashioned DVDs, as these met the needs of multiple project constituents. The research team needed to be able to review the footage quickly, without long waits for downloads or buffering. We also needed to be able

to create file-naming conventions and identify timestamps to allow the art/design team to easily arrive at the selected highlights. Also, the art/design team at SLRG needed the highest-quality footage to edit into a compelling story.

Report wrote itself

In many ways the report wrote itself, thanks to the practice of laying out critical themes as report sections. In addition, part of our process was to think of ourselves as movie producers. As the client and SLRG teams divided and conquered raw video, working from a thorough outline, we challenged ourselves to nominate the best clips and vignettes for final consideration. We recognized that, allowing for presentation of conclusions, implications and facilitation of discussion, our final deliverable needed to integrate about 25 minutes of total highlights, interspersed throughout the presentation, from 30 hours of raw material.

We each selected our favorites and the final selection culminated in a collaborative session held at SLRG's White Plains, N.Y., office over several days, where client and research team immersed themselves in a review and selection of the best of the best clips. Finally, when we had finished weaving the story through words and video, we arrived at the idea for a schematic drawing that summarized the major findings on one slide. Our art director brought it to life as a graphic with such skill that it ultimately landed in the hands of several key client sales and marketing executives at Ping.

The resulting presentation was then further massaged and tweaked for multi-tiered management presentations. SLRG principals delivered the initial presentation at client headquarters to multiple audiences. The client research team then created customized modules and additional video vignettes to tailor the findings for specific operating units within the client organization.

The presentations played to rave reviews, capturing the enthusiastic reception of the CEO and spawning thoughtful questions that led to additional tactical follow-up research.

Why were the presentations effective?


The power of video and demonstration. The principals of SLRG have long been proponents of making research come to life through storytelling. Be it through our frequent use of metaphorical movie clips or 1980s hair metal song snippets to illustrate our findings, we've always drawn analogies between good research presentations and entertainment. Such an approach makes for an enjoyable experience and dispels some of the dread associated with sitting through a stereotypical research report that is heavy with numbers and methodological discussion. The evolution of micro videorecording has clearly given qualitative researchers a much-needed tool in the never-ending quest to bring respondents to life.

Multitier capture weaves the best qualitative storytelling. Similarly, the integration of various data-capture phases adds depth and context to the opportunities to tell a story. Creative deployment of these techniques needn't be cost-prohibitive with proactive planning and integration of various field phases.

Define and refine

All in all, this study was unique and ambitious in its scope and objectives. Our work was valuable both in meeting the specific goals of the project and in helping to define and refine best practices for client/agency collaboration and the introduction of new technology into qualitative research design.

Our advice to other research practitioners? Do your homework; know your environment; know your technology; and work from a master roadmap.

The work was long and challenging but incredibly rewarding. Through careful planning and integration of varied qualitative methodologies, the project met its goals and provoked strong strategic discussion among client executives. 

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Net some new knowledge

Generating B2B insights via catch-and-release interviews

| By Bruce Peoples

snapshot

Looking for a low-cost way to research B2B products and services?
Grab ahold of the catch-and-release approach.

Most of my strategic marketing and insights background is in consumer products brand management, which I have found to be very useful in my current role as a qualitative insights consultant. This classical marketing training gave me a framework to understand and help solve my clients' marketing challenges, regardless of the industry or category. So when I started getting requests to conduct B2B marketing research, I was a little uncertain – both about the best methodologies to use and how B2B research might differ from traditional consumer-products insight generation.

While one could write another article about the differences between B2B customer marketing and research and consumer-products marketing and research, I think a strong argument can be made that there exist more commonalities than differences between the two. Both require companies to identify a core target audience; both require their products or services to be clearly positioned and differentiated in the minds

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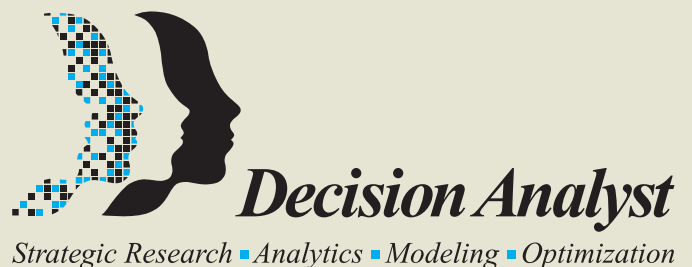
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of their end users; and both should have features and benefits that appeal to their target audiences on functional and emotional levels. As for differences between the two, they usually fall under the marketing strategies and tactics used to reach the target audiences and to generate insights.

One tactic that I have discovered to be effective in generating customer insights for B2B products and services is what I call the catch-and-release one-on-one interview. (The name for this approach presented itself – literally – on a sign adjacent to the Chattahoochee River while I was fishing with a friend one day.)

Targeted list

The catch-and-release interview is a one-on-one interview via phone with a targeted list of B2B customers. It can last anywhere from 10 to 25 minutes. Participants are usually decision makers, influencers and/or end users. They might include procurement or purchasing managers; engineers or maintenance personnel at industrial or manufacturing companies; or programmers or software engineers at technology companies.

There is a hierarchy of responsiveness among respondents. Current customers and business partners – distributors, brokers and manufacturers' reps – are more willing to share their thoughts and suggestions and spend 20 to 30 minutes with the researcher. Former customers, customers lost in the selling process or potential customers are a tougher catch and will likely only give you 10 minutes of their time. But, it is usually a very valuable 10 minutes.

This approach differs from in-depth interviews in that you usually do not need to make an appointment – you complete the interview when you get the respondent on the phone the first time; hence the name. And what each interview may lack in depth is more than made up in breadth (i.e., the quantity of interviews you complete – often 30 or more, depending on the scope of the project).

Another key difference and advantage vs. longer IDIs is low cost – only once in the last 60 interviews have I needed to provide an incentive. Most respondents in the B2B world are more than willing to share their thoughts

and opinions, especially when the client is identified. They often appreciate the opportunity to be heard. As for recruiting costs, most clients already have a list of current or lost customers in a database, while the list of potential customers is usually part of their lead-generation efforts.

Further, there are no travel costs involved for the researcher or the client. Travel savings can be applied to bring the researcher and the client together either at the outset of the project or at the end for the final presentation. Utilizing the phone not only saves money but also allows the researcher to reach participants anywhere, including global locations.

Just about any product or service

I have found catch-and-release interviews to be an effective method for generating insights around voice-of-the-customer or customer satisfaction issues, as well as feedback on just about any B2B product or service. Issues I have successfully explored include understanding how a product is used and how it performs; product positioning and differentiation; service responsiveness and the ability of the client to solve the customer's problems; sales force effectiveness; customer pain points; perceived value (and pricing); company and brand (often one and the same) imagery and reputation; and competitive intelligence on all of the above.

One of the strengths of this approach is the breadth of coverage (e.g., 30 interviews or more). This gives you a lot of rich feedback and data on all of the elements mentioned above – and often on things your client was not aware of – the aha moments. For one client, I uncovered the specific towns in Canada where they should locate their offices to best serve certain industries.

The primary drawback of this approach is the limited amount of time with the respondent. These are not pre-planned, appointment-made, in-depth interviews and therefore they may not generate the deepest of insights. However, those factors have not prevented this approach from delivering deep insights, due to the sheer number of interviews (30 or more). Also, one advantage of this sequential approach is that as

you progress, you uncover new issues or layers around issues that you can then add to your discussion guide and probe with subsequent interviews.

Given the short interview time, you can cover no more than six to 10 topics. This is a good thing, however, in that it forces all parties to focus on what matters most. For some respondents, usually current customers, you can schedule the interview on their calendar, which will provide you with more time to generate deeper insights.

Context and insights

I recommend beginning the project with internal interviews, usually with the client's sales, marketing or product teams. This approach provides the interviewer with an understanding of the client's business model and products and services; and context and insights around the issues to be addressed. It prepares the interviewer to then move on to the external interviews.

A thorough briefing from your client, one that provides a solid understanding of the products and services they offer and their features and benefits, is important too. The researcher should meet with the internal customer – not just the research or marketing manager – and be prepared to ask them questions. This will enrich your understanding of the business challenge and project objectives. Ask for a list of the acronyms you will encounter during the interviews so you are prepared to speak the respondents' language and have an informed discussion with them.

A good list of targeted customers is also critical for success. Clients may ask you to interview current customers, former customers, customers lost in the selling process or potential customers. Current customers are the easiest to gain an interview with, as they more likely have a stronger relationship with the client. If contacting potential or former customers, the list needs to be long – the researcher should plan to have to make anywhere from 20 to 40 phone calls to get one completed interview. The researcher needs patience and persistence in today's world of voice-mail and endless meetings that keep people away from their desks. I usually do not leave messages and I keep a log of all calls made so that, if for example

I reach a different or wrong person at a number, I won't call them again.

I have been impressed with the quality and accuracy of the lists clients have provided. Sales database tools that have come into usage in the past few decades – salesforce.com, for example – are making this part of the job a lot easier. Also, the lists of sales leads provided by outside vendors are impressive in their scope and accuracy of names and phone numbers of target industries, companies and contacts and their titles.

Sets the tone

A great elevator speech is critical to success and sets the tone for the interview, which you really want the respondent to perceive more as a conversation. I type my elevator speech up in large fonts with lots of space between phrases and lay it out in front of me when I make the call. And I constantly refine it as I progress through the interviews. Your speech should begin with you identifying yourself and your research company name. I then add, "I am calling on behalf of [client company name]."

I recommend a transparent, non-blind approach. I have found being transparent has several advantages. Knowing the sponsor allows the participant to focus in the product or service – and his or her needs in that area. Transparency puts the participants at ease – who wants to share valuable business information with an unknown entity, who might be working for a competitor? It also establishes trust between the moderator and the participant – I'm not trying to hide anything. For brands that are less-established, it increases awareness and can impart goodwill, as some participants are im-

pressed that a company will make this level of effort to learn more from their customers. An e-mail invitation from a V.P.-level person at the client firm lets respondents know you will be calling.

I inform the participant that the conversation will be recorded. I have not had anyone object; I usually say that recording will free me from taking notes and thus slowing us down and will save the participant time, though I do make as many notes as I can as quickly as I can.

I treat these calls as if they were a sales call, in that the person on the receiving end – a buyer or purchasing manager – would expect me to know a thing or two about his or her business. Preparation beyond the elevator speech really helps, so Google and Google Maps have become my friends.

I recently completed a project interviewing engineers in Canada. My middle-school children knew more about Canadian geography than I did. So I looked up the target company's Web site and their location prior to making the call. Demonstrating this knowledge with the participant early in the interview puts you on a higher level and makes everything easier – it shows you made the effort to learn about their business prior to the call, which they appreciate.


As an example, one call was to a respondent who I discovered (via Google) had worked at an old, coal-fired power plant that was built in 1972. This knowledge allowed me to probe on issues relevant to this type of customer and to avoid wasting time trying to determine what those issues were. So the conversation focused on how old the equipment was, which I knew in

advance; how reliable the client's OEM installation was; and how well the client serviced this older equipment over the years – all important topics the client wanted to explore.

Another non-customer interviewee was almost apologetic, in part due to my preparation – he apologized for not being better prepared, even though he had no idea I was going to call! He spent over 20 minutes sharing valuable information.

You will need a good phone with a headset and a good audio-recording tool. I use my landline and a headset, which frees my hands to shuffle papers and take notes as needed. I use a small Olympus digital recorder with an earbud microphone but there are other effective methods, including third-party tools. Find one that works for you.

Understands the challenge

In an ideal consumer research world, a researcher would conduct in-depth interviews in-person, face-to-face. In the B2B world, however, with customers geographically dispersed, that is rarely practical or affordable. By combining old technology – the phone – and modern database technology – targeted, accurate contact lists of customers – with a good qualitative researcher – one who understands the business challenge, the project objectives, the client's business model and who develops an effective discussion guide – catch-and-release interviews can generate valuable insights for just about any B2B company. 

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| By Andrew D. Cutler



snapshot

The author examines
five ways in which
in-person research can
be more appropriate
and more valuable
than research aided by
technology.

Not too long ago, I wrote an article for *Quirk's* ("What can Web do for you?", January 2011), rhapsodizing about the array of technologies that are now available to help market researchers provide research solutions more quickly, efficiently and/or cheaply than traditional in-person research may permit. Many readers may have inferred that I am strongly advocating for the use of these technologies. Well, they were partially correct: I am – but only when going high-tech makes more sense than choosing in-person research.

Even in this age of gee-whiz-will-miracles-never-cease technological marvels, there are often research projects that are still going to be best served via plain, old-fashioned, eyeball-to-eyeball, in-person research. No amount of Internet bandwidth or cyber-power is going to replace the insights that can emerge when a researcher sits down in the same room as the research participant(s) and skillfully elicits their feedback.

In-person research offers several benefits over any other approach. Let's take a look at some ways that in-person research trumps technology.

Detecting nonverbal cues

In-person research provides a more nuanced understanding of participants' responses, particularly with regards to body language and other nonverbal cues that may not be apparent via the Internet or telephone. You've heard the claims: 93 percent of communication is nonverbal. (How the heck do they measure this stuff so precisely, you might ask?) Whether this figure is true or exaggerated, the fact remains that a great deal of what we communicate is nonverbal.

One of the biggest nonverbal channels is the use of tone and inflection. This is why even a very simple sentence (e.g., "That's great") can have multiple meanings, depending upon how the words are spoken. Is the speaker being sincere or using sarcasm? If they're being sincere, how much enthusiasm do they have? Which word do they emphasize? All of this affects the meaning of the statement.

Since qualitative research is generally conducted via spoken words, tone and inflection are



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usually evident. Regardless of whether the research occurs in-person or by telephone, this nonverbal information is part of the data that an experienced researcher will capture.

But here's the catch: At least as much nonverbal communication is through facial expressions and body language. Thus, a large amount of data is lost in the traditional phone interview. The use of Webcams, as I discussed in the aforementioned Quirk's article, helps to remedy this problem by training a camera on the respondent and then transmitting their image to the moderator and any clients who are watching. However, depending upon how close the camera is to the respondent, one typically has to choose between a close-up of their face, which leaves body language largely hidden from view, or a broader shot, which makes it difficult to see more subtle facial expressions.

Webcam technology, then, is an imperfect solution to the problem of data loss that comes with conducting research in a setting other than in-person.

Managing stimuli

The moderator has complete control over the exposure that respondents have to individual stimuli.

Web-assisted interviews do provide the moderator with a great deal of flexibility in terms of how and when stimuli are shown. An internal, password-protected Web site that we often use at my firm allows us to place any PowerPoint slide in front of the respondent and then to remove it when appropriate. In fact, we can show as many slides as we wish, with precise control over the duration of exposure to each slide. Respondents cannot download or print out the slides so confidentiality is assured.

But again, there is no substitute for the real thing. If we want to show multiple slides simultaneously, for example, we cannot do so without shrinking each of the slides so that they all fit on the computer screen, rendering each slide more difficult for the respondent to see on their computer's desktop. By contrast, in the context of in-person research, our only limitation is the size of the physical desktop.

Furthermore, some stimuli do not lend themselves to online technology. For example, a pharmaceutical sales aid (a multipage document that phar-

ma representatives use when meeting with health care professionals) can be awkward to test online because it is a physical booklet. For example, respondents cannot readily flip from page seven to page two if they want to compare the information on separate pages. As for testing devices or other 3-D objects? Fuhgeddaboudit! There is simply no technology (at least, not yet) that effectively replicates our ability to, for example, have an asthma patient hold a new inhaler in their hands and examine it.

In addition, during in-person research, clients will sometimes ask us to test stimuli on the fly. In the middle of an interview, there will be a knock on the door and we will be politely handed a visual concept or promotional message that the client has quickly come up with, based on what the respondent is saying. Such last-minute additions to the research are difficult, if not impossible, to implement when research is occurring in the context of Web-assisted phone interviews.

Staying focused

In-person interviews provide assurance that respondents are not multitasking during interviews and that other persons are not present and/or influencing the responses.

It's no secret that respondents interviewed on the telephone often are doing something else at the same time, whether it's washing dishes or grooming their dog. This is problematic, for obvious reasons. A distracted respondent is a respondent who provides less-useful, less-accurate and less-reliable feedback.

Even if the respondent is trying to give you 100 percent of his or her attention, consider the fact that they may be at home (with their kids running around) or in a coffee shop (with noisy patrons ordering decaf lattes) or at the office (with co-workers interrupting them periodically). Again, the quality of the interview inevitably suffers.

Occasionally, unbeknownst to the interviewer on the other end of the telephone, another person will be sitting next to the respondent and (deliberately or otherwise) influencing his or her answers. This, of course, contaminates the feedback and compromises the quality of the data.

Webcams again provide a partial fix to these problems. Because a Webcam

reminds respondents that they are being watched, they are usually on their best behavior and hence will generally wait to catch up on e-mails or clip their fingernails until after the interview is over. Still, the distractions of colleagues and family members may inevitably arise.

There is, in short, no substitute for conducting research in the controlled laboratory setting of a focus group facility (assuming respondents are told in advance to turn off their phones!).

Stakeholder attendance

Kicking off the research with in-person interviews enables the project team to attend the research and collectively decide on any modifications and adjustments to the discussion flow and areas for probing.

One of the most reliable patterns in this business is that, for many clients, the first day of research, and in particular the first interview on the first day of research, holds the greatest interest and importance. This is certainly understandable; it is at the beginning that clients are most anxious to see how the respondents feel about, for example, advertisements that have been painstakingly developed over the past several months. Will it be a hit, like the agency predicts? Or is it going to alienate some customers, like the product manager fears? And, equally importantly, are things on the right track? Is the moderator asking respondents the right questions? Is the client ultimately getting the information that they need to make the right decision?

For this reason, on day one the back room in the focus group facility is often filled with a large audience of stakeholders in the project. When the moderator goes into the back room at the end of the interview (to solicit follow-up questions), he or she often walks into a room that is abuzz with discussion, analyzing what the respondent said and what implications it has. These discussions often generate follow-up questions and/or modifications to the stimuli. As a result, the interview structure, content and focus tend to evolve and by the end of the day things may be very different from where they were at the beginning. It is a productive and exciting process.

Now imagine the same project executed via telephone interviews (Web-assisted or not), with the project

stakeholders scattered across different sites. Teleconferencing is set up to enable everyone on the team to listen to each interview and then, at each interview's conclusion, to discuss what the respondent said and what it means. The process of collectively assessing the feedback and deciding on modifications to the discussion guide and stimuli can still occur but is inevitably less fluid than an in-person discussion at a focus group facility. For example, the creative director cannot quickly show the rest of the team an alternative visual image that she has sketched out on her notepad.

More importantly, in a teleconference, the body language and facial expressions of the team members are lost entirely (or partially, if everyone is on videoconference) and this loss of information can affect the degree to which each team member understands what his or her colleagues are trying to communicate. By gathering the stakeholders into a room together, in-person research can prevent these miscommunications from occurring and ensure that the team is in full alignment regarding the next steps.

Role-playing

In-person research also enables respondents to demonstrate exactly how they would talk/interact with another individual.


In many research projects, one objective is to understand how the audience being interviewed (e.g., health care professionals) interacts with another audience (e.g., patients) and in some cases, how they would use an object (e.g., a medical training device) during these interactions. Role-playing, with the moderator serving as a surrogate for the third party, is often a useful exercise in these types of research situations.

Let's imagine that research is needed to understand how diabetes educators would train patients to self-inject themselves, using a pen-needle device. Would you opt to conduct this research using a Webcam and a telephone? Probably not. Research of this sort obviously works best when it is in-person. Savvy moderators and clients will likely want to enact a mock patient visit, during which the respondent (in this case, a diabetes educator) demonstrates precisely how they would train a patient (role-played by the moderator) to use the device.

Similarly, imagine that you wanted

to understand how physicians believe pharmaceutical reps should optimally use a specific sales aid when visiting physician customers. Specific questions would include: What pages would they use? Which information on each page would they focus on? How much time would they spend on each chart? In what order would they present the information? What would they say as they're using the document? Again, an in-person role-playing exercise is likely to provide more information than any other approach can offer.

Certain advantages

In-person research offers certain advantages over technology-based research – advantages that, in certain research contexts, makes it the best methodological solution. The face-to-face approach has – and probably always will have – everlasting value. Wise researchers and clients will avoid the siren call of technology when it is best to do so. 

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●●● qualitative research

Getting in the game

New ways of gamifying qualitative research

| By Susan Fader



snapshot

The author explores ways to add fun and competitive elements to qualitative projects to enrich the process for everyone involved.

As detailed in articles in *Quirk's* and elsewhere, Jon Puleston of GMI has done extensive work to integrate gamification into online quantitative research. Can his work and that of others who champion the addition of game-like elements to marketing research provide new ways of thinking about qualitative? We think so.

While many qualitative researchers point to the projective techniques that have long been used during focus groups (or IDIs or phone interviews or even online focus groups) as proof that game-like elements are already present in qualitative research, more can be done.

Gamification in qualitative research does not have to focus exclusively on personification techniques or even on techniques only used during the research session. Participant interaction with a qualitative research study can begin before the session begins, so why wait until the discussion starts to begin the game?

We have a number of suggestions for how to get things going sooner that we have successfully integrated into qualitative research we have fielded with different demographics both in and outside the U.S. These techniques not only make the research fun for the participants but can also ignite excitement in the recruiters, clients and us as qualitative researchers.

Recruiting process

In order to identify and qualify the “right” participants, we have to ask questions. But the traditional method of using a laundry-list of forced-choice questions, with multiple answers that need to be rated on scales, can be tedious for both the person being screened and the recruiter, which can negatively impact the quality of the recruit.

Puleston has talked about personalizing and emotionalizing questions for online surveys and we can do the same in qualitative research screening. It can help make the recruiting process more interesting for the prospective participant and the recruiter. It also can help the client with open-ended feedback and the moderator with personal insights into who will be in the group. Gamification can help transform a difficult screening process into one that ener-



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gizes participants and makes them look forward to the research.

For example, for a study on sexually-transmitted diseases (STDs) we added gamification techniques to a recruiting screener where we needed to recruit many different demographics (ages 18-49) across a spectrum of sexual orientations, behaviors, condom usage, number of sexual partners and types of STDs.

Using gamification helped address some major concerns in designing the study:

- How do you get people comfortable answering explicit questions (and giving truthful answers) about their sexual behavior, history and orientation to a stranger on the phone?
- How do you structure the screener to minimize the number of refusals and drop-outs during screening?
- How do you make the recruiter (who is asking the questions) not only comfortable with asking the questions but also make this a study they want to work on?
- How do you ensure that the people who are being recruited will be comfortable during a group discussion versus the more anonymous environment of answering questions over the phone?

We addressed all these concerns by integrating gamification techniques at both the beginning and end of the recruiting screener. At the beginning, we laid out the ground rules, as one might with a game, inviting them to participate along with others and telling them what they would “win” if they qualified.

Clearly explain the rules. If people know up front the topic that the questions will cover it will help mentally prepare them, especially when the questions are so personal.

Get buy-in. Let the participants know that they will be part of a group who have been asked the same questions and then have them confirm they would be comfortable answering the questions prior to asking any of the difficult/explicit questions.

Reward. Most recruiting screeners do not tell the person what they will be paid until after they are qualified but for some studies where the recruiters may encounter a high refusal rate, this

will pique interest and increase comfort in answering the questions.

An example of our introduction is below:

Hello, I'm _____ from Fader and Associates, a market research company. We're conducting a study among the general public and would like to ask you a few questions. If you qualify for the study, you along with nine other people will be invited to participate in a two-hour focus group, where you will be paid at least \$125. Our questions may be personal in nature, touching upon your sexual behaviors and attitudes. Please be reassured that your answers will be kept strictly confidential. Do you feel comfortable and willing to continue with this interview to see if you qualify for the focus group?

Then, while not a gamification technique, we also restructured the typical order of the recruiting screener to get people comfortable answering questions prior to asking the explicit sexual questions. So at the beginning of the screener, we asked the demographic questions that are generally asked at the end of the screening. Then the last two questions were structured to ensure we had people who would be comfortable being part of the group discussion about sexual behavior.

We didn't use the usual attitudinal grid approach. Instead we used the personalization and emotionalization approach with these two open-ended questions:

Please tell me the story of how you lost your virginity. [NEED DETAILED ANSWER. A COUPLE OF WORDS IS NOT ENOUGH.]

How has your attitude toward sex changed over the years? [NEED DETAILED ANSWER. A MINIMUM OF 2-3 SENTENCES.]

Adding these questions was something that the recruiters initially felt would make the recruiting very difficult but instead, as one recruiter said, “They were so comfortable answering the question, I couldn't get them to stop talking.”

These questions let us know if the person would be comfortable in a two-hour discussion about sexual behavior, choices and attitudes and became a springboard for the people in the group to really feel comfortable sharing some amazing stories during the group discussion. For example, one of the women, who answered the question on the recruiting screener by saying she had lost her virginity to a “friend” but didn't go into much detail on the phone, opened up during the discussion. It

turned out that she had been drugged and raped by a trusted male friend. She said she had tried to tell her mother right after it happened but her mother refused to listen so she never told anyone the details. But she felt comfortable, through her tears, speaking to the group. The energy from this revelation spilled over into the rest of the group discussion, encouraging the women to be extremely focused on the positioning ideas that were discussed later.

Early-bird drawing

As another example, we have added an early-bird drawing to many of our projects. We tell respondents the details of the drawing after they have gone through the recruiting process and have qualified for the study.

The early-bird drawing has these game-like elements:

Game of chance. Through a drawing, the participant has a chance to win an additional \$50. This ensures early/on-time arrival to the group.

Competition. They will vie with eight other people for the chance to win the \$50, which connects with people's competitive natures. By stating the odds of winning, which are relatively high, you increase interest in “playing” (i.e., answering screening questions).

An example of our wording:

There will be nine people in your group discussion. In addition to the \$125 we will pay you for participating in the group discussion, anyone who arrives at [name of facility] and signs in by 9:45 a.m. for the 10 a.m. group will be entered in an early-bird drawing for a chance to win an additional \$50.

Since we have added the early-bird drawing, we have been able to start almost every group at least five-to-10 minutes before the scheduled start time. In fact, for a recent study on a financial Web site, all the respondents showed up at least 20-25 minutes before the official start of the group, which is especially helpful when you have a jam-packed moderator's guide and could use some extra time for the discussion.

One more note about the early-bird drawing: to ensure no one during the group is disappointed that they lost the drawing, we tell them who won at the end of the group. Because the group has generally bonded well during the focus group discussion, there is much less

disappointment if they didn't win since "someone they know" has won.

Signing-in at focus group facility

Many times the sign-in process for a focus group can make the person coming to the group feel like they're back in school or awaiting sentencing, which is definitely the opposite of how you feel when you're excited to play a game. You want to create an environment where a person is looking forward to the discussion, just as a person who is about to play a game looks forward to doing so. Therefore, banish the following common sign-in practices, which make people feel uncomfortable and cause them to question why they agreed to participate in the research:

Don't: Tell the person where they have to sit in the waiting room.

Do: Let person choose where to sit.

Many focus group facilities place a person's name tag on a seat in the waiting room and instruct them to sit in that seat. They are not allowed to choose. Most people have a strong opinion on where they will feel most comfortable and by not allowing them to choose a seat, you create a situation, even before the research begins, where they are made uncomfortable.

Don't: Assume the name on the summary sheets is correct.

Do: Ask the person if the name on the tent card is the correct version of the name they want to use and if it is spelled correctly.

If you can't get a person's name right, then you are giving them permission to be lax in how they pay attention and what they say during the group. Once you start double-checking that you are using the correct spelling of the name they want to be called, you will discover it is not that uncommon to have someone's name spelled incorrectly or that their given name is not the name they use (i.e., Jonathan on the tent card but they go by their nickname of Chip). Hardly anyone ever volunteers that his/her name is the wrong version or is spelled incorrectly. They just sit there feeling off-center because you are




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calling them by the name their mother only used when they were in trouble.

Don't: Have the moderator refrain from talking to the people in the waiting room.

Do: Have the moderator talk one-on-one with each person and also to the group in the waiting room prior to the start of the discussion.

It can't be reiterated enough that a very important component of adding game-like elements to qualitative involves making sure that people know the rules (what is expected of them) and creating an environment where they look forward to participating in the discussion. People sitting in a waiting room are by nature curious about who else will be in the group. They look around and remember the sometimes strange and embarrassing questions they were asked during recruiting and wonder if everyone else answered the same way or if they're the only one with \$10,000 worth of credit card debt.

A moderator who talks with the

people in the waiting room is creating a more welcoming environment than a moderator who is first seen sitting at the head of a conference table as the facility host brings the people into the focus group room. In other words, if you tell them up front in the waiting room, before the group officially begins, what they all have in common is that they have had credit card debt of at least \$10,000 for the last two years, you put people at ease and help them bond as a group, even before they enter the focus group room, because now they know everyone is in the same boat and no one is going to judge them. They then feel more open and willing to "play the game."

'Cheat sheets' – waiting-room exercises

Having a cheat sheet for a game helps make people feel more comfortable as they begin playing. Having a personalized cheat sheet to answers/topics that will be covered during the group discussion helps provide a deeper and richer discussion, because they can refer to their notes during the discus-

sion. The more you can visualize and "fun-up" this cheat sheet, the better.

Waiting-room exercises are very helpful when the nature of the study does not allow for a homework assignment but you still need participants to do some thinking about a topic and write down their thoughts and perspectives prior to the group. Having people fill out a short questionnaire in the waiting room enables this (which you have time for if you incorporated an early-bird drawing into your recruiting process).

For example, for a study with very heavy consumers of a fabric softener who were invited to a group that they thought was on the general topic of laundry, we asked them to write down three things they liked best about doing laundry and three things they liked least. We wanted to see if fabric softener made the like list. Surprisingly, more of these heavy users mentioned fabric softener on their don't-like list than their like list – which led to very helpful insights about how the product could be improved.



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Three personal items that tell the story of you

For an international study in the BRIC countries with consumers who were both heavy and loyal consumers of specific beverages, we recruited Millennials with similar demographics. The only difference was that they were loyal to different brands.

One of the objectives of the study, to help with positioning, was to see if they had different worldviews. This was a very challenging assignment, because previous research showed that the different brand loyalists were very similar in job aspirations, hobbies, importance of family in their lives, etc.

To meet this objective, we created an introduction assignment that incorporated some key gaming techniques. The instructions we gave to them as part of the recruiting process were:

At the very beginning of the group discussion you will have one minute to tell “the story of you” so that the other eight people in the room will really know who you are. You will need to pick out and bring three distinctly different items to the group discussion that you will use as part of your one-minute introduction. These items should represent different aspects of who you are and what is important to you. You cannot use any photos, your phone, computer, car keys or wallet.

Remember:


- Rules are important in transforming a (boring) assignment into something more interesting and challenging. So don't just state the facts; create specific guidelines of what they can and cannot do/use for the assignment.
- Competition can be an exciting stimulator. So put in context that others will be doing the same and all will have to present their information.
- Restrictive rules can create fresh thinking. Instead of just making it simple for them to go for the easiest answer, have them stretch.

Using this technique, we were not surprised when the different brand loyalists brought in similar items, because, except for brand preference, their overall demographics were the same. However, because we had challenged them with restrictive rules in terms of time allocation and what items could not be used, they had done

true introspection. They could not just grab any easily-available item and, as a result, the language of their stories was very insightful. For example, when loyalists of one brand talked about sports they talked about how good they were at a particular sport, while the loyalists of the other brand spoke about sports in context of being a member of a team.

More fulfilling and enjoyable

While fun, game-like elements have historically been an integral

part of qualitative research, by using techniques like those outlined above, researchers have new and different opportunities to integrate gamification into their projects, enriching the quality of the insights they generate and making the process more fulfilling and enjoyable for all involved. 

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●●● communication research

Be clear and coherent

Meta-analysis reveals best practices for more effective marketing claims

| By Paul Janssen and Gerard Loosschilder



snapshot

The authors offer a three-step process for vetting marketing claims and provide four rules for message creation.

At the core of an effective marketing claim is a truly resonant message, one that is written in an articulate and compelling way. The ultimate proof of an effective claim often lies in the sales numbers. But before a claim can be launched into the market, it falls on the marketing researcher to discover what message will resonate most with consumers.

A meta-analysis conducted by the marketing research firm SKIM examined more than 850 claims in 16 categories including personal care, cosmetics, foods, home care and durables. Through multivariate analysis techniques, researchers at SKIM were able to uncover valuable insights into how to develop a winning claims strategy.

SKIM created 34 codes representing hypothetical drivers of message effectiveness. In order to construct the codes, previous studies were examined to identify patterns, such as the fact that fluffy messages always seemed to be outperformed by more concrete ones. Next, tens of thousands of open-ended responses provided a vast amount of feedback that helped the researchers better understand how consumers react towards certain characteristics. Lastly, recognizing the importance of including linguists and copywriters in the claim-creation process, SKIM worked in close collaboration with a linguistic expert. This was especially relevant in refining the codes related to the articulation of the claim.

All claims were then coded and analyzed to identify the key success drivers. To ensure the validity of the results and to avoid any discrepancies in the coding and analysis process, every claim was coded separately by at least two individuals. For all claims, inter-coder consistency was computed and inconsistencies were resolved by having the coders, including the linguistic expert, agree upon the interpretation of the code.

Understanding which factors drive claim effectiveness will help marketers craft language that provides their product with a competitive edge in the consumer's mind. Although every category has its own intricacies, the inclusion of a broad range of



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interrelated categories in this study provides a universally-tested framework that can be applied across multiple categories.

The resulting three-step process aids in developing and optimizing a winning claim:

Define: "What" do you say?

Develop an effective core message that ties back to the product's value proposition to entice consumers and provide market differentiation.

Refine: "How" do you say it? Once the optimal content of the claim has been determined, it is important to articulate it in a clear and compelling way.

Deliver: Understand the context and environment into which the claim will be delivered.

Define: four rules of message creation

Our meta-analysis found that strong messages have four common characteristics. By writing claims that include these characteristics, marketers can boost the likelihood of a message performing strongly in the market.

1. Promise value. A prerequisite for successful messages is to promise value by communicating relevant and tangible benefits that help the consumer reach a desirable end state. Whether a detergent cleans more stains or a gum is better at stopping bad breath, a promise of value must be made. This is the essence of a winning claim and its defining point of difference. To best communicate the promised value, straightforward language should be utilized while fluffy and unsubstantiated statements should be avoided.

✓ For perfectly smooth skin
Designed for perfection

✓ A rich chocolate taste made from real cocoa beans
Chocolaty goodness to indulge yourself

2. Put the key benefit(s) first.

When there's only a split-second to capture attention, it is important to mention the key benefit first. If this is not done, consumers may pass over to the next product be-

fore even reading the main benefit of your product.

✓ Lose weight faster with our improved product formulation
Our improved product formulation will help you lose weight faster

While it's absolutely critical for a message to have at least one benefit, it can be even better to showcase multiple benefits. A powerful way to communicate multiple benefits is to offer a solution to a dilemma by combining two seemingly incompatible benefits into one appealing statement (e.g., health and taste or efficiency and duration).

✓ A healthy breakfast never tasted this good
A healthy breakfast to start your day off right

3. Be specific. Being specific is the most important driver of claim effectiveness. The more specific a relevant message is, the better. Consumers want to know exactly what tangible benefits a product will deliver and "how much" or "how much more" the product offers than the competition. Specificity can be achieved by highlighting either words or numbers within a message.

✓ Smooth in seconds, lasts for three weeks or longer
Easy hair removal for long-lasting smoothness

✓ Removes more tough stains than any other detergent
More cleaning power than any other detergent

4. Set yourself apart. Every product is being measured against a set of alternatives. Rarely, if ever, is a product alone on the shelf. Due to this competition, it is important to position by saying or implying that a product offers greater value than the competition. However, it is worth noting that the meta-analysis did not find any evidence of significant differences in effectiveness between comparative and non-comparative messages, which suggests that merely drawing a comparison with competition is not enough. This stresses the importance of having a differenti-

ating value promise that sets the product apart by default.

When using a comparative claim, it is most effective to benchmark against the category. Benchmarking against one's own brand can be a sign of weakness, and targeting a single competitive brand can be detrimental as consumers may like that brand and feel offended, dislike it and feel alienated, or not know it and feel indifferent.

✓ 12 hours of nonstop waterproof protection
Protects you from the sun longer than Brand X

✓ 4 hours of more battery life than any other brand
Now with 20% longer battery life than before

Refine: an articulation checklist

The findings of the meta-analysis revealed that every message must meet certain standards for style and tonality in order to succeed. While adhering to the message checklist below might not guarantee that a message is successful, it will ensure that the claim does not fall short because of weak articulation. In essence, these are the counteractions to avoiding common pitfalls. To develop a winning claim, one should do the following:

- Be positive: Offer something positive instead of avoiding something negative.
- Be respectful: Know your audience; don't inadvertently be condescending or presumptuous.
- Be clear: Use simple unambiguous language to ensure the message is understood.
- Be coherent: Connect the dots – ensure benefits and reasons to believe related to each other.
- Be fluid: Create sentences that flow naturally and do not sound contrived.
- Avoid jargon: Use words and terms that are meaningful and known to your target audience.
- Avoid humor: Be direct and focus on efficiently getting your value proposition across.

Deliver: consider the message environment

Messages should be evaluated with

consideration for the competitive landscape. Winning messages are most effective when they are designed to work in the real world.

First, benchmark new messages against current messages. Include current messages in the testing process. If you don't include current messages, it's impossible to know if the new winner is an improvement over the status quo.

Second, consider the decision-making ecosystem. Is there a single decision maker or are there multiple inputs and influencers involved in the decision? For example, if you are selling through an intermediary (e.g., insurance through an agent or pharmaceuticals through a physician) one must take into account the influence of each stakeholder before choosing the winning messages.

Third, find out exactly what makes the message a winner and why others are less successful. This can be achieved through open-ended questions or by using a claims tool that asks respondents to highlight liked and disliked parts of the messages. The resulting information can provide valuable insights for creative and brand teams and often can help optimize the message.

Finally, context can make or break a well-worded message. Test the messages in the applicable delivery environment (e.g., print, Web and packaging) beyond just words on a page. Sometimes a message that seems compelling at first will fall short in the context of the overall graphics or packaging. For this reason it is important to test the messages within a graphical context that allows respondents to identify what it is about the message that resonates strongly – as well as what is negative – in a more realistic scenario.

Speak clearly and persuasively

Powerful messages are a critical part of successful product marketing. "Big brands get very short opportunities to communicate with consumers – when we do get that chance, we need to speak clearly and persuasively," says Justin De Graaf, senior manager, corporate marketing strategy and insights, the Coca-Cola Company. "That's why it's abso-

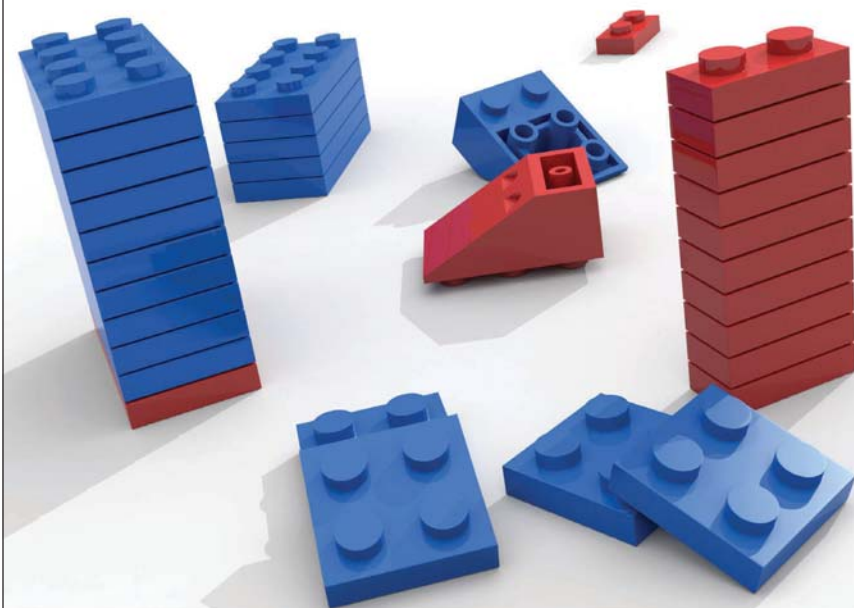
lutely imperative to have a robust approach that allows us to build our comms with input from our consumers. On several occasions I've successfully used this best-practices framework to optimize messaging to have greater consumer appeal and also to avoid language that would have turned off consumers."

By leveraging the three-step process – define, refine, deliver – laid out above, market researchers can provide an additional level of cer-

tainty for successful message development and help ensure that marketers make the most of their chances to communicate with consumers. ①

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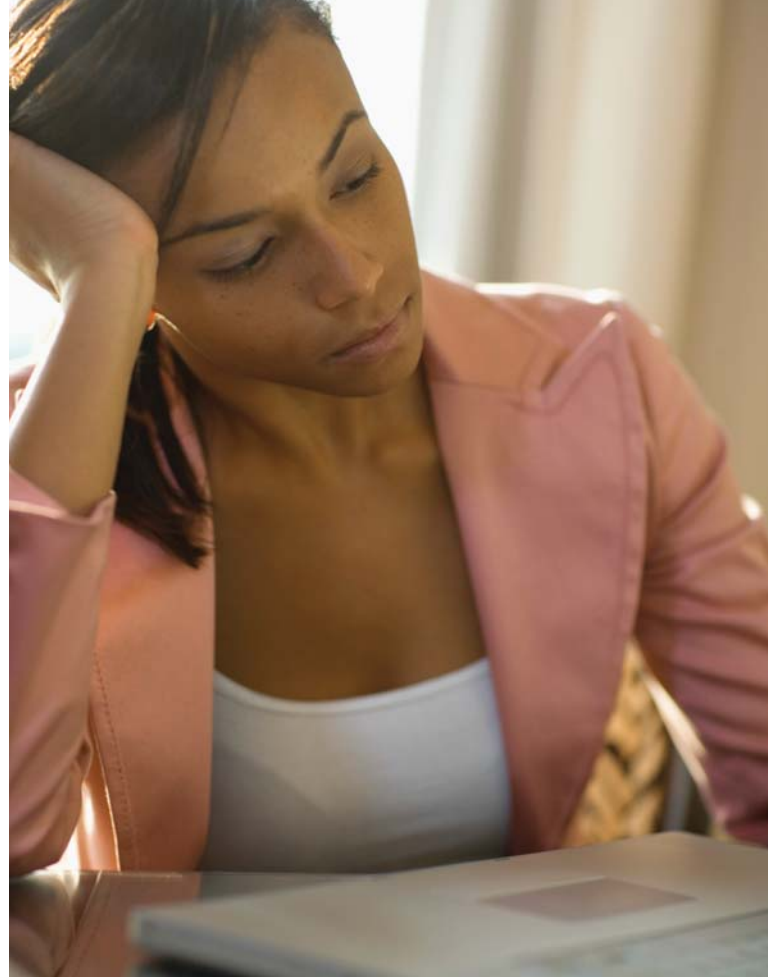


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●●● panel research

Rules of engagement

The war against unengaged online respondents

| By Steve Gittelman and Elaine Trimarchi

snapshot

In a follow-up to their November article, Steve Gittelman and Elaine Trimarchi tackle the problem of poorly-engaged panel respondents and offer guidelines for handling their impact on data quality.

When those of us who conduct online research are confronted by poorly-engaged respondents, we face a conundrum. How should we react? Which respondents should be kept in the data set and which must be removed? In the absence of clear rules and guidelines or salient tests, perfectly acceptable respondents could be removed and the data that we hold so sacred could be placed at risk.

Clients need to know that the changes they see in their data are real and not due to changes in the underlying sample frame. Gone are the days when a probabilistic sample frame governed our research. Instead, we are in a relatively new era of “convenience” sampling – and are finding it anything but convenient.

We advocate proper treatment of respondents in all respects. Our surveys are at times long, boring, convoluted or on esoteric subjects. Respondents are enticed with robust incentives and sent packing with lotteries. We screen them in a never-ending sequence of questions until we can fit them to our purposes. Sadly, we get what we encourage.

Some respondents satisfice their way through surveys. They provide us with little or no attention to the questions that we offer them and instead “complete” the task with less attention than is required. In the end, we must establish rules for the elimination of respondents whose efforts, or lack thereof, are not fit for our purposes.

As researchers, we must understand the potential impact of poorly-engaged respondents on our work and take appropriate action but there exists no guideline for making such decisions. In our previous *Quirk's* article (“Your results may vary,” November 2012) we provided an exhaustive overview of global online panels and the degree to which they had demonstrated consistent results in a multiwave tracking study. Those that did not prove consistent appeared to have high levels of poorly-engaged respondents.



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Figure 1

**Quality and Change in Behavior
(All Markets) R = .29**

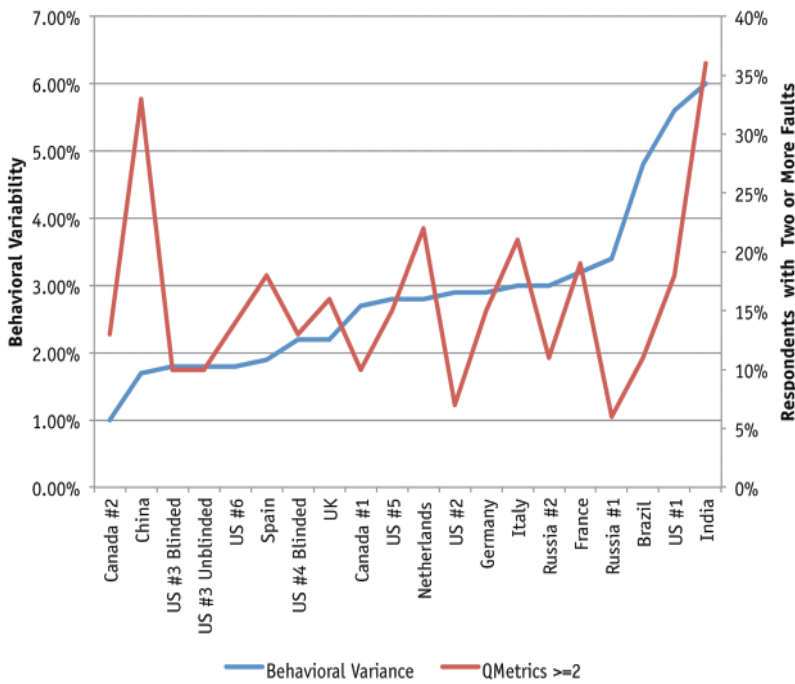
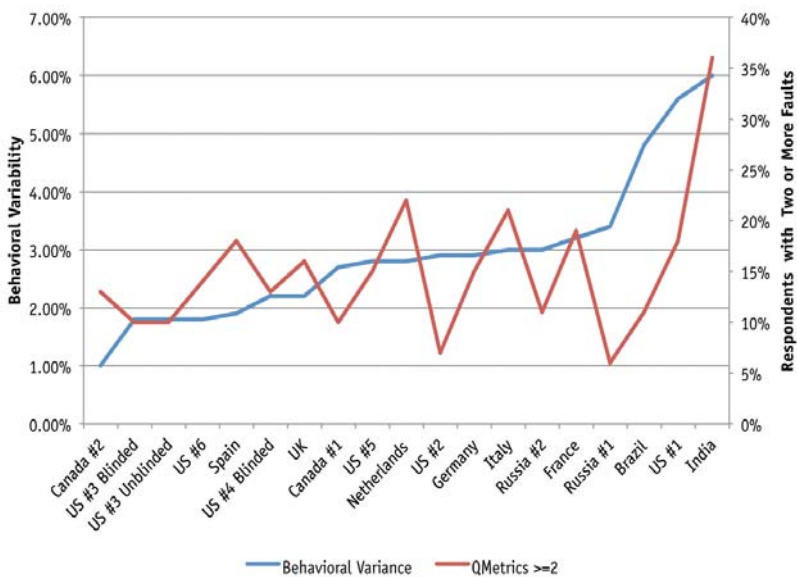


Figure 2

**Quality and Change in Behavior
(All Markets Except China) R = .49**



Figures 1 and 2: The consistency of a panel as measured by buying behavior segmentation variation correlates with the percent of its population that is poorly engaged. We found China to be an outlier. R=0.29 including China; R=0.49 without China.

From these data we ask the following questions:

Is there a relationship between respondent engagement and the ability of online panels to be consistent?

Are poorly-engaged respondents answering in a random fashion or do they instead demonstrate a directional pattern?

Does engagement have a bearing on the data collected? Are those differences significant? Is the difference in data meaningful to the point of changing our understanding of the data we have collected?

Increasing in use

Metrics for calibrating engagement levels have been increasing in use during the past five years. One particularly elegant proposal came from Garland (2012), an outlier detection system. Our QMetrics took its early form (Gittelman and Trimarchi, 2009) from a paper presented at CASRO (Courtright, M. and D. Brien, 2009). With some changes, we adopted this QMetrics score to fit the test instrument that we have deployed in 35 countries where we audited over 300 online panels as part of the Grand Mean Project. Respondents were subjected to two consistency questions, one trap question and an analysis of speeding and straightlining (also known as non-differentiation) as a part of the QMetrics scale we deployed for this study. We quota-controlled demographically-balanced samples among the 20 panels willing to participate in the process from 2008 to the present as they conducted repeated waves of a tracking study.

Our questionnaire is a diagnostic tool intended to measure three types of respondent behavior, questionnaire execution and the frequency of panel membership/survey-taking. In addition, a battery of 10 largely behavioral segmentations relating to purchasing behavior, psychographics and media as well as seven market segments are derived from the 17-minute survey instrument. We track speeding and have built in grids to detect non-differentiation of response – more commonly known as straightlining (Gittelman and Trimarchi, 2012).

Panels that tracked consistently tended to have low percentages of

Figure 3

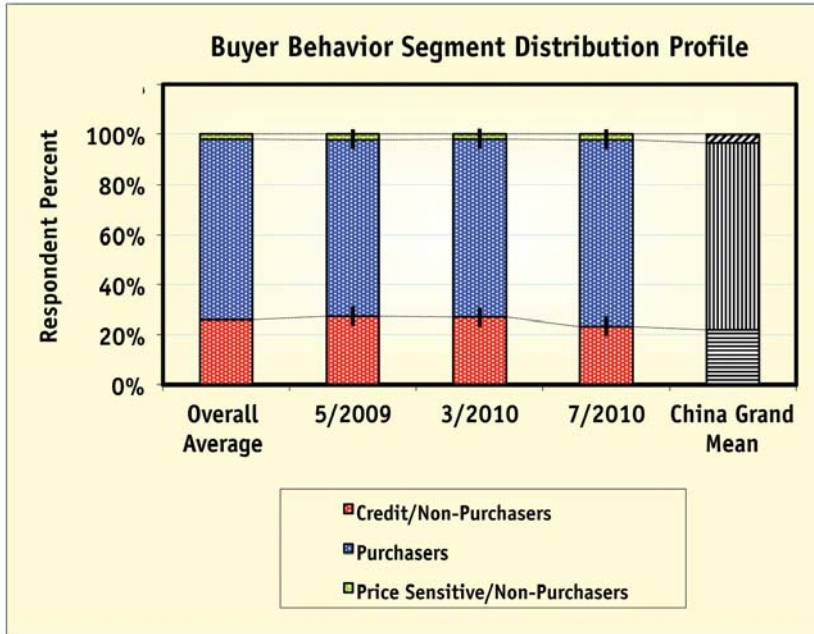


Figure 3: Buyer behavior segment distribution in a poorly-engaged Chinese population. Three waves of data (n=500 per wave, balanced to age, income and gender) were very consistent and yet difficult to accept: there were no price-sensitive respondents! While only one panel contributed to the consistency effort others were part of the China Grand Mean.

Figure 4

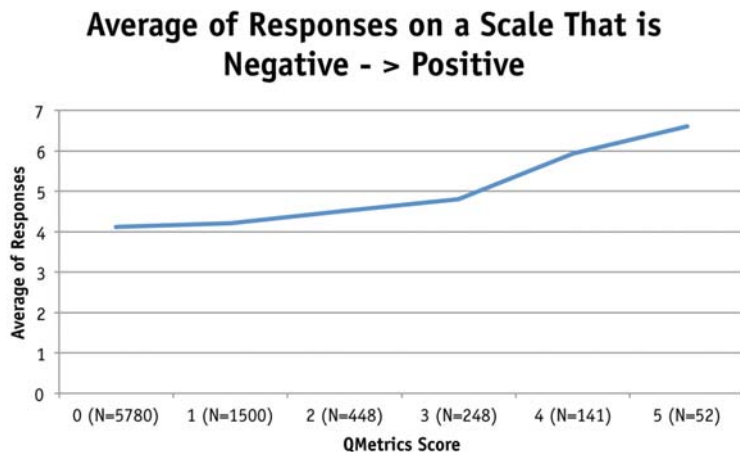


Figure 4: The mean answer to psychographic questions among American panel respondents positively correlated with their score on our QMetrics. Those who did poorly on the engagement battery score significantly higher on the psychographics (t-test of lower to upper half of the QMetrics scale, $p < 0.01$). U.S. panel respondents, $N = 8,169$; 18 items on a seven-point scale that increases from left to right.

poorly-engaged respondents. Those that struggled to be consistent had greater numbers of respondents who had high QMetrics scores. We found that there exists a correlation ($R = 0.29$) between the ability of a panel

to be consistent and the frequency of poorly-engaged respondents (Figures 1 and 2).

China represents an outlying case, which we have nicknamed "China Syndrome." Engagement

levels were very poor, with some 40 percent of respondents falling into the top-two bar threshold of QMetrics. The range of behaviors being represented was small, with those fitting the "Price Sensitive" segment essentially non-existent. If the data were to be accepted in its raw form, the implication would be profound. An advertising campaign using this data would ignore price as a consideration. We find this to be an absurd conclusion drawn from a sample frame overwhelmed by poorly-engaged respondents who fell out of the other segments including purchasing and purchasing without a credit card (Figure 3).

How do the poorly-engaged bias data responses? Let's look at an example. Our questionnaire contained two grids. One focused on the online habits of the respondents and a second on a battery of psychographic questions. These psychographic questions, generally used in our sociographic/psychographic segmentation, showed one increased in agreement from left to right and the other in reverse.

In a sample of 8,169 respondents drawn from American panels, participating in the Grand Mean Project, there was a predilection for respondents to answer in the positive even if the scales on two separate grids were flipped. One grid consisted of a seven-point scale with a positive answer appearing to the right (Figure 4) and in the second grid a five-point scale where a positive response was indicated to the left (Figure 5). As the QMetrics score increases so does the predilection to answer in the positive. Respondents appear sufficiently engaged to read the change in direction of the scale but are answering in a non-random directional pattern.

The predilection to answer in the positive can have meaningful effects. In our case it reduced the magnitude of the price-sensitive segment and increased the purchasing segment. This can sorely influence how we interpret the results and rise to a fundamental problem in data analysis.

Further, those panels that suffer from unstable numbers of unengaged respondents exhibit variability in

Figure 5

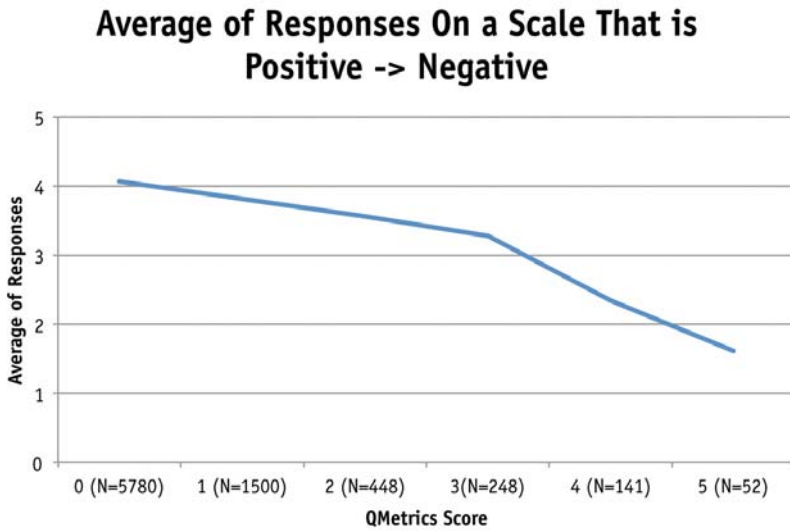


Figure 5: The average answer on a five-point scale examining survey-taking history showed the same directional response indicated in the previous grid, only this time the results decreased to the right. It appears that disengaged respondents are still reading enough to understand scale direction (t-test of lower to upper half of the QMetrics scale, $p < 0.01$) between the engaged and unengaged. U.S. panel respondents, $N = 8,169$; 13 items on a five-point scale.

Figure 6

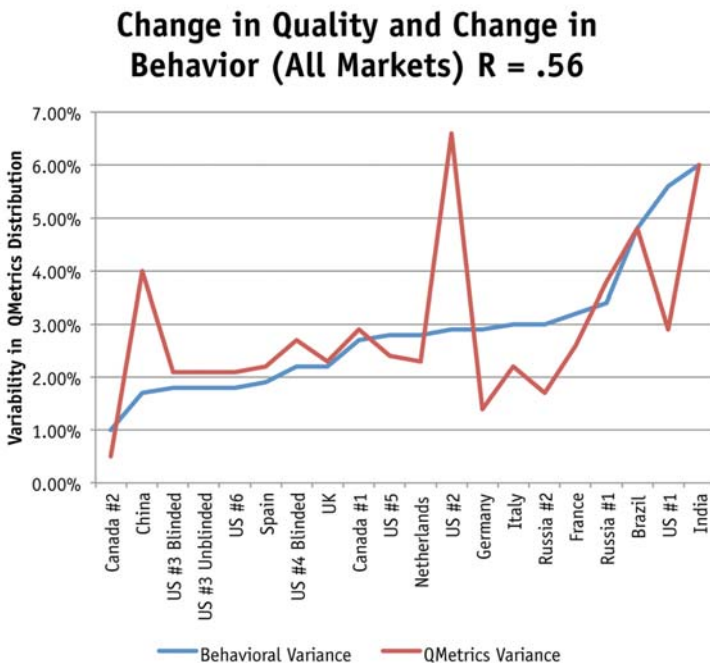


Figure 6: The relationship ($R = 0.53$) between varied levels of unengaged respondents and variation of the behavioral segmentations measured. Blinded panels allowed us to pull the sample from their membership without their knowing; unblinded panels selected the respondents they chose to have participate. No meaningful difference was found between blinded and unblinded respondents.

the behavioral segmentations we tracked. This coupling of variability in the numbers of engaged respondents and variability of the behaviors we measure (Figure 6) speaks highly to the need for stabilization of the number of respondents who are in fact unengaged. The argument for minimizing their number is also evident as it follows that their impact is diminished as their dominance is lessened.

Strategic removal of poorly-engaged respondents provides a partial solution for data bias. If the most poorly-engaged respondents are removed, some data “correction” occurs (see Figure 7). In this case, restoration of the purchasing segment and reappearance of the Price Sensitive segment begins to become evident. Poorly-engaged respondents, in a fashion reminiscent of China, claim to have minimal price sensitivity, a situation which is altered on the removal of those respondents.

We may now have an answer to what we earlier called the China Syndrome. If the Chinese respondents are poorly-engaged, then it is possible that they have provided biased data similar to that indicated in Figure 7, where the price-sensitive segment essentially disappears among the poorly-engaged American respondents.

The bias created by poorly-engaged respondents is often sufficient to influence decisions that we might draw during analysis. It is essential to consider proper action to deal with these respondents. Preferably, our protocol is conducted in real time so that the replacement of respondents as a process can be dealt with during study execution.

One of the most frequent objections we receive in applying any quality protocol is the preference to leave a client-approved questionnaire untouched. Our preference would be to provide input to allow the creation of a proven QMetrics battery of questions. We hope to have at least five measures deployed in the questionnaire. In four-out-of-five surveys, we are able to find four or more QMetric-type questions, a sufficient number to create a quality scale of adequate depth.

Figure 7

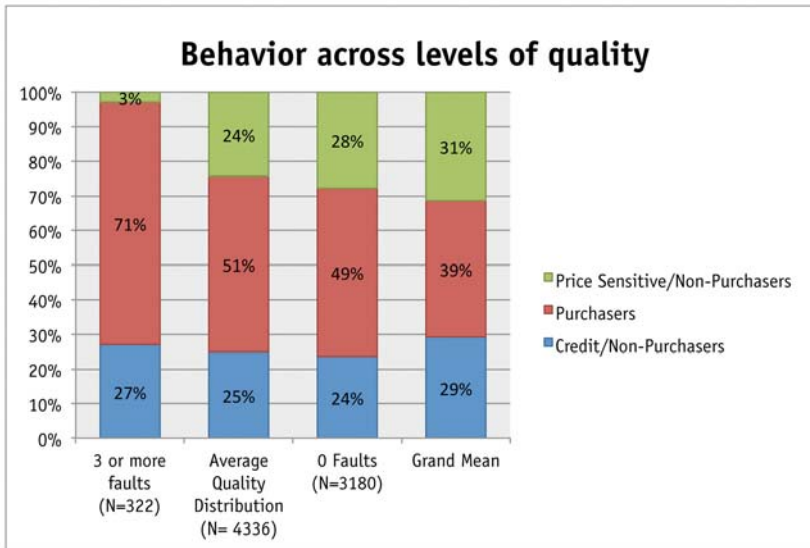


Figure 7: Respondents with poor QMetrics scores, a large fraction of panelists in this case, have different segment distributions from those who have better scores in this demographically-balanced comparison.

Figure 8

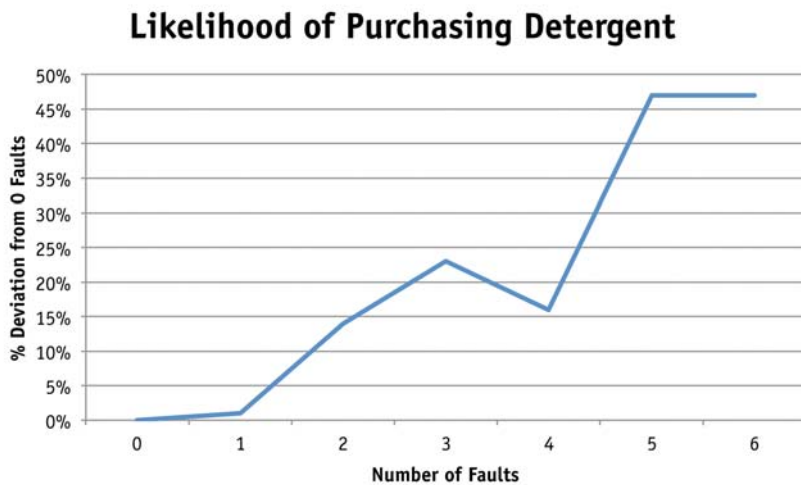


Figure 8: As QMetrics scores increase the reported likelihood to purchase detergents changes.

No respondent be removed

Industry practice appears to include the removal of a small percentage of the most heinous offenders. We advocate that no respondent be removed unless there is an indication that the data they provide is atypical and/or logically inconsistent. Once we have confirmed that we have respondents who score high on the QMetrics scale, indicating atypical survey-taking behavior, we then

compare data on different levels of QMetrics to the growing study data file to compare respondents falling at different quality tiers along the scale. We look at an array of questions within the questionnaire that are likely to be important to the future analysis. If that fails to detect difference, we keep digging. If key questions show no difference but lesser questions do, our determination becomes more subjective.

The removal of respondents from a data set can drive other forms of error. We usually use what we believe to be a meaningful difference criteria, rarely relying only on statistical significance, often looking at a shift of 20 percent or more from the average for zero faults (a well-engaged respondent). If the data is different, we tag the respondents for future removal, always planning to revisit these same respondents to confirm that the relationships we first identified remain as additional data is collected. We keep digging, comparing data from the highly-engaged to their less-involved colleagues. As the study evolves, we amount significant evidence to support the removal or retention of each QMetrics tier.

Not all studies track the consistency of online panels around the globe. Most treat subjects considerably closer to home. As an example of a project we treated through a combination of QMetrics and data bias, we offer one on laundry detergent. In our laundry detergent study we were able to create a six-item QMetrics scale and rank respondents by zero to six to faults. The questionnaire did not require the addition of questions to create the metric; we were able to naturally identify good candidates. One seminal question was, "How likely are you to buy any of these detergents?" a fundamental and core question for the vertical. Using respondents with zero faults we could measure the impact of decreasing quality as respondents with no faults were compared to those with one to six (Figure 8).

Age, sex, income and race all had less influence on the likelihood of laundry detergent purchase than did the quality (engagement) of a respondent. It is not an outcome that is often part of the report given to a client (Figure 9).

Battery of reference points

In an ideal world, every online study would include a battery of reference points against which we could calibrate the accuracy of responses provided by respondents. We carefully craft our QMetrics scores but prefer that they not be used in a

Figure 9

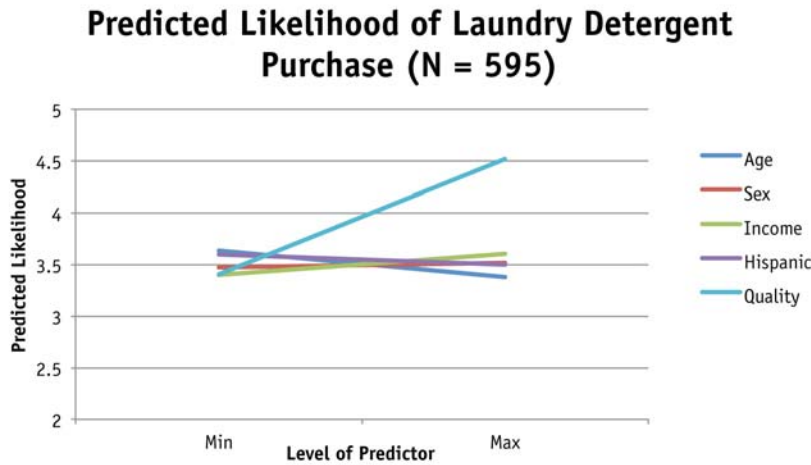


Figure 9: Few analysts would offer to their clients that the predicted likelihood of product purchase was most influenced by the engagement level of the respondent. (Based on results from OLS regression.)

Figure 10

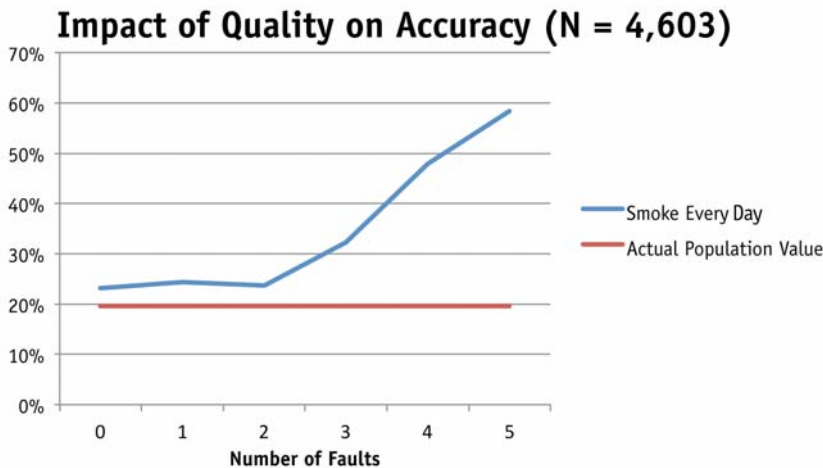


Figure 10: Those with three quality faults and above reported abnormally high levels of smoking. We viewed this to be an anomaly driven by their predilection to satisfice and recommended their removal from the study.

vacuum. Instead, we strongly suggest that quality outside references be imbedded in questionnaires to help calibrate the metrics themselves. Here we give four examples.

Smoking a cigarette every day is a commonly-used reference point. Data on the subject can be obtained readily from government agencies such as the CDC for this and other health-related points. A simple question in a questionnaire could help

determine which QMetrics segments should be kept in a data set and those that should be eliminated. We can consider for elimination those QMetrics segments that cause us to suspect the quality of their responses by providing data different from the outside reference being deployed. American respondents drawn from our consistency research who had three or more quality faults claimed to smoke far more than would be

expected (Figure 10). Respondents with three faults and above would be eliminated from this sample set.

It is not always possible to include a question on smoking. Often the subject matter of the targeted study does not lend itself to the question. In Figure 11 we provide an example of where we used ownership of a high-definition television set as a discriminating question. The data is not quite as demonstrative as the smoking data.

Those bearing a passport are well documented by the federal government, thus making passport ownership a reasonable reference point. We find that respondents who are poorly engaged tend to report higher than normal passport ownership. Here, respondents with three faults and above would be considered for elimination (Figure 12).

At times, it can be argued that we should expect some types of respondents to be poorly-engaged. Travelers might be thought to fall into that category. Time restraints of travelers might make them less patient with long surveys. At times we find that those with three or more faults indicate such high levels of travel that it is sufficient for us to discount the data they provide (Figure 13).

A crisis within the crisis

There is a crisis within the crisis. We are most often forced to compare data within a questionnaire and are rarely afforded the luxury of comparisons to outside reference points. In that case, the data collected tends to float without connection to the real world. We tend to have little sense for the accuracy of the data we collect and must then rely on data consistency as a logical fallback. The reference points themselves are often collected by other means of data collection (face-to-face, mail, telephone, etc.), may suffer from modal differences and may be a bit old in a fast-changing world.

To meet our own needs for reference points, we conduct the Grand Mean Project, a yearly multimode study which provides us with a rich source of reference material to compare current data from any study we might perform. By imbedding ques-

Figure 11

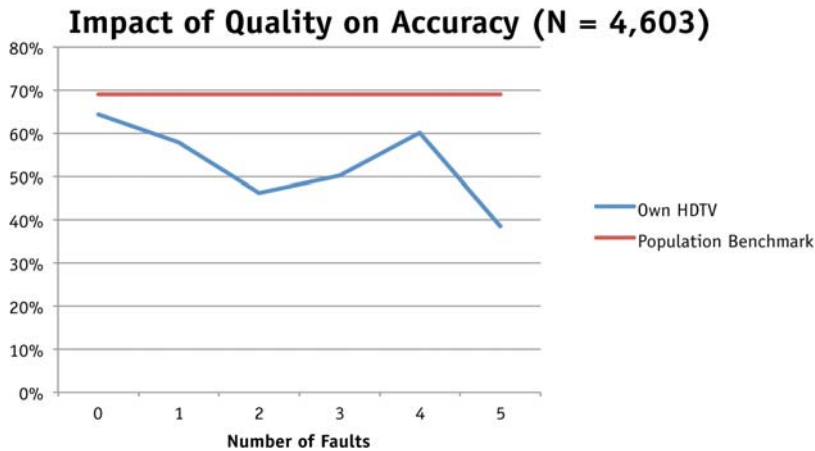


Figure 11: Ownership of an HDTV changes dramatically, although not with pure linearity, in an inverse relationship with QMetrics.

Figure 12

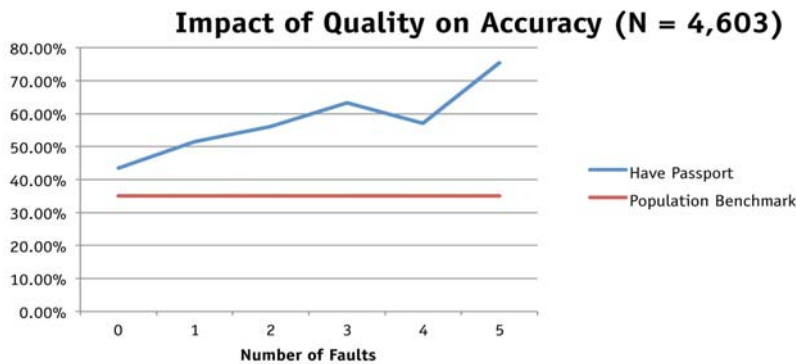


Figure 12: Respondents with even a single fault provide higher than expected passport ownership. Use of this metric can be used to discriminate between categories of engagement.

Figure 13

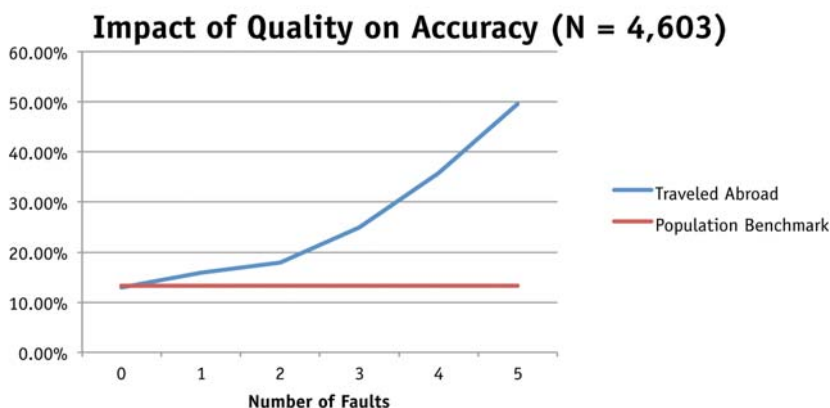


Figure 13: It could be argued that those who travel abroad may have less patience for the interviewing process and thus satisfice. While that may be true, it should give one pause to include respondents with three or more faults.

tions into a survey, we can conduct the kinds of tests that we believe are needed when calibrating the work of others or testing our own research.

In our introduction we referred to an absence of clear guidelines or salient tests for dealing with poorly-engaged respondents. We offer the following thoughts:

- Create and deploy a test of engagement (such as QMetrics) on every study.
- Poorly-engaged respondents can disrupt consistency as well as change data both in a statistically-significant and meaningful fashion.
- Quality metrics (QMetrics) that we create have an arbitrary nature to them and should not be deployed alone. Respondents that appear unengaged should be eliminated. In this case we have argued that before we winnow out respondents as good or bad we must find them to score highly on the QMetrics scale and offer some evidence that the data they provide is different from peers for whom we have no quality concerns.
- QMetrics scales should be grounded in questions that are found in the questionnaire or those that we craft ourselves – with the permission of the client, always.
- Finally, by using external reference points taken from independent outside sources, we can ground our research by educating us about the relative accuracy of our efforts. ①

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Names of Note

In Memoriam...

Paul E. Green, professor emeritus of marketing in the Wharton School at the University of Pennsylvania, Philadelphia, died in September at age 85. Prior to joining the marketing department faculty in 1961, Green held multiple positions as a statistician and research analyst.

Jim Spring, founder of *Leisure Trends Group*, a Boulder, Colo., research company, died in October at age 75.

Bob Michaels, former radio programming and ratings consultant at Columbia, Md., research company *Arbitron Inc.*, died in October at age 54.

Seymour "Sy" Lieberman, longtime research consultant for the *American Cancer Society*, died in October at age 86.

Ann L. Urban, founder of *Greater Pittsburgh Research*, Pittsburgh, died in October at age 70.

■ *Netflix*, Los Gatos, Calif., has appointed **Adrien Lanusse** as vice president, consumer insights, and **Dave Decelle** as director, consumer insights.

■ **Charles Guarino** has been promoted to senior vice president and director of marketing for *Five Star Bank*, Warsaw, N.Y. Research will be among his responsibilities.



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■ Phoenix research consulting company *Cambiar* has hired **Peter Milla** as associate.

■ **Ryan Harrivan**, **Frank Forney** and **Jake Wolff** have been hired as director, client development, at Stockholm, Sweden, research company *Cint's* U.S. team. *Cint* has also promoted **Susan Dickman** to director, client development. Additionally, **Erin Vreeland** has joined *Cint's* U.S. team as associate project manager.

■ **Paul Gondek** has joined Atlanta research company *CMI* as health care lead and vice president, client solutions.



Gondek

■ **Bob Domine**, founder and chairman of *Digital Research Inc.*, Kennebunk, Maine, has assumed responsibility for day-to-day operations of the company.

■ **Matt Gershner** has joined Bangalore, India, research company *Borderless Access* as vice president, sales, East Coast.

■ *The Futures Company*, a Chapel Hill, N.C., research company, has hired **Lee Shupp** as senior vice president.

■ *Illumination Research*, Mason, Ohio, has named **Jennifer Holt** director, marketing and new business development, and **Heather Smith** director, insight strategy.

■ Vancouver, B.C., research company *Vision Critical* has appointed **Scott Miller** as group CEO. Additionally, *Vision Critical* has hired **Aaron Paquette** as execu-

tive vice president, TV and film, and **Gateley Meeker** as vice president, TV. Paquette and Meeker will be based in the company's Los Angeles office.

■ **Andrea Durning** has joined *Bellomy Research*, Winston-Salem, N.C., as vice president, shopper insights.



Durning

■ *Oakbrook Terrace*, Ill., research company *SHC Direct* has named **Debbie Ramsay** president, business development.

■ **Jim Hornor** has joined Portland, Ore., research company *Revelation Inc.* as lead methodologist.

■ *Valient Market Research*, Rochester, N.Y., has appointed **Emily Eberhardt** as vice president, business development. Eberhardt will be based at the company's Buffalo, N.Y., office.



Eberhardt

■ *Insight Strategy Group*, a New York research company, has named **Philip Underwood** manager and **Sarah Gardiner** director.

■ **George Llorens** has been promoted to executive vice president and global head of sales at Encino, Calif., research company *uSamp*.



Llorens

■ New York research company *Ipsos MediaCT* has named **Jon Greenwood** president.

■ **Leslie Townsend**, president of *Kinesis Survey Technologies LLC*, Austin, Texas, has been appointed to the TrueSample Quality Council. TrueSample, a division of Palo Alto, Calif., survey software company *SurveyMonkey*, established the Quality Council to drive data quality standards and best practices across the research industry.

■ Fairfield, Conn., research company *Kantar Health* has named **Gary J. Gatyas Jr.** senior vice president, global marketing and communications, and **Louise Tamblin** group director.

■ *Schlesinger Associates*, an Iselin, N.J., research company, has hired **Bridget Bachmann** and **Simona Kats** as director, client development. Separately, *Schlesinger Associates* has appointed **Laura Haxton-Wilde** as managing director, The Research House. Haxton-Wilde will oversee the company's operations in the U.K.

■ **Gregory Mishkin** has joined Livonia, Mich., research company *Market Strategies International* as a vice president, research and consulting.



Mishkin

■ *Phoenix Marketing International*, a Rhinebeck, N.Y., research company, has appointed **Susan Cornish** as vice president. Cornish will be based in its Somerset, N.J. and Atlanta offices.

■ *Integrated Research Associates*, Cincinnati, has promoted **Brian Poore** to vice president.



Poore

■ London research company *E-Tabs* has named **Mathew Francis**

global director, consultancy.

■ *Abt Associates*, a Bethesda, Md., research company, has appointed **Mary Joel Holin** as division vice president, social and economic policy, and **Christopher Lovelace** as principal associate, international health.

■ **Misha Tselik** has been promoted to director, research operations, at *EasyInsites*, a Surrey, U.K., research company.



Tselik

■ **Michael Greene** has been named director, research and marketing strategy, at New York digital marketing technology company *AudienceScience*.

■ *Three Group Research*, Saratoga Springs, N.Y., has hired **Juli Denike** as director, partner relationships, and **Adam Turner** as senior vice president, advanced analytics.

■ **Bruno Paro**, managing director of *Netquest Brasil*, has been appointed counselor of Sao Paulo, Brazil, research association the *Associação Brasileira de Empresas de Pesquisa's* board of governors.



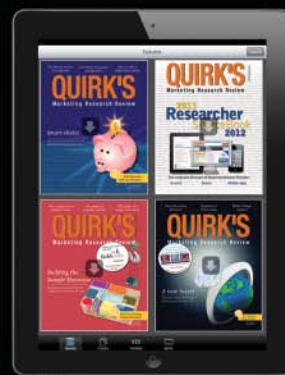
Paro

■ London research company *BrainJuicer Group PLC* has appointed **Rodolphe Jounot** as country director, France. Jounot will be based in Paris.

■ **Dan Goldstein** has joined San Marino, Calif., research company *DB5* as chief strategy officer.

■ Cincinnati research company *dunnhumbyUSA* has promoted **Justin Petty**, **Eric Grau**, **Nancy Hudak** and **Anthony Kili** to vice president.

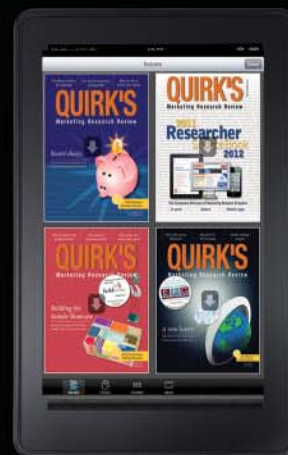
■ *The Research Partnership*, London, has appointed **Claire Richardson** as director of its U.S. office in Philadelphia.



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Research Industry News

News notes

■ **ESOMAR**, Amsterdam, the Netherlands, has released its biannual Global Prices Study, which shows the

10 countries most expensive in which to conduct research

Countries	2012 Ranking	2010 Ranking
U.S.	1	1
Switzerland	2	2
Canada	3	10
Japan	4	5
U.K.	5	9
Sweden	6	4
Germany	7	6
Denmark	8	8
France	9	3
Netherlands	10	7

10 countries least expensive in which to conduct research

Countries	2012 Ranking	2010 Ranking
Dem. Rep. Congo	58	NA
Romania	59	46
Serbia	60	59
Kenya	61	NA
Croatia	62	53
Ukraine	63	54
Bulgaria	64	64
Ecuador	65	61
Latvia	66	45
Pakistan	67	67

U.S. holding its No. 1 position from 2010 as the most expensive country in which to do research. See the accompanying charts for the 10 most- and least-expensive countries in which to conduct research.

■ Boston research company **Compete Inc.** has agreed to settle charges from the **Federal Trade Commission** (FTC), Washington, D.C., that it violated federal law by using its Web-tracking software that collected personal data without disclosing the extent of the information that it was collecting. Compete also allegedly failed to honor promises it made to protect the personal data it collected.

The proposed settlement will require that Compete obtain consumers' express consent before collecting any data from Compete software downloaded onto consumers' computers; that the company delete or anonymize the use of the consumer data it already has collected; and that it provide directions to consumers for uninstalling its software.

■ **The Electronic Privacy Information Center** (EPIC), Washington, D.C., has asked the **FTC** to investigate whether **Facebook's** data-matching arrangement with Westminster, Colo., research company **Datalogix** violates a settlement between the FTC and Facebook. Facebook is matching the personal information of users with personal information held by Datalogix.

The settlement, adopted in August, prohibits Facebook from changing privacy settings without the affirmative consent of users or misrepresenting the privacy or security of users' personal information. EPIC had previously asked the FTC to determine whether Facebook's Timeline, which made archived user data widely available, or biometric tagging of user photos violated the terms of the consent order.

Acquisitions/transactions

■ Nuremberg, Germany, research company **The GfK Group** has acquired South Africa research company **GlobalEDGE Marketing Consultants**. GlobalEDGE will maintain offices in Durban and Johannesburg.

■ San Mateo, Calif., analytics company **Actuate Corporation** has acquired Miami research software company **Quiterian**. Quiterian Analytics will be integrated into Actuate's product ActuateOne and will be known as BIRT Analytics.

■ White Plains, N.Y., technology company **Informa Investment Solutions** (IIS) has agreed to acquire **Zephyr Associates Inc.**, a Zephyr Cove, Nev., analytical software company. Zephyr will continue to operate as a business unit within IIS.

■ London user experience design agency **Foolproof** has acquired Singapore research company **One to One Global**.

■ Pleasanton, Calif., software company **Spigit** has acquired San Francisco research software company **Crowdcast**.

■ **Cisco Systems Inc.**, a San Jose, Calif., communications technology company, has acquired Cork, Ireland, location analytics company **ThinkSmart Technologies**.

Alliances/strategic partnerships

■ Research companies **Tobii Technology**, Stockholm, Sweden, and **InContext Solutions**, Chicago, have partnered to integrate Tobii's eye-tracking solutions into InContext's 3-D virtual research offering.

■ New York researcher **The Nielsen Company** and the **Coalition for Innovative Media Measurement** (CIMM), New York, have formed an Innovation Committee to collaborate on Nielsen's mobile Television Audience Measurement initiative. Nielsen and



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ID 20121213

CIMM will develop and test different approaches to television audience measurement using passive and active applications on mobile phones, tablets and through an online Web site, mirroring how individuals use technology throughout the day.

Association/organization news

■ The **Council of American Survey Research Organizations**, Port Jefferson, N.Y., has elected its 2013 board officers: **Lynette Cooke** of Kantar Health, chair-elect; **Michael Brereton** of Maritz Research, chair; **Steven Wilde** of Directions Research Inc., treasurer; and **Rahul Sahgal** of Annik Technology Services, secretary. Joining the board for three-year terms are **David Rothstein** of RTi Research and **George Terhanian** of Toluna. **Andrew Reid** of Vision Critical was elected to a two-year term. **Dave Richardson** of Artemis Strategy Group will serve as past chairs representative.

Awards/rankings

■ The **Pharmaceutical Marketing Research Group** (PMRG), Minneola, Fla., has selected **Jim Kirk**, formerly of Quintiles Marketing Intelligence, to receive the R.R. Fordyce award, which recognizes outstanding service to PMRG as well as exemplary character, leadership and dedication. **Christina Bender** of Novartis Global Oncology received the PMRG Marketing Researcher of the Year award, which recognizes a professional's impact on health care marketing research over a 12-month period. The PMRG President's award was given to **Rob Faulstich** of Daiichi Sankyo for demonstrating long-term value and commitment as a PMRG volunteer. Finally, **Tim O'Rourke** of Healogix, **Tara Marotti** of Burke Inc. and **Alison Rose-Ped** of Empirica received the Circle of Excellence award, which honors members for their extraordinary effort and commitment toward advancing PMRG in the last 12 months.

■ **Research Panel Asia**, Tokyo, has been named to the 2012 Red Herring Asia 100 list, which honors Asian technology companies and entrepreneurs, recognizing companies best positioned for explosive growth.

■ Oslo, Norway, research company

QuestBack announced that it has been named a Niche player in the 2012 Magic Quadrant for Social CRM by **Gartner Inc.**, a Stamford, Conn., research company. Gartner evaluates vendors based on completeness of vision and the ability to execute on that vision.

■ The **American Marketing Association**, Chicago, has named **Phil Berry** of Jibunu, **Tom Ewing** of BrainJuicer Group PLC, **Melissa Hobley** of Buyology and **Alec Maki** of InsightsNow recipients of the 2012 4 Under 40 Marketing Research Emerging Leaders Award. Recipients must consistently demonstrate a commitment to their industry and the advancement of marketing research; be passionate leaders who have a high potential for collaboration and success, including leading by example, mentoring, transferring knowledge, taking a risk to achieve a desired outcome and motivating others; and be under 40 years of age at the time of nomination.

■ New York research company **Kantar Health** has won Australia's PRIME Award for Community Programs for its work, in collaboration with **Sudler & Hennessey, Hill & Knowlton Strategies** and **InViVo Communications**, on Leo Pharma's "Know Your Own Skin" campaign. This award recognizes pharmaceutical companies and their health care partner companies for their outstanding commitment, achievements and contributions to the community.

New accounts/projects

■ Portland, Ore., research company **Rentrak Corporation** has signed a multiyear contract with **Scripps Television** to provide its Local TV ratings service for Scripps' ABC-stations WMAR in Baltimore; WCPO in Cincinnati; WEWS in Cleveland; WXYZ in Detroit; and WPTV in West Palm Beach, Fla.

■ London research company **Mintel** has launched its Student Ambassador initiative, intended to engage students with the Mintel brand and offer a year-long program for students to business skills and industry experience. Students can register at mintel.com/studentambassador. Applicants will have the opportunity to apply for one

of 50 ambassador roles via a selection process involving a creative project task.

■ McLean, Va., media company **Gannett Co.** has adopted Reston, Va., research company **comScore Inc.**'s validated Campaign Essentials and Digital Analytix Monetization viewable impression measurement for ad campaigns running on USA Today.com.

■ The **CW Network**, a New York television network, has added New York researcher **The Nielsen Company's** Nielsen Online Campaign Ratings to its digital advertising strategy. The CW will use the Nielsen Online Campaign Ratings demographic impressions, reach, frequency and gross rating point measurement for all of its Internet ad campaigns.

■ **Kiva**, a San Francisco microlending non-profit has selected Plano, Texas, research company **e-Rewards Inc.** as its exclusive market research survey partner.

New companies/new divisions/relocations/expansions

■ Cincinnati research company **dunnhumbyUSA** has relocated its Chicago office to the 22nd floor of Chicago's Merchandise Mart. The company plans to add 30 staff members to its Chicago operation in the next 18 months.

■ New York consulting firm **Accenture** has opened its **Analytics Innovation Center** in Singapore in collaboration with the **Economic Development Board**, whose role is to help enhance Singapore's position as a global hub for business and investment.

■ **Ipsos Understanding Unlimited**, a Cincinnati research company, has created **Fusiona**, a practice focused on the U.S. Hispanic sector.

■ London research company **Face** has opened offices in Hong Kong and Singapore.

■ **Telefónica Digital**, a London business services company, has launched **Telefónica Dynamic Insights**, a global business unit dedicated to creating value from big data.

■ Berlin research company **Goldmedia Group** has launched **Goldmedia Consulting GmbH** in Munich, which will specialize in strategy consulting with a focus on the film industry, TV, digital media and the sports industry. Marcus Hochhaus will lead the operation.

■ Westminster, Colo., research company **Datalogix** has opened a sales and account management office in Birmingham, Mich., to support its automotive business.

■ **Paradigm Sample**, a Port Washington, N.Y., research company, has opened an office in Gurgaon, India.

■ Seamus McAteer has launched **Metaresolver**, a San Francisco research and mobile ad targeting company. The company is online at www.metaresolver.com.

■ Vancouver, B.C., research company **Vision Critical** has relocated its headquarter office from Yaletown to Granville Square at 200 Granville Street.

■ London research company **BrainJuicer Group PLC** has opened an office in Paris.

Research company earnings/ financial news

■ **Arbitron Inc.**, Columbia, Md., announced results for the third quarter ended September 30, 2012. Net income increased to \$15.8 million, compared with \$15.4 million for third-quarter 2011. Revenue was \$114.3 million, an increase of 8.3 percent over the third quarter of 2011.

■ **Ace Metrix**, Mountain View, Calif., announced 174 percent growth in monthly recurring revenue quarter-over-quarter in 2012.

■ **Kadence International**, Framingham, Mass., reported 15 percent revenue growth for the 2011-2012 financial year.

■ **The Nielsen Company**, New York, reported financial results for the third quarter and nine months ended September 30, 2012. Revenues for the

third quarter increased 1 percent over the same period in 2011. Net income for increased to \$106 million, compared to \$103 million in third-quarter 2011.

Revenues for the first nine months of 2012 increased 1 percent over the first nine months of 2011. Net income was \$234 million, compared to a net loss of \$9 million for the first nine months of 2011.

■ **Ipsos**, Paris, reported financial results for the nine months ended September 30, 2012. Revenues increased 51 percent over the same period in 2011. In the third quarter alone, revenues increased 53.2 percent.

■ **AbsolutData**, San Francisco, has received \$20 million from Fidelity Growth Partners India.

■ **EXelate**, New York, closed a \$12 million Series C round of funding led by NewSpring Capital, with existing investors Carmel Ventures, Menlo Ventures and Trident Capital also participating.

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CALENDAR OF EVENTS

●●● can't-miss activities

WARC will hold a conference, themed "Next Generation Research: Staying ahead with innovative digital approaches to market research," on **January 17** in **London**. For more information visit www.warc.com/nextgenresearch.

The International Quality and Productivity Center will hold its annual CMO Exchange conference, themed "Transcending Technology and Championing Marketing Innovation in a Digital World," on **January 27-29** in **Miami**. For more information visit http://www.cmo-exchangeusa.com/Event.aspx?id=790850&CMOEMP_Quirks.

The Mobile Marketing Research Association will hold its general assembly, themed "Shaping the Future of Mobile Marketing Research," on **January 31** in **Kuala Lumpur, Malaysia**. For more information visit www.mmra-global.org.

The Marketing Research Association will hold its annual CEO summit on **February 25-27** at the Fairmont Turnberry Isle in **Miami**. For more information visit www.marketingresearch.org/summit.

The American Marketing Association will hold a conference, themed "Analytics with Purpose: The Human Edge of Big Data," on **March 4-5** at the U.S. Grant Hotel in **San Diego**. For more information visit www.marketingpower.com/calendar/pages/analytics-with-purpose-the-human-edge-of-big-data.aspx.

The Council of American Survey Research Organizations will hold its annual

online research conference on **March 7-8** at the Westin **San Francisco**. For more information visit www.casro.org.

The Pharmaceutical Marketing Research Group will hold its annual national conference on **March 10-12** at Gaylord National in **National Harbor, Md.** For more information visit www.pmrg.org.

Worldwide Business Research will hold a conference, themed "Next Generation Customer Experience," on **March 11-13** at the Rancho Bernardo Inn in **San Diego**. For more information visit www.the-customer.com.

The Advertising Research Foundation will hold its annual Re:think convention and insights zone on **March 17-20** at the **New York Marriott Marquis in Times Square**. For more information visit www.thearf.org/rethink-2013.php.

Geoscape will hold a conference, themed "New American Mainstream Business Summit," on **April 3-4** at the Conrad Hotel in **Miami**. For more information visit www.cvent.com/d/kcqsrr.

ESOMAR will hold its annual Asia-Pacific conference, themed "Asia on the Move," on **April 7-9** in **Ho Chi Minh City, Vietnam**. For more information visit www.esomar.org/apac.

The Council of American Survey Research Organizations will hold a management conference on **April 24-25** in **New Orleans**. For more information visit www.casro.org.

IIR will hold a conference focused on innovation and collaboration on **May 6-8** at the Seaport Boston Hotel and Adjacent World Trade Center in **Boston**. For more information visit www.iirusa.com/feiusa/home.xml.

The Customer Experience Professionals Association will hold its members meeting on **May 14-15** at the Hotel Del Coronado in **San Diego**. For more information visit www.cxpa.org/?page=event_2013_MIE.

IIR will hold a conference, themed "The Future of Consumer Intelligence," (formerly known as the IIR's Technology Driven Research Event) on **May 14-16** at the Wyndham Parc 55 in **San Francisco**. For more information visit www.iirusa.com/technology/homepage.xml.

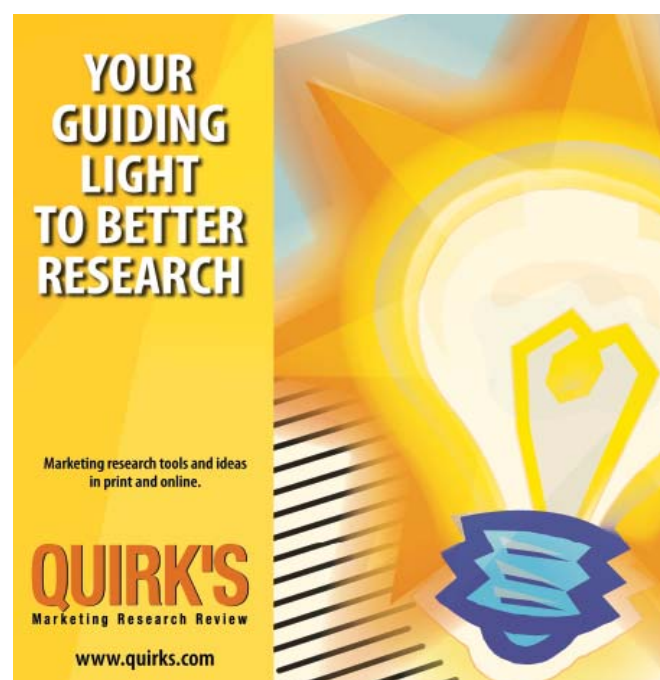
The Council of American Survey Research Organizations

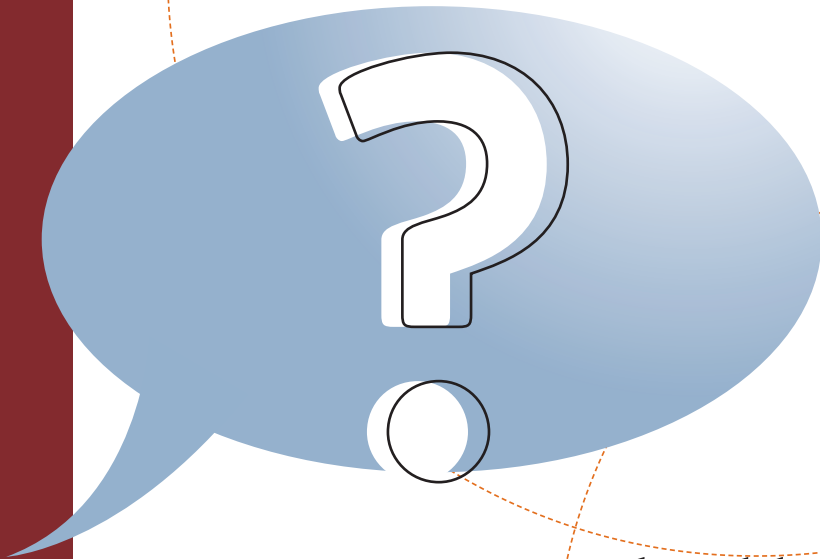
will hold its annual technology conference on **May 29-30** in **New York**. For more information visit www.casro.org.

The American Marketing Association will hold its annual advanced research techniques forum on **June 9-12** at the Renaissance Blackstone Hotel in **Chicago**. For more information visit www.marketingpower.org.

The Marketing Research Association will hold its 2012 annual conference and expo on **June 10-12** at the Walt Disney World Swan in **Orlando, Fla.** For more information visit www.marketingresearch.org.

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





Questions you should ask when selecting a focus group facility

Facility specs

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

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

Technical and logistical support

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



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ID 20091116

Even if a facility hasn't done your exact recruit, good facilities will be honest about their

recruiting availability/capacity and help find a way to get it done. Many facilities have sister offices that can help with specialized needs. Look for a facility that will assist you with all aspects of setup and support to help expand your repertoire of research offerings.

Valid and verified recruits

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

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

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



Q

2013

Focus

Group

Facilities

Directory

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

In our online version (available at www.quirks.com), you can search multiple metropolitan areas as well as map a single location or all locations.



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



Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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

Alabama

Birmingham

Graham & Associates, Inc.

2100 Riverchase Galleria, Suite 412
Birmingham, AL 35244
Ph. 205-443-5399

gdenton@grahamktres.com

www.grahamktres.com

Glyn Denton, COO

Location: Office building

Distance from airport: 15 miles, 20 minutes

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

Conference 30x25 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 12

Conference 23x15 Obs. Rm. Seats 10

New South Research

2100 Riverchase Center, Suite 412
Birmingham, AL 35244

Ph. 205-443-5350 or 800-289-7335

gdenton@newsouthresearch.com

www.newsouthresearch.com

Glyn Denton, COO

Location: Office building

Distance from airport: 15 miles, 20 minutes

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

Conference 20x18 Obs. Rm. Seats 10

Mobile

Graham & Associates, Inc. (Br.)

3289 Bel Air Mall

Mobile, AL 36606

Ph. 251-471-0059

gdenton@grahamktres.com

www.grahamktres.com

Glyn Denton, COO

Location: Shopping mall

Distance from airport: 10 miles, 15 minutes

1/1, 1/1OR, TK

Conference 12x13 Obs. Rm. Seats 8

Montgomery

Nolan Research

2569 Bell Rd.

Montgomery, AL 36117

Ph. 334-284-4164

nlresearch@aol.com

www.nolanresearch.com

Deidra Nolan, Principal

Location: Free standing facility

Distance from airport: 10 miles, 15 minutes

CL, 1/1, TK

Conference 20x18 Obs. Rm. Seats 12

Arizona

Phoenix

**Behavior Research Center**

45 E. Monterey Way

P.O. Box 13178

Phoenix, AZ 85002-3178

Ph. 602-258-4554 or 800-279-1212

info@brc-research.com

www.brc-research.com

Earl de Berge, Research Director

Location: Free standing facility

Distance from airport: 6 miles, 20 minutes

CL, 1/1, 1/1OR

Conference 14x24 Obs. Rm. Seats 10

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

C&C Market Research - Phoenix

Desert Sky Mall

7611 W. Thomas Rd. #118

Phoenix, AZ 85033

Ph. 479-785-5637

corp@ccmarketresearch.com

www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 20 miles, 30 minutes

TK

5x7 Obs. Rm. Seats 2

(See advertisement on p. 68)

C&C Market Research - Phoenix

Arrowhead Towne Center

7700 W. Arrowhead Towne Center, #2246

Glendale, AZ 85308

Ph. 479-785-5637

corp@ccmarketresearch.com

www.ccmarketresearch.com

Craig Cunningham, President

Location: Shopping mall

Distance from airport: 15 miles, 25 minutes

1/1, 1/1OR, TK

Conference 12x12 Obs. Rm. Seats 8

(See advertisement on p. 68)

C&C Market Research - Phoenix

Arizona Mills

5000 Arizona Mills Circle

Tempe, AZ 85282

Ph. 479-785-5637

corp@ccmarketresearch.com

www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 60 miles, 60 minutes

1/1, 1/1OR

Conference 15x15 Obs. Rm. Seats 6

(See advertisement on p. 68)

Creative Consumer Research (Br.)

500 W. Broadway Suite 102

Tempe, AZ 85282

Ph. 480-557-6666

ycave@ccsurveys.com

www.ccsurveys.com

Y-Vette Cave, Vice President/Sales

Location: Free standing facility

Distance from airport: 6 miles, 10 minutes

CL, 1/1, TK

Conference 26x17 Obs. Rm. Seats 15

Conference 26x16 Obs. Rm. Seats 15

(See advertisement on p. 121)

Delve Phoenix

1225 W. Washington, Suite 113

Phoenix, AZ 85281

Ph. 800-647-4217 or 602-914-1950

phoenix@delve.com

www.delve.com

Donna Flynn, Managing Director

Location: Office building

Distance from airport: 7 miles, 5 minutes

CL, TK, CUL, VC, WC

Multiple 21x20 Obs. Rm. Seats 14

Multiple 18x21 Obs. Rm. Seats 12

Multiple 21x17 Obs. Rm. Seats 18

(See advertisement on p. 3)



PHOENIX - SOUTH MOUNTAIN - SCOTTSDALE

Fieldwork Phoenix at Scottsdale, Inc.

6263 N. Scottsdale Rd. Suite 380

Scottsdale, AZ 85250

Ph. 480-443-8883

info@phoenix.fieldwork.com

www.fieldwork.com

Clay Turner, President

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, CUL, VC, WC

Conference 15x15 Obs. Rm. Seats 15

Conference 19x20 Obs. Rm. Seats 20

Conference 19x17 Obs. Rm. Seats 20

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



PHOENIX - SOUTH MOUNTAIN - SCOTTSDALE

Fieldwork Phoenix, Inc.

7776 Pointe Pkwy. W. Suite 290

Phoenix, AZ 85044

Ph. 602-438-2800

info@phoenix.fieldwork.com

www.fieldwork.com

Clay Turner, President

Location: Office building

Distance from airport: 5 miles, 10 minutes

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

Conference 19x23 Obs. Rm. Seats 14

Conference 22x24 Obs. Rm. Seats 20

Conference 22x25 Obs. Rm. Seats 15

Conference 23x25 Obs. Rm. Seats 28

Conference 11x16 Obs. Rm. Seats 10

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



Focus Market Research

6710 East Camelback Road, Suite 130
 Phoenix, AZ 85251
 Ph. 480-874-2714
 phoenix@focusmarketresearch.com
 www.focusmarketresearch.com
 Lincoln Anderson, Phone Room Manager
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, TK, CUL, VC, WC
 Multiple 24x27 Obs. Rm. Seats 18
 Multiple 24x21 Obs. Rm. Seats 15

Focus Market Research has opened a new facility in Scottsdale. A well-designed focus group facility with client amenities and comfort in mind. Fresh colors and decor with one room featuring a trapezoid table. Full kitchen with two ranges, two refrigerators and freezers, a double sink and commercial wiring for restaurant equipment. Located just blocks from fine hotels and the Scottsdale mall. Our database supports all the Phoenix and suburban areas. Medical recruitment, taste tests, all phases of consumer recruitment. Convenient to the airport. Member of First Choice Facilities. Come to the "newes" facility in Phoenix that is actually 14 years old! (See advertisement on pp. 67, 99)

O'Neil Associates, Inc.

412 E. Southern Ave.
 Tempe, AZ 85282
 Ph. 480-967-4441
 oneil@oneilresearch.com
 www.oneilresearch.com
 Michael O'Neil, Ph.D.
 Location: Free standing facility
 Distance from airport: 6 miles, 8 minutes
 1/1, 1/10R, TK
 Conference 18x23 Obs. Rm. Seats 18



Plaza Research-Phoenix

2575 E. Camelback Rd., Suite 800
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 SKaplan@plazaresearch.com
 www.plazaresearch.com
 Amy Kirkpatrick, Director
 Location: Office building
 Distance from airport: 10 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 105)

Precision Research Inc.

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

Schlesinger Associates Phoenix

2355 E. Camelback Rd. Suite 800
 Phoenix, AZ 85016
 Ph. 602-366-1100
 phoenix@schlesingerassociates.com
 www.schlesingerassociates.com
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 24x17 Obs. Rm. Seats 10
 Multiple 22x17 Obs. Rm. Seats 16
 Multiple 25x16 Obs. Rm. Seats 16
 (See advertisement on inside front cover)

Test America

Paradise Valley Mall
 4550 E. Cactus Road, Suite 32
 Phoenix, AZ 85032
 Ph. 386-677-5644
 crgsales@crsglobalinc.com
 www.crglobalinc.com
 Location: Shopping mall
 Distance from airport: 16 miles, 25 minutes
 1/1, 1/10R, TK, CUL, PUL
 Conference 15x25 Obs. Rm. Seats 6

Medical
TASTE TEST
Wine
SOFT SERVE
Financial/Banking Insurance Soda Pop Ice Cream
Residential Kitchen
MOCK JURIES
Frozen Entrees
Frozen Food
Fast Food
PIZZA
Focus Groups
CLT

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

Multi-Market Research with Local Expertise

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

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/10R - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.
 CUL - Computer Usability Lab
 PUL - Product Usability Lab
 VC - Videoconferencing
 WC - Webconferencing
 AU - Auditorium

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



WestGroup Research
 3033 N. 44th St., Suite 150
 Phoenix, AZ 85018
 Ph. 602-707-0050 or 800-999-1200
 bethsmith@westgroupresearch.com
 www.westgroupresearch.com
 Beth Aguirre-Smith
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 16x22 Obs. Rm. Seats 15
 24x28 Obs. Rm. Seats 15

WestGroup is proud to announce a brand new location. Arizona's premier full-service research firm has been doing business in Arizona for 54 years. Our new facility offers two focus suites. Our large suite (24x28) accommodates large groups. Conveniently located four

miles from Sky Harbor Airport, Phoenix, Scottsdale and Tempe. We have several on-site moderators and analysts. We offer strong bilingual recruiting, hosting and translation services. WestGroup also offers FocusVision, ActiveGroup, Perception Analyzers and other alternative services.

Tucson

FMR Associates, Inc.
 6045 E. Grant Rd.
 Tucson, AZ 85712
 Ph. 520-886-5548
 ashton@fmrassociates.com
 www.fmrassociates.com
 Ashton McMillan, Field Director
 Location: Free standing facility
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/10R, TK
 Multiple 13x15 Obs. Rm. Seats 15

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

Arkansas

Fort Smith

C&C Market Research - Northwest Arkansas
 4201 N. Shiloh Drive, #1825
 Fayetteville, AR 72703
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, TKO
 Conference 20x15 Obs. Rm. Seats 6
 (See advertisement on p. 68)

C&C Market Research, Inc.
 1200 S. Waldron Rd., #138
 Fort Smith, AR 72903
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Cindy Cunningham, Vice President
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, TK, TKO, VC, WC
 Conference 16x20 Obs. Rm. Seats 12
 (See advertisement on p. 68)

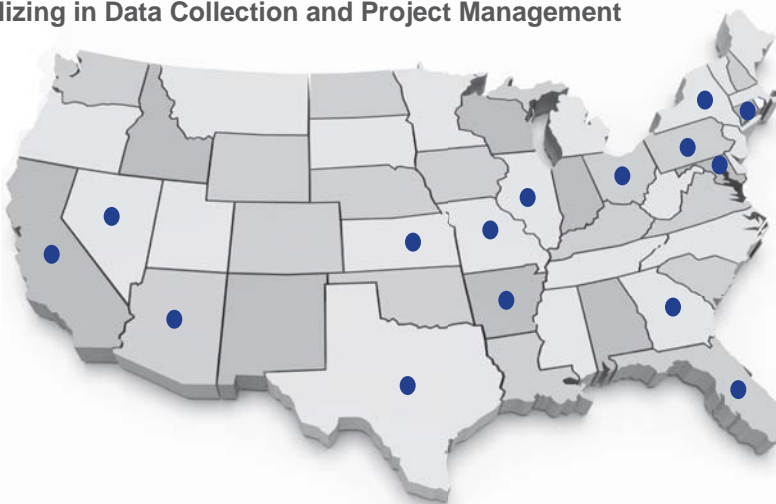
Little Rock

Field Management Specialists
 301 N. Shackleford Rd., Suite E2
 Little Rock, AR 72211
 Ph. 501-666-2281 or 501-666-9466
 asmith0528@aol.com
 www.fieldmanagementspecialists.com
 Anne Smith, Owner
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1
 Conference 20x24 Obs. Rm. Seats 12

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corp@ccmarketresearch.com | 479-785-5637

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

California

Bakersfield

Datta Research (Br.)
 East Hills Mall
 3000 Mall View Rd., Suite 1027
 Bakersfield, CA 93306
 Ph. 661-872-6622
 arvind@reyesresearch.com
 www.dattaresearch.com
 Arvind Datta
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/10R
 Conference 12x25 Obs. Rm. Seats 8

Fresno

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

Nichols Research - Fresno/Central Valley
 600 W. Shaw Ave. Suite 350
 Fresno, CA 93704
 Ph. 559-226-3100
 info@nicholsresearch.com
 www.nicholsresearch.com
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 1/1, 1/10R, TK, VC, WC
 Conference 19x21 Obs. Rm. Seats 15

Los Angeles (See also Orange County)

Accent on Research, Inc.
 21021 Devonshire St., #206
 Chatsworth, CA 91311
 Ph. 866-882-8351 (toll free)
 susanp@accentonresearch.com
 www.accentonresearch.com
 Susan Perl, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 1/1, AU
 Conference 19x15 Obs. Rm. Seats 10



Adept Consumer Testing/Beverly Hills
 345 N. Maple Dr., Suite 325
 Beverly Hills, CA 90210
 Ph. 310-279-4600
 info@adeptconsumer.com
 www.adeptconsumer.com
 Scott Baker, President
 Location: Office building
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Conference 18x17 Obs. Rm. Seats 15
 Conference 19x15 Obs. Rm. Seats 13
 Conference 22x21 Obs. Rm. Seats 25
 Conference 21x14 Obs. Rm. Seats 13
 Conference 21x16 Obs. Rm. Seats 13
 Conference 22x21 Obs. Rm. Seats 13
 Conference 19x16 Obs. Rm. Seats 13

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

Adept Consumer Testing/Encino
 16130 Ventura Blvd., Suite 200
 Encino, CA 91436
 Ph. 818-325-3200
 info@adeptconsumer.com
 www.adeptconsumer.com
 Scott Baker, President
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Conference 34x32 Obs. Rm. Seats 25
 Conference 21x20 Obs. Rm. Seats 20
 Conference 20x16 Obs. Rm. Seats 18
 Conference 20x16 Obs. Rm. Seats 12

Adler Weiner Research Los Angeles, Inc.
 10960 Wilshire Blvd. Suite 1250
 Los Angeles, CA 90024
 Ph. 310-440-2330
 mwillens@awrla.com
 www.awr-la.com
 Michael Willens, Facility Director
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, CUL, WC
 Conference 14x15 Obs. Rm. Seats 10
 Conference 18x18 Obs. Rm. Seats 15
 Conference 18x18 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 15

Advanced Marketing Perspectives, Inc.
 14144 Ventura Blvd., Suite 250
 Sherman Oaks, CA 91423
 Ph. 818-933-8400
 ampinfo@ampincww.com
 www.ampincww.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
 Multiple 16x20 Obs. Rm. Seats 12
 Multiple 19x11 Obs. Rm. Seats 8



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

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

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

AIM/LA (Br.)
 3760 Kilroy Airport Way #100
 Long Beach, CA 90806
 Ph. 562-981-2700
 dweinberg@aimla.com
 www.aimresearchnetwork.com
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/10R, TK, TKO, VC
 Conference 20x28 Obs. Rm. Seats 20
 Conference 22x14 Obs. Rm. Seats 12
 Conference 21x14 Obs. Rm. Seats 6

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

C&C Market Research - Los Angeles
 Antelope Valley Mall
 1233 Rancho Vista Blvd., #701
 Palmdale, CA 93551
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 60 miles, 40 minutes
 CL, 1/1, 1/10R, TK, CUL
 12x14 Obs. Rm. Seats 4
 (See advertisement on p. 68)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

C&C Market Research - Los Angeles

Ontario Mills
 One Mills Circle, #508
 Ontario, CA 91764
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 4 miles, 7 minutes
 1/1, 1/10R, TK
 Conference 12x14 Obs. Rm. Seats 3
 (See advertisement on p. 68)

Davis Research, LLC

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

Facts 'n Figures

15301 Ventura Blvd.
 Garden Office Bldg. B, Suite 500
 Sherman Oaks, CA 91403
 Ph. 818-986-6600
 steve_escoc@factsnfiguresinc.com
 www.factsnfiguresinc.com
 Steve Escoc, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, TK, AU, VC, WC
 Conference 18x20 Obs. Rm. Seats 13
 Conference 18x20 Obs. Rm. Seats 14
 Conference 26x29 Obs. Rm. Seats 19
 Conference 11x14 Obs. Rm. Seats 6

Field Dynamics Marketing Research

16055 Ventura Blvd Suite 900
 Encino, CA 91436
 Ph. 818-783-2502 or 800-434-3537
 field@felddynamics.com
 www.felddynamics.com
 Location: Office building
 Distance from airport: 15 minutes
 CL, TK, TKO, CUL, WC
 Multiple 21 x 17 Obs. Rm. Seats 20
 Multiple 22 x 24 Obs. Rm. Seats 20



Focus & Testing, Inc.

5016 North Parkway Calabasas, Suite 101
 Calabasas, CA 91302
 Ph. 818-347-7077
 spence@focusandtesting.com
 www.focusandtesting.com
 Spence Bilkiss, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
 Multiple 35x24 Obs. Rm. Seats 15
 Conference 22x20 Obs. Rm. Seats 15
 Conference 22x20 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 12

Built in 2010, this 12,500-sq.-ft. premier taste test and focus group facility is designed with your comfort and research needs in mind. With three large focus suites, a 1,250-sq.-ft. commercial test kitchen, residential kitchen, CLT room that seats up to 50 with dividers and three separate waiting areas to prohibit respondent mingling, this facility is plush, accommodating, contemporary and affordable. An extensive database representative of LA County allows for bilingual, B2B and medical and thorough follow-up reduces the risk of no-shows and helps deliver qualified respondents.

Focus Pointe Global - Los Angeles

1417 6th St. 2nd Floor
 Santa Monica, CA 90401
 Ph. 888-873-6287 or 310-260-8889
 la@focuspointeglobal.com
 www.focuspointeglobal.com
 Bridgid Delgardio, V.P. Western Region U.S.
 Location: Office building
 Distance from airport: 8 miles, 25 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Multiple 22x24 Obs. Rm. Seats 20
 Multiple 20x22 Obs. Rm. Seats 20
 Multiple 20x22 Obs. Rm. Seats 20

Health Care Testing, Inc.

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



HOUSE of MARKETING RESEARCH



House of Marketing Research

2555 E. Colorado Blvd. Suite 205
 Pasadena, CA 91107
 Ph. 626-486-1400
 amy@hmr-research.com
 www.hmr-research.com/
 Amy Siadak, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, CUL, VC, WC
 Multiple 20x20 Obs. Rm. Seats 30
 Conference 12.5x11.5 Obs. Rm. Seats 7

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

Juarez & Associates

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

L.A. Research, Inc.

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

Latin Facts Research, Inc.

14550 Chase St., Suite 78B
 Panorama City, CA 91402
 Ph. 818-986-4820
 steve_escoc@latinfactsresearch.com
 www.latinfactsresearch.com
 Location: Shopping mall
 1/1, 1/10R, TK
 Conference 18x20 Obs. Rm. Seats 13
 Conference 18x20 Obs. Rm. Seats 14
 Conference 26x29 Obs. Rm. Seats 19
 Conference 11x14 Obs. Rm. Seats 6



LW Research Group

17337 Ventura Blvd., Suite 301
 Encino, CA 91316
 Ph. 818-501-4794
 wfeinberg@LWresearchgroup.com
 www.LWresearchgroup.com
 Lisa Balelo or Wendy Feinberg, Partners
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Conference 21x16 Obs. Rm. Seats 13
 Conference 17x13 Obs. Rm. Seats 7
 Conference 19x35 Obs. Rm. Seats 20

Automotive clinics/specialists. We work directly with clients, planning off-site special research events throughout the country, with a staff in most major cities. Recruiting: consumers, automotive, children, business, medical, ethnic, entertainment, video/computer gamers. Large-scale recruiting, ethnographies, in-store experiences, usability, real-people testimonials, real-people casting, product placement. Three spacious group rooms, FocusVision, wireless Internet access, digital audio. "Top Rated" in the Impulse Survey. WBE certified. Affiliated with Focus Centre of Chicago, phone 312-628-7171.

Meczka Marketing/Research/Consulting, Inc.

5757 W. Century Blvd. Suite 120
 Los Angeles, CA 90045
 Ph. 310-670-4829 or 310-670-4824
 heather@mmercinc.com
 www.mmercinc.com
 Heather Nishioka, Director of Client Services
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, TK, VC, WC
 Conference 20x22 Obs. Rm. Seats 15



Mondo Research

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

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

Murray Hill Center West, Inc., Los Angeles

6080 Center Dr. Suite 950
Los Angeles, CA 90045
Ph. 424-702-1900
renay@murrayhillcenter.com
www.murrayhillcenter.com
Renay Guajardo, Director
Location: Office building
Distance from airport: 3 miles, 7 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Conference 20x16 Obs. Rm. Seats 20
Conference 20x16 Obs. Rm. Seats 20
Conference 19x20 Obs. Rm. Seats 20
Conference 19x20 Obs. Rm. Seats 20
Conference 11x9 Obs. Rm. Seats 4
Multiple 38x17 Obs. Rm. Seats 30



Plaza Research-Los Angeles

6053 W. Century Blvd. Suite 100
Los Angeles, CA 90045
Ph. 310-645-1700 or 800-654-8002
ahaley@plazaresearch.com
www.plazaresearch.com
Amy Haley, Director
Location: Office building
Distance from airport: 1 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
Conference 16x22 Obs. Rm. Seats 20
Conference 16x22 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.
(See advertisement on p. 105)

Qualitative Insights

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

Qualitative Insights

15060 Ventura Blvd., Suite 125
Sherman Oaks, CA 91403
Ph. 818-988-5411
lginiewicz@q-insights.com
www.q-insights.com
Linda Giniewicz, Vice President
Location: Office building
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/10R, TK, PUL, VC
Conference 20x16 Obs. Rm. Seats 12
Conference 20x16 Obs. Rm. Seats 12
Multiple 34x19 Obs. Rm. Seats 30



Savitz Field and Focus - Los Angeles

Member of Focus Coast to Coast
5757 W. Century Blvd. Suite 360
Los Angeles, CA 90045
Ph. 310-642-4799
information@savitzfieldandfocus.com
www.savitzfieldandfocus.com
Rebecca Hanner, Facility Director
Location: Office building
Distance from airport: 1 miles, 10 minutes
CL, 1/1, 1/10R, AU, CUL, VC, WC
Conference 34x21 Obs. Rm. Seats 25
Conference 20x21 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 20
Conference 20x19 Obs. Rm. Seats 20
Conference 10x09 Obs. Rm. Seats 5

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

Schlesinger Associates Los Angeles

10880 Wilshire Blvd.
Los Angeles, CA 90024
Ph. 310-295-3040
LA@schlesingerassociates.com
www.schlesingerassociates.com
Debra Schlesinger Hellman, Exec. Vice President
Location: Office building
Distance from airport: 11 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
Multiple 21x18 Obs. Rm. Seats 14
Multiple 20x19 Obs. Rm. Seats 14
Multiple 20x19 Obs. Rm. Seats 14
Multiple 24x18 Obs. Rm. Seats 16
(See advertisement on inside front cover)



Trotta Associates / Trotta-Hansen

A First Choice Facility
13160 Mindanao Way Suite 100
Marina del Rey, CA 90292
Ph. 310-306-6866
marina@trotta.net
www.trotta.net
Allyc Chappell Marshall, Sr. Project Director
Location: Office building
Distance from airport: 3 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Multiple 22x24 Obs. Rm. Seats 20
Multiple 20x18 Obs. Rm. Seats 20
Conference 20x18 Obs. Rm. Seats 16
Conference 20x18 Obs. Rm. Seats 16
Multiple 14x12 Obs. Rm. Seats 5

Top rated, convenient, spacious and experienced with fresh new ideas. Our Irvine facility has been totally

revamped with top-notch technology and new modern look. Trotta knows what you need and delivers. Come visit us in either Marina del Rey (10 minutes or less from LAX) or Irvine (45-minute drive south of LAX in the heart of Orange County). Our 400,000+ database provides diverse populations from trendy Santa Monica to Beverly Hills to the beach cities to more inner-city ethnic populations - from family-oriented to professionals to the Hollywood scene neighborhoods. Member First Choice Facilities.
FocusVision, ActiveGroup, Streamliner.

Orange County
(See also Los Angeles)

Adler Weiner Research Orange County, Inc.

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

AIM/LA (Br.)

949 S. Coast Dr. Suite 525
Costa Mesa, CA 92626
Ph. 714-755-3900
dweinberg@aimla.com
www.aimresearchnetwork.com
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10R, TK, TKO, VC
Conference 12x14 Obs. Rm. Seats 6
Conference 18x24 Obs. Rm. Seats 20
Conference 18x30 Obs. Rm. Seats 20
Conference 18x16 Obs. Rm. Seats 12

Ask Southern California, Inc.

City View Office Plaza
12437 Lewis St., Suite 100
Garden Grove, CA 92840
Ph. 714-750-7566 or 800-644-4ASK
Jennifer@asksocal.com
www.asksocal.com
Jennifer Kerstner, President
Location: Free standing facility
Distance from airport: 9 miles, 20 minutes
CL, 1/1, 1/10R, TK
Conference 26x26 Obs. Rm. Seats 15



AutoPacifc, Inc.

2991 Dow Ave.
Tustin, CA 92780-7219
Ph. 714-838-4234
dan.hall@autopacific.com
www.autopacific.com
Dan Hall
Location: Free standing facility
Distance from airport: 5 miles, 15 minutes
1/1, 1/10R, PUL
Conference 24x16 Obs. Rm. Seats 12

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

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

**Fieldwork Los Angeles, Inc.**

In Orange County

2030 Main St., Suite 300

Irvine, CA 92614

Ph. 949-252-8180

info@losangeles.fieldwork.com

www.fieldwork.com

Kami Celano, President

Location: Office building

Distance from airport: 1 miles, 5 minutes

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

Conference 13x15 Obs. Rm. Seats 6

Conference 22x22 Obs. Rm. Seats 30

Conference 19x21 Obs. Rm. Seats 12

Conference 22x20 Obs. Rm. Seats 18

Multiple 13x08 Obs. Rm. Seats 6

Fieldwork Los Angeles is located in Orange County, Calif., just five minutes from John Wayne/Orange County airport. The experienced, friendly staff will do what it takes to make your focus groups a success. This state-of-the-art facility offers three large conference rooms with viewing rooms that comfortably accommodate 20 clients. Fieldwork LA offers the latest in integrated state-of-the-art technology including: complimentary digital audiorecording, DVD recording, CD recording, video on-demand, online focus group hosting, FocusVision, ActiveGroup and computer usability labs.

(See advertisement on back cover)

Jury Impact Orange County

3525 Hyland Ave., Suite 240

Costa Mesa, CA 92626

Ph. 714-754-1010 or 888-858-5879

info@juryimpact.net

www.juryimpact.net

Location: Office building

Distance from airport: 5 miles, 15 minutes

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

Conference 20x16 Obs. Rm. Seats 5

P&K Research (Br.)

2535 N. Grand Ave.

Santa Ana, CA 92705

Ph. 714-543-0888 or 800-747-5522

info@pk-research.com

www.pk-research.com

Tom Dutt

Location: Free standing facility

Distance from airport: 15 miles, 20 minutes

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

Conference 22x24 Obs. Rm. Seats 8

Conference 22x26 Obs. Rm. Seats 8

The Question Shop, Inc.

2860 N. Santiago Blvd. Suite 100

Orange, CA 92867

Ph. 714-974-8020 or 800-411-7550

info@thequestionshop.com

www.thequestionshop.com

Ryan Reasor, President

Location: Office building

Distance from airport: 10 miles, 20 minutes

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

Conference 18x24 Obs. Rm. Seats 18

Conference 14x18 Obs. Rm. Seats 18

Conference 14x17 Obs. Rm. Seats 7

Quick Test/Heakin (Br.)

Mainplace Mall

2800 N. Main St., Suite 2088

Santa Ana, CA 92705

Ph. 714-547-8300

bid@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Multiple 14x22 Obs. Rm. Seats 6

Trotta Associates (Br.)

5 Park Plaza Suite 200

Irvine, CA 92614

Ph. 949-251-1122

irvine@trotta.net

www.trotta.net

Ingrid Robertson, Facility Manager

Location: Office building

Distance from airport: 2 miles, 15 minutes

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

Multiple 25x20 Obs. Rm. Seats 25

Multiple 18x19 Obs. Rm. Seats 16

Conference 19x38 Obs. Rm. Seats 20

Palm Springs

Opinions, Ltd. (Br.)

Palm Desert Mall

72840 Highway 111 Suite D165

Palm Desert, CA 92260

Ph. 440-893-0300

losangeles@opinionltd.com

www.opinionltd.com

Jennifer Jackson, Director of Client Services

Location: Shopping mall

Distance from airport: 12 miles, 20 minutes

1/1, 1/1OR, VC, WC

Conference 20x14

Sacramento



elliott benson

Elliott Benson Research

1226 H St.

Sacramento, CA 95814

Ph. 916-325-1670

ebinfo@elliottbenson.com

www.elliottbenson.com

Jaelyn Benson, Owner/Manager

Location: Free standing facility

Distance from airport: 10 miles, 10 minutes

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

Multiple 32x21 Obs. Rm. Seats 20

Multiple 23x21 Obs. Rm. Seats 25

Multiple 22x14 Obs. Rm. Seats 14

"Top Rated" facility by Impulse Survey for the last 13 consecutive years. Expanded phone room now with 35 CATI stations and nationwide recruiting. Three spacious qualitative suites with open floor plans, state-of-the-art recording equipment and numerous options for client and respondent seating. Amenities include T1 and Wi-Fi throughout the facility; video-streaming through both FocusVision and ActiveGroup. Large multipurpose room is ideal for central location

tests, mock juries, etc. Fully-equipped test kitchen for sensory testing. All rooms can be configured to suit the specific needs - conference, living room, classroom.

Opinions of Sacramento

2025 Hurley Way Suite 110

Sacramento, CA 95825

Ph. 916-568-1226

hugh@opinionsofsac.com

www.opinionsofsac.com

Hugh Miller, Co-owner

Location: Office building

Distance from airport: 15 miles, 25 minutes

CL, TK, AU, CUL, PUL, WC

Multiple 20x16 Obs. Rm. Seats 12

Multiple 28x16 Obs. Rm. Seats 16

San Bernardino/Riverside

Athena Research Group, Inc.

3600 Lime Street, Suite 512

Riverside, CA 92501

Ph. 310-993-6330

info@athenamarketresearch.com

www.athenamarketresearch.com

Lynn Diamantopoulos, President/CEO

Location: Office building

Distance from airport: 18 miles, 20 minutes

CL, 1/1, 1/1OR, AU, WC

Multiple 19x14 Obs. Rm. Seats 16

Conference 14x14 Obs. Rm. Seats 12

Multiple 42x28 Obs. Rm. Seats 12

San Diego

C&C Market Research - San Diego

Plaza Camino Real

2525 El Camino Real, Ste 102

Carlsbad, CA 92008

Ph. 479-785-5637

corp@ccmarketresearch.com

www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 60 miles, 45 minutes

Multiple 7x10 Obs. Rm. Seats 2

(See advertisement on p. 68)

**Flagship Research**

2840 5th Ave Suite #200

San Diego, CA 92103

Ph. 888-849-4827

bridge@flagshipresearch.com

www.flagshipresearch.com

Location: Office building

Distance from airport: 1 miles, 5 minutes

CL, VC, WC

Multiple 20x16 Obs. Rm. Seats 12

Conference 19x17 Obs. Rm. Seats 16

Conference 18x16 Obs. Rm. Seats 20

"Top Rated" in Impulse four consecutive years! It is all about quality recruiting. Flagship records each and every recruiting call. A full-time staff member listens to each recording as validation of the recruit; we then archive the recordings so that we can instantly access them. These recordings are available to you at any time, before and after your groups, and you are welcome to share them with your client. This can be very helpful when clients are concerned about the qualifications of a respondent or when a respondent from a client list has complained about the recruiting call.

Luth Research

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



Plaza Research-San Diego

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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.
 (See advertisement on p. 105)

Quick Test/Heakin (Br.)

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

Taylor Research, Inc.

6602 Convoy Court, Suite 210
 San Diego, CA 92111
 Ph. 800-922-1545 or 858-810-8400
 taylor@taylorresearch.com
 www.taylorresearch.com
 Patsy Trice, President or James Arcediano, VP of Operations
 Location: Free standing facility
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, 1/10R, CUL, VC
 Conference 20x13 Obs. Rm. Seats 8
 Conference 18x14 Obs. Rm. Seats 10
 Multiple 24x19 Obs. Rm. Seats 12
 Multiple 29x23 Obs. Rm. Seats 18

Test America

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

San Francisco Bay/San Jose



Amplify Research Partners, LLC

7901 Stoneridge Drive, Suite 100
 Pleasanton, CA 94588
 Ph. 925-236-9700
 info@amplifyresearch.com
 www.amplifyresearch.com
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 18x25 Obs. Rm. Seats 25
 Multiple 18x30 Obs. Rm. Seats 25

Amplify Research Partners is a qualitative facility, field management and consulting firm focused on enhancing the research process for market research professionals who are ready to redefine their project experience. Winter 2009 marks the grand opening of Amplify's innovative flagship facility in Pleasanton, Calif. With state-of-the-art digital recording technology, open floor plan, client viewing lounges and group spaces designed to encourage communication and creativity, the facility embodies comfort, fun and contemporary design.

Brainfarm, a Tragon Company

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

C&C Market Research - San Francisco

Great Mall
 308 Great Mall Drive
 Milpitas, CA 95035
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 3 miles, 10 minutes
 1/1, 1/10R
 Conference 15x12 Obs. Rm. Seats 8
 (See advertisement on p. 68)

Corey, Canapary & Galanis

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

ECHO Research Group

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

Ecker & Associates

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



Fieldwork San Francisco, Inc.

201 3rd St. Suite 1000
 San Francisco, CA 94103
 Ph. 415-268-8686
 info@sanfran.fieldwork.com
 www.fieldwork.com
 Michelle Fagerholt
 Location: Office building
 Distance from airport: 13 miles, 20 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 19x21 Obs. Rm. Seats 20
 Multiple 18x21 Obs. Rm. Seats 11
 Multiple 20x22 Obs. Rm. Seats 20
 Multiple 20x21 Obs. Rm. Seats 9

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



Fleischman Field Research

250 Sutter St., Suite 200
 San Francisco, CA 94108-4403
 Ph. 800-277-3200 or 415-398-4140
 ffr@ffrsf.com
 www.ffrsf.com
 Molly Fleischman or Lisa Chiapetta
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Multiple 25x19 Obs. Rm. Seats 15
 Multiple 25x19 Obs. Rm. Seats 15
 Multiple 21x18 Obs. Rm. Seats 15
 Multiple 16x15 Obs. Rm. Seats 7

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

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

Focus Pointe Global - San Francisco

450 Sansome St. 8th Floor
 San Francisco, CA 94111
 Ph. 888-873-6287 or 415-394-6836
 sf@focuspointeglobal.com
 www.focuspointeglobal.com
 Venetia Kourakos, Facility Director
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 1/1, 1/10R, TK, AU, CUL, VC, WC
 Multiple 18x18 Obs. Rm. Seats 12
 Multiple 19x20 Obs. Rm. Seats 15
 Multiple 17x21 Obs. Rm. Seats 6
 Multiple 17x21 Obs. Rm. Seats 6
 Multiple 19x20 Obs. Rm. Seats 12



Intact Qualitative Research

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

Intact Qualitative Research is a full-service, boutique consumer and B2B market research firm located in the heart of SOMA in San Francisco. In addition to designing a research facility with your needs in mind, we offer a full array of services in qualitative recruitment and project management for the Bay Area and all other major U.S. markets. We are committed to delivering the highest level of quality in finding the right people for every project, taking the conversation beyond the phone screener and understanding each person we place into research sessions.

The National Food Laboratory, LLC

365 North Canyons Parkway, #101
 Livermore, CA 94551
 Ph. 925-551-4262
 hoyerc@theNFL.com
 www.theNFL.com
 Christie Hoyer
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, PUL, WC
 Conference 21x20 Obs. Rm. Seats 15

Nichols Research - Concord

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

Nichols Research - Fremont

39141 Civic Center Dr. Suite 425
 Fremont, CA 94538
 Ph. 510-794-2990
 info@nicholsresearch.com
 www.nicholsresearch.com
 Aaron Nichols
 Location: Office building
 Distance from airport: 25 miles, 35 minutes
 1/1, 1/10R, CUL, VC, WC
 Conference 20x16 Obs. Rm. Seats 12

Nichols Research - San Francisco

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

Nichols Research - San Jose/Silicon Valley

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

Opinions, Ltd. (Br.)

Solano Mall
 1350 Travis Blvd. #1522A
 Fairfield, CA 94533
 Ph. 440-893-0300
 sanfrancisco@opinionstld.com
 www.opinionstld.com
 Jennifer Jackson, Director of Client Services
 Location: Shopping mall
 Distance from airport: 58 miles, 65 minutes
 1/1, 1/10R, VC, WC
 Conference 20x14



Plaza Research-San Francisco

55 Stockton St. Suite 400
 San Francisco, CA 94108
 Ph. 415-984-0400 or 800-654-8002
 mdebboli@plazaresearch.com
 www.plazaresearch.com
 Maria Debboli
 Location: Office building
 Distance from airport: 25 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20

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

speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.
 (See advertisement on p. 105)

Q & A Focus Suites

925 Ygnacio Valley Rd., #201
 Walnut Creek, CA 94596
 Ph. 800-706-3467 or 415-382-2890 x637
 focusinfo@qar.com
 www.QAFocusSuites.com
 Tom Mabe, Director, Qualitative Services
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, TK, CUL, WC
 Multiple 24x17 Obs. Rm. Seats 14
 Multiple 20x17 Obs. Rm. Seats 14
 Multiple 22x30 Obs. Rm. Seats 14

Q & A Research, Inc.

64 Digital Dr.
 Novato, CA 94949
 Ph. 800-706-3467 or 415-883-1188 x637
 info@QAR.com
 www.qafocusuites.com
 Tom Mabe, Director, Qualitative Services
 Location: Free standing facility
 Distance from airport: 35 miles, 35 minutes
 CL, 1/1, 1/10R, WC
 Conference 28x16 Obs. Rm. Seats 16

Quantum Market Research

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

Quick Test/Heakin (Br.)

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

Schlesinger Associates San Francisco

150 California St. Suite 800
 San Francisco, CA 94111
 Ph. 415-781-2600
 sf@schlesingerassociates.com
 www.schlesingerassociates.com
 Jason Horine, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, TK, AU, CUL, VC, WC
 Multiple 15x20 Obs. Rm. Seats 16
 Multiple 17x22 Obs. Rm. Seats 16
 Multiple 16x20 Obs. Rm. Seats 10
 Multiple 17x24 Obs. Rm. Seats 10
 (See advertisement on inside front cover)

Test America

Pier 29, Suite 271
 San Francisco, CA 94133
 Ph. 386-677-5644
 crgsales@crglobalinc.com
 Location: Free standing facility
 Distance from airport: 16 miles, 40 minutes
 CL, 1/1, 1/10R, TK, CUL, PUL, VC
 21x13 Obs. Rm. Seats 8
 21x18 Obs. Rm. Seats 8



watchLAB Studios

(formerly Greenberg Studios)
918 Parker Street, Suite a22
Berkeley, CA 94710
Ph. 510-845-1380 or 866-EARFULL
heather.mceneaney@watchlab.com
www.watchlab.com
Heather McEneaney

Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
Multiple 20x20 Obs. Rm. Seats 14

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



watchLAB Studios

(formerly Greenberg Studios)
201 Post Street, 6th Floor
San Francisco, CA 94108
Ph. 415-956-2302 or 866-EARFULL
heather.mceneaney@watchlab.com
www.watchlab.com
Heather McEneaney

Location: Free standing facility
Distance from airport: 14 miles, 20 minutes
CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
Multiple 22x16 Obs. Rm. Seats 14
Multiple 22x16 Obs. Rm. Seats 14
Multiple 22x16 Obs. Rm. Seats 14

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

Wharf Research

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

Molyka Chea, Director of Operations
Location: Free standing facility
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Multiple 21x13 Obs. Rm. Seats 8
Multiple 22x16 Obs. Rm. Seats 15

Ventura/Santa Barbara

Datta Research

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



Market Research Ventura County

2310 E. Ponderosa Drive, Suite 2
Camarillo, CA 93010
Ph. 805-482-3581
info@MarketResearchVC.com
www.MarketResearchVC.com
Location: Office building
Distance from airport: 46 miles, 50 minutes
CL, 1/1, 1/10R, VC, WC
Conference 19x23 Obs. Rm. Seats 15
Multiple 16x15 Obs. Rm. Seats 10

Market Research Ventura County is a warm, accommodating, contemporary, affordable, boutique research facility designed to meet the diverse needs of research professionals. Top-notch recruiting and delivery of the highest level of customer service is our priority. MRVC works directly with clients planning exceptional on- and off-site research events in Ventura, Santa Barbara and San Luis Obispo Counties. Professional contacts along California's Gold Coast. MRVC is fully equipped with a conference style focus suite and a living room/creative suite, both with comfortable client viewing lounges.

Colorado

Boulder

Boulder Focus Center

RRC Associates, Inc.
4940 Pearl East Cir., #103
Boulder, CO 80301
Ph. 303-449-6558 x2101
info@boulderfocuscenter.com
www.boulderfocuscenter.com
Sue Rothchild, Qualitative Research Manager
Location: Office building
Distance from airport: 45 miles, 50 minutes
CL, 1/1, 1/10R
Conference 16x24 Obs. Rm. Seats 10
Multiple 15x11 Obs. Rm. Seats 8

Colorado Springs

Rocky Mountain Research Focus Groups LLC

750 Citadel Drive East, Suite 3124
Colorado Springs, CO 80909
Ph. 719-637-7944 or 719-638-4697
coloradosprings@rockymtnresearch.com
http://rockymtnresearch.com
Location: Shopping mall
Distance from airport: 7 miles, 10 minutes
1/1, 1/10R, TK, CUL, PUL, VC, WC
Multiple 25x72
Multiple 11x22 Obs. Rm. Seats 6
Multiple 11x10
Multiple 13x13
Multiple 12x16

Denver



AccuData Market Research, Inc. (Br.)

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

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



Fieldwork Denver, Inc.

Wells Fargo Center
1700 Lincoln St., Suite 2650
Denver, CO 80203
Ph. 303-825-7788
info@denver.fieldwork.com
www.fieldwork.com
Nikki Darre, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC
Conference 13x09 Obs. Rm. Seats 6
Conference 24x19 Obs. Rm. Seats 25
Conference 23x20 Obs. Rm. Seats 12
Conference 20x17 Obs. Rm. Seats 15
Conference 24x20 Obs. Rm. Seats 25

Fieldwork Denver is a beautiful 10,000-sq.-ft. facility and is conveniently located for clients and respondents, in the "cash register" building in downtown Denver. Five of our versatile conference rooms have generous, well-planned viewing rooms and attached lounges with closed-circuit television for remote viewing. This facility also comes equipped with a one-on-one room and a viewable kitchen. Thousands of fresh respondents with diverse lifestyles and backgrounds. We offer the finest integrated state-of-the-art technology including: complimentary digital audiorecording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. (See advertisement on back cover)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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



INGATHER Research & Innovation Facilities

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

INGATHER Research & Innovation Facilities™ brings you the best in marketing research in-context. With the Reality House™ and the Common Sensory™, INGATHER offers more comfortable and realistic environments to conduct your research. We feel that putting your consumers in the right environment is the best way to attain real results. Keeping this in mind, we have built out a 5,600-sq.-ft. residential home and evolved it into a focus group facility. We are also proud to be Denver's only dedicated network of sensory and testing facilities - The Common Sensory™. With multiple testing locations including full commercial and consumer kitchens we are prepared to handle all of your sensory testing and research needs in Denver!

Johnston Research Group

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

Market Perceptions, Inc.

Health Care Research, Inc.
 733 E. 8th Ave.
 Denver, CO 80203
 Ph. 303-323-1900
 info@MarketPerceptions.com
 www.marketperceptions.com
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/10R, VC
 Conference 26x18 Obs. Rm. Seats 20



Plaza Research-Denver

1200 17th St., Suite 800
 Denver, CO 80202
 Ph. 303-572-6900 or 800-654-8002
 jmiller@plazaresearch.com
 www.plazaresearch.com
 Jennifer Webb Miller, Director
 Location: Office building
 Distance from airport: 45 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 105)

Test America

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

Connecticut

Bridgeport

BlueSky Room

55 Walls Drive
 Fairfield, CT 06824
 Ph. 203-319-5915
 info@blueskyroom.net
 www.blueskyroom.net
 Location: Office building
 Distance from airport: 50 miles, 60 minutes
 CL, 1/1, 1/10R, VC, WC
 Multiple 23x22 Obs. Rm. Seats 18

C&C Market Research - Trumbull

Connecticut Post Mall
 1201 Boston Post Rd., #2067
 Milford, CT 06460
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 60 miles, 60 minutes
 CL, 1/1, TK
 Conference 12x17 Obs. Rm. Seats 8
 (See advertisement on p. 68)

Firm Facts Interviewing

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

Danbury

MarketView, Inc.

26 Mill Plain Rd.
 Danbury, CT 06811
 Ph. 203-791-1644 or 914-631-0796
 info@marketview-research.com
 www.marketview-research.com
 Gail Friedman, President
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, TK, VC, WC
 Multiple 20x22 Obs. Rm. Seats 15
 Multiple 28x25 Obs. Rm. Seats 20

Hartford



**Hartford
 New Haven
 Research Center**

Connecticut Connection - Farmington

Hartford Research Center
 17 Talcott Notch Rd.
 Farmington, CT 06032
 Ph. 860-677-2877
 nancy@ctconnection.com
 www.ctconnection.com
 Nancy Newmann, Senior Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, WC
 Conference 21x21 Obs. Rm. Seats 30
 Conference 16x19 Obs. Rm. Seats 20
 Conference 14x18 Obs. Rm. Seats 15

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



Connecticut InFocus

76 Eastern Blvd.
 Hartford-Glastonbury, CT 06033
 Ph. 860-652-0307
 jonik@ctinfocus.com
 www.ctinfocus.com
 Joni Krasusky, Director
 Location: Free standing facility
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC
 Conference 20x20 Obs. Rm. Seats 15

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

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

New Haven

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



Connecticut Connection - North Haven
 New Haven Research Center
 140 Washington Ave.
 North Haven, CT 06473
 Ph. 203-234-9988
 nancy@ctconnection.com
 www.ctconnection.com
 Nancy Neumann, Senior Director
 Location: Office building
 Distance from airport: 35 miles, 45 minutes
 CL, 1/1, 1/10R, AU, CUL, WC
 Conference 15x20 Obs. Rm. Seats 25

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

Stamford

New England Marketing Research, Inc.
 200 Connecticut Ave., 4th Floor
 Norwalk, CT 06854
 Ph. 203-855-5500 or 877-604-5500
 brianbarton@nemr.com
 www.nemr.com
 Location: Office building
 Distance from airport: 25 miles, 45 minutes
 CL, 1/1, 1/10R, VC, WC
 Conference 20x20 Obs. Rm. Seats 20
 Conference 20x20 Obs. Rm. Seats 20
 Multiple 15x15 Obs. Rm. Seats 12

RazorFocus
 1351 Washington Blvd. Suite 600
 Stamford, CT 06902
 Ph. 203-504-3241 or 203-504-3240
 Paul@RazorFocus.net
 www.RazorFocus.net
 Ken Gilbert, Owner
 Location: Office building
 Distance from airport: 32 miles, 40 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 18x16 Obs. Rm. Seats 10
 Multiple 18x21 Obs. Rm. Seats 10
 Multiple 23x14 Obs. Rm. Seats 16
 Conference 14x10 Obs. Rm. Seats 6

www.quirks.com

Delaware

Wilmington

Central Focus
 819 Washington St.
 Wilmington, DE 19801
 Ph. 302-655-3665
 ddahn@a-b-c.com
 www.abcfocus.com
 Dick Dahn
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, WC
 Conference 14x20 Obs. Rm. Seats 8

District Of Columbia

Washington

Area Wide Market Research, Inc.
 16017 Comprint Circle
 Gaithersburg, MD 20877
 Ph. 301-590-1160
 amktres@aol.com
 www.areawidemarketresearch.com
 Ann Weinstein, President
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Conference 14x17 Obs. Rm. Seats 10
 Conference 14x17 Obs. Rm. Seats 10



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

We are a full-service research firm that specializes in marketing research, data collection (qualitative/quantitative) and advanced analytics. We provide custom research services to associations, nonprofits, government agencies and businesses. Audience expertise includes executives, Hispanics, teens, health professionals, federal/state/local government employees, travelers and international students; low-/mid-/high-income populations, educators and school administrators. We are experts in segmentation, predictive modeling and customer profiling. Field service capabilities include 100-station CATI facility; Web-based surveys; mail-/paper-based and intercept surveys; fully-equipped focus group facilities and multilingual focus group recruitment, moderation and one-on-one interviewing staff.

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



Mediabarn Research Services
 2200 Clarendon Blvd., Suite 1200
 Arlington, VA 22201
 Ph. 703-964-0440
 jason@mediabarninc.com
 www.mediabarnresearch.com
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Conference 20x17 Obs. Rm. Seats 20
 Multiple 15x14 Obs. Rm. Seats 15
 Living 18x14 Obs. Rm. Seats 15

A full-service, state-of-the-art focus group and usability lab facility located just minutes from Washington, D.C. Three dedicated research rooms available for focus groups, one-on-one in-depth interviews and usability studies. Equipped with the latest digital recording capabilities, videostreaming and usability testing software. Located right above and with covered access to the Court House Metro station on the Orange Line in Arlington, Va. Professional, expert qualitative/quantitative research staff offers moderating and recruiting services for in-person and remote research studies.

NAHB Research Center
 400 Prince George's Blvd.
 Upper Marlboro, MD 20774
 Ph. 800-638-8556 or 301-249-4000
 rmaihofer@nahbrc.com
 www.nahbrc.com/manufacturing/development/index.aspx
 Location: Office building
 Distance from airport: 32 miles, 46 minutes
 CL, 1/1, 1/10R, AU, PUL
 Multiple 21x17 Obs. Rm. Seats 14
 Multiple 21x17 Obs. Rm. Seats 14
 Multiple 30x37 Obs. Rm. Seats 10

OMR
 7255-A Hanover Pkwy.
 Greenbelt, MD 20770
 Ph. 301-441-4660
 info@OMRdc.com
 www.OMRdc.com
 Jill Siegel, President
 Location: Free standing facility
 Distance from airport: 18 miles, 25 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 20x14 Obs. Rm. Seats 12

OMR (Br.)
 900 17th St. N.W., Suite 650
 Washington, DC 20006
 Ph. 202-822-8590 or 301-441-4660
 info@OMRdc.com
 www.OMRdc.com
 Jill Siegel, President
 Location: Office building
 Distance from airport: 4 miles, 12 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 20x14 Obs. Rm. Seats 12
 Conference 9x8 Obs. Rm. Seats 5

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/10R - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

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

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



the polling company™, inc.
 1220 Connecticut Av. N.W.
 Washington, DC 20036
 Ph. 202-667-6557
 FocusGroup@pollingcompany.com
 www.pollingcompany.com
 Kellyanne Conway, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, CUL, WC
 Conference 19x17 Obs. Rm. Seats 10

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



Shugoll Research
 formerly Metro Research Services, Inc.
 1800 Diagonal Road, Suite 300
 Alexandria, VA 22314
 Ph. 301-656-0310
 info@shugollresearch.com
 www.ShugollResearch.com
 Angela Lorinchak, President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, CUL, WC
 Conference 20x46 Obs. Rm. Seats 15
 Conference 20x26 Obs. Rm. Seats 15
 Conference 20x26 Obs. Rm. Seats 11
 Conference 20x20 Obs. Rm. Seats 10

Shugoll Research is the premier qualitative research facility in the Washington, D.C., metro area. We are committed to providing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio- and videorecording and staff who are dedicated to anticipating your needs and going beyond meeting your expectations. We have three beautiful facilities in the D.C. area and we have the only 920-sq.-ft. super-room in the market, capable of seating up to 72 respondents theater-style. Our range of locations allows you to reach everything from suburban consumers to the most influential opinion leaders in the country.

Shugoll Research
 formerly Metro Research Services, Inc.
 9990 Lee Highway/Fairfax Blvd. Suite 110
 Fairfax, VA 22030
 Ph. 301-656-0310
 info@shugollresearch.com
 www.ShugollResearch.com
 Angela Lorinchak, President
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 18
 Conference 8x10 Obs. Rm. Seats 6
 Conference 16x20 Obs. Rm. Seats 18
 Conference 10x10 Obs. Rm. Seats 6



Shugoll Research
 7475 Wisconsin Ave. Suite 200
 Bethesda, MD 20814
 Ph. 301-656-0310
 info@ShugollResearch.com
 www.ShugollResearch.com
 Rick Seale, Executive Vice President
 Location: Office building
 Distance from airport: 12 miles, 35 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Conference 16x20 Obs. Rm. Seats 12
 Conference 16x21 Obs. Rm. Seats 10
 Conference 17x16 Obs. Rm. Seats 11
 Conference 16x26 Obs. Rm. Seats 20
 Conference 16x21 Obs. Rm. Seats 10
 Conference 10x13 Obs. Rm. Seats 8

Shugoll Research is the premier qualitative research facility in the Washington, D.C., metro area. We are committed to providing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio- and videorecording and staff who are dedicated to anticipating your needs and going beyond meeting your expectations. We have three beautiful facilities in the D.C. area and we have the only 920-sq.-ft. super-room in the market, capable of seating up to 72 respondents theater-style. Our range of locations allows you to reach everything from suburban consumers to the most influential opinion leaders in the country.

Test America
 Lakeforest Mall
 701 Russell Ave., Suite H116
 Gaithersburg, MD 20877
 Ph. 386-677-5644
 crgsales@crglobalinc.com
 www.crglobalinc.com
 Bid Department
 Location: Shopping mall
 Distance from airport: 33 miles, 42 minutes
 1/1, 1/10R, TK, VC, WC
 20x20 Obs. Rm. Seats 8

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

Florida

Daytona Beach

CRG GLOBAL, INC.
 Administrative/Focus Facility
 3 Signal Ave.
 Ormond Beach, FL 32174
 Ph. 386-677-5644
 crgsales@crglobalinc.com
 www.crglobalinc.com
 Location: Free standing facility
 Distance from airport: 14 miles, 15 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC
 Conference 16x30 Obs. Rm. Seats 15

CRG GLOBAL, Inc. /Views
 Volusia Mall
 1700 W. International Speedway Blvd., Suite 386
 Daytona Beach, FL 32114
 Ph. 386-677-5644
 crgsales@crglobalinc.com
 www.crglobalinc.com
 Location: Shopping mall
 Distance from airport: 2 miles, 4 minutes
 1/1, 1/10R, TK, VC, WC
 Multiple 14x18 Obs. Rm. Seats 5

Fort Lauderdale
 (See also Miami)

Mars Research
 6365 N.W. 6th Way Suite 150
 Ft. Lauderdale, FL 33309
 Ph. 954-771-7725 or 877-755-2805
 joyceg@marsresearch.com
 www.marsresearch.com
 Joyce Gutfreund, Executive VP
 Location: Office building
 Distance from airport: 11 miles, 18 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 17x28 Obs. Rm. Seats 15
 Conference 16x16 Obs. Rm. Seats 5



Plaza Research-Fort Lauderdale
 4000 Hollywood Blvd.
 Hollywood, FL 33021
 Ph. 954-963-7600 or 800-654-8002
 mstein@plazaresearch.com
 www.plazaresearch.com
 Meredith Stein, Director
 Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 Conference 16x21 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.
 (See advertisement on p. 105)

Any way you slice it, our data is always right on the mark.



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



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

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

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

WAC

Miami Ft. Lauderdale

WAC of Fort Lauderdale

1415 W. Cypress Creek Rd.
 Ft. Lauderdale, FL 33309
 Ph. 954-772-5101
 wacflorida@aol.com
 www.wacresearch.com
 Gary Altschul or Phil Kiernan
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
 Conference 25x25 Obs. Rm. Seats 25
 Conference 20x20 Obs. Rm. Seats 18
 Conference 20x20 Obs. Rm. Seats 18
 Conference 14x16 Obs. Rm. Seats 8

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

Gainesville



Perceptive Market Research, Inc.

3615 S.W. 13th St. Suite 6
 Gainesville, FL 32608-3540
 Ph. 800-749-6760 x4012 or 352-336-6760
 surveys@pmrresearch.com
 www.pmrresearch.com
 Ken Lyons, Vice President
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, 1/10R, AU, CUL
 Conference 18x30 Obs. Rm. Seats 15
 Conference 24x14 Obs. Rm. Seats 12
 Living 14x24 Obs. Rm. Seats 6
 Conference 30x50 Obs. Rm. Seats 20

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

Jacksonville



Concepts in Focus

1329 Kingsley Ave., Suite A
 Jacksonville, FL 32073
 Ph. 904-264-5578
 info@conceptsinfocus.com
 www.conceptsinfocus.com
 Kathy Hayman, Dir. of Qualitative
 Location: Free standing facility
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 22x16 Obs. Rm. Seats 6
 Conference 20x20 Obs. Rm. Seats 12

Jacksonville and north Florida's "Top Rated" facility by Impulse! Two fully-equipped focus group suites are designed with your comfort and needs in mind. Outstanding recruiting with high show rates of qualified participants. Complimentary videotaping, DVDs, MP3s, T2 high-speed wireless Internet and a large kitchen for taste tests. Privately-owned and -operated. Designed by moderators for moderators. Attention to detail with an emphasis on quality - every step of the way. True Southern hospitality with a focus on your needs so you can focus on the needs of your clients.



Irwin

9250 Baymeadows Rd. Suite 350
 Jacksonville, FL 32256
 Ph. 904-731-1811
 kblackburn@irwin-jx.com
 www.irwin-jx.com
 Kathryn Blackburn, President
 Location: Office building
 Distance from airport: 25 miles, 35 minutes
 CL, 1/1, 1/10R, TK, VC
 Conference 22x18 Obs. Rm. Seats 15
 Conference 16x18 Obs. Rm. Seats 10

IRWIN ... an Impulse "Top Rated" facility founded on the precepts of excellence in service and quality of delivered product, IRWIN has a proven 35-year record of meeting your focus group, data collection and testing needs. We offer two modern, oversized luxurious focus suites, all amenities, advanced computer system and on-site kitchen. 10 minutes away is our 2,500-sq.-ft. fully-equipped CLT with Internet access and seating 25 comfortably for taste, product and simulated store tests. IRWIN - qualified, experienced professionals.
 (See advertisement on p. 79)

Kirk Research Services, Inc.

9550 Regency Square Blvd., Suite 906
 Jacksonville, FL 32225
 Ph. 904-858-3200
 info@kirkresearch.com
 www.kirkresearch.com
 John Byington, Manager
 Location: Office building
 Distance from airport: 14 miles, 25 minutes
 1/1, 1/10R, CUL
 Conference 15x16 Obs. Rm. Seats 15

Miami

(See also Fort Lauderdale)

Asisa Research Group - Miami

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



Ask Miami

2121 Ponce De Leon Blvd., Suite 250
 Miami, FL 33134
 Ph. 305-448-7769 or 800-282-2771
 info@askmiami.com
 www.askmiami.com
 Adrian Ladner, President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Multiple 22x18 Obs. Rm. Seats 12
 Multiple 18x15 Obs. Rm. Seats 8

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

Focus99 - The Focus Group Room

4700 Biscayne Blvd. Suite 403
 Miami, FL 33137
 Ph. 305-576-1520
 info@focus99.com
 www.focus99.com
 Sandra Tartonne, Director
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/10R, PUL, VC, WC
 Conference 15x25 Obs. Rm. Seats 10

Miami Market Research, Inc.

6840 S.W. 40 St., Suite 201A
 Miami, FL 33155
 Ph. 305-666-7010
 info@miamimarketresearch.com
 www.miamimarketresearch.com
 Luis Padron, President
 Location: Shopping mall
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Multiple 20x14 Obs. Rm. Seats 10
 Multiple 14x22 Obs. Rm. Seats 8
 Multiple 22x24 Obs. Rm. Seats 15
 Multiple 22x16 Obs. Rm. Seats 10

20|20 Research - Miami

8350 N.W. 52nd Terrace Suite 420
Miami, FL 33166
Ph. 866-960-8269 or 786-594-3740
anacarlac@2020research.com
www.2020research.com
Anacarla Castrillo-Baquero, Facility Director
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, CUL, VC, WC
Conference 19x20 Obs. Rm. Seats 15
Conference 28x21 Obs. Rm. Seats 15
Conference 19x19 Obs. Rm. Seats 15
Conference 19x19 Obs. Rm. Seats 15

Our "Top Rated" facility in Miami opened in 2006 featuring four focus group suites. We provide solid, consistent, bilingual, on-site recruiting and project management. Daily updates. Assigned qualitative assistants on site. We offer FocusVision and ActiveGroup. Welcome to Miami!
(See advertisement on p. 11)

WAC

Miami Ft. Lauderdale

WAC of Miami

Member of Focus Coast to Coast
8300 N.W. 53rd St., Suite 403
Doral, FL 33166
Ph. 786-364-2272
tstoloff@wacresearch.com
www.wacresearch.com
Gary Altschul or Mayling Young
Location: Office building

Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Conference 26x27 Obs. Rm. Seats 25
Conference 20x20 Obs. Rm. Seats 18
Conference 20x20 Obs. Rm. Seats 18
Conference 15x16 Obs. Rm. Seats 8

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

Ocala



Perceptive Market Research, Inc. (Br.)

3615 SE 13th Street, Suite 6
Ocala, FL 32608
Ph. 800-749-6760 or 352-336-6760
surveys@pmmresearch.com
www.pmmresearch.com
Ken Lyons, Vice-President
Location: Free standing facility
Distance from airport: 30 miles, 40 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Multiple Obs. Rm. Seats 12

Ocala, Fla.-area focus groups, in-depths and mock juries since 1987. We cover Marion County and all surrounding counties in north-central Florida. Also, focus group facility in Gainesville, Fla. Bilingual and

multicultural respondent recruiters and focus group moderators for your qualitative research. Market, social, evaluation and behavioral research conducted. Video, audio, all services. Call 1-800-749-6760.

Orlando



Accudata Market Research, Inc.

520 N. Semoran Blvd. Suite 100
Orlando, FL 32807
Ph. 800-831-7744 or 407-282-3770
orlando@accudata.net
www.accudata.net
Shannon Hendon
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10R, TK, VC, WC
Conference 29x25 Obs. Rm. Seats 20
Conference 19x16 Obs. Rm. Seats 15
Conference 19x16 Obs. Rm. Seats 15
Multiple 21x25 Obs. Rm. Seats 30

Once again rated "One of the World's Top Facilities" by Impulse Survey as are all Accudata Facilities (Denver, Memphis, Orlando and Tampa). Four spacious focus room suites carefully designed to meet your requirements with guaranteed recruiting and experienced top-quality staff. Large kitchen with over 25 feet of counter space, plus double ovens and six microwaves to meet all your food-testing needs. Closest facility to the airport and downtown, plus the fastest access to the attractions. We offer videoconferencing, videostreaming, videomarking, DVD/CD and MP3 recording.



Clearview Research Orlando

formerly About Orlando Market Research
5450 Lake Howell Rd.
Winter Park, FL 32792
Ph. 407-671-3344
mary@aboutorlandoresearch.com
www.aboutorlandoresearch.com
Mary Kelly Broderick
Location: Office building
Distance from airport: 14 miles, 20 minutes
CL, 1/1, 1/10R, TK, AU, VC, WC
Multiple 23x22 Obs. Rm. Seats 20
Multiple 18x26 Obs. Rm. Seats 20

A qualitative specialist. Meticulous recruiting. Guaranteed quality. "Top Rated" for 12 consecutive years by Impulse Surveys. All recruiting done on site from supervised, monitored telephone facility. High-speed wireless in all areas. Oversized multi-use conference rooms. Viewing rooms seat 20. Auditorium seating for 40, partitioned seating for taste test, living room and kids seating available. Digital audio and DVD recording with same-day duplicates. Extensive African-American database. Centrally located close to business, medical and professional. On-site owner/manager, PRC. ActiveGroup and FocusVision Webstreaming.
(See advertisement on p. 87)

Ideas to Go, Inc.

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



Product Insights, Inc.

365 Wekiva Springs Rd., Suite 201
Longwood, FL 32779
Ph. 407-774-6165
sclear@productinsights.com
www.productinsights.com
Sandra Clear, President
Location: Office building
Distance from airport: 22 miles, 40 minutes
1/1, 1/10R, VC
Multiple 18x21 Obs. Rm. Seats 12
Multiple 10x12 Obs. Rm. Seats 5

State-of-the-art market research facility. "Top Rated" by Impulse Survey. Skilled in all aspects of qualitative research: focus groups, in-depth interviews, home-use tests, online surveys and blogs, etc. Committed to delivering cost-effective service and actionable results. Precision recruiting across all demographics. Experienced consultants, moderators, interviewers, data processors, recruiters on-site. DVD, electronic recording and Webstreaming available. Whatever you need - a facility for your focus group or help developing and executing a research plan - let Product Insights be your partner!

Schlesinger Associates Orlando

Maitland Green II
2290 Lucien Way, Suite 180
Maitland, FL 32751
Ph. 407-660-1808
orlando@schlesingerassociates.com
www.schlesingerassociates.com
Stephanie Gordon, Vice President
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, CUL, VC, WC
Multiple 24x16 Obs. Rm. Seats 12
Multiple 20x16 Obs. Rm. Seats 12
(See advertisement on inside front cover)

Sarasota

Focus Sarasota

1990 Main St., Suite 750
Sarasota, FL 34239
Ph. 941-365-0033
skempton@kemptonresearch.com
www.focussarasota.com
Location: Office building
Distance from airport: 6 miles, 8 minutes
CL, 1/1, 1/10R, VC, WC
Conference 21x20 Obs. Rm. Seats 6
Conference 15x20 Obs. Rm. Seats 6

Tallahassee

C&C Market Research - Tallahassee

Tallahassee Mall
2415 N. Monroe St. Ste. 301
Tallahassee, FL 32303
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 10 miles, 15 minutes
12x16 Obs. Rm. Seats 5
(See advertisement on p. 68)

Friedman Marketing Services (Br.)

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

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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

Oppenheim Research

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

Salter Mitchell

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

Tampa/St. Petersburg



AccuData Market Research, Inc. (Br.)

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

Remodeled primary suite. Just 7 miles from the airport in prime suburban location two luxury focus group suites with private client entrance. New digital audio and video system with Wi-Fi, FocusVision videostreaming and videoconferencing.

Adam Market Research, Inc.

2246-C University Mall
 Tampa, FL 33612
 Ph. 813-875-4005
 adam.market.research@att.net
 www.adammarketresearch.com
 Mark Siegel, President
 Location: Shopping mall
 Distance from airport: 12 miles, 20 minutes
 1/1, 1/1OR, TK
 Conference 20x12 Obs. Rm. Seats 5

The Consumer Center of Mid-Florida

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

Herron Associates, Inc. (Br.)

600 N. Westshore Blvd. Suite 702
 Tampa, FL 33609
 Ph. 800-392-3828 or 813-282-0866
 tampa@herron-research.com
 www.herron-research.com
 Sue McAdams, President
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 24x28 Obs. Rm. Seats 14
 Multiple 18x19 Obs. Rm. Seats 14
 Multiple 10x13 Obs. Rm. Seats 2



L & E Research

5110 Eisenhower Blvd., Suite 300
 Tampa, FL 33634
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Marie Bosscawen and Meredith Geier, Project Managers
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC
 32x32 Obs. Rm. Seats 20
 17x20 Obs. Rm. Seats 14
 17x19 Obs. Rm. Seats 8

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



Plaza Research-Tampa

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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide data-

base. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.

(See advertisement on p. 105)

Quick Test/Heakin (Br.)

Citrus Park Mall
 7852 Citrus Park Drive
 Tampa, FL 33625
 Ph. 813-926-3222
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 20x12 Obs. Rm. Seats 7



Schwartz Research & Consulting

Laurel Oaks
 5027 W. Laurel St.
 Tampa, FL 33607
 Ph. 813-207-0332
 lorin@schwartzconsulting.com
 www.schwartzconsulting.com
 Location: Free standing facility
 Distance from airport: 3 miles, 6 minutes
 CL, 1/1, 1/1OR, AU, CUL, VC, WC
 Conference 16x18 Obs. Rm. Seats 10
 Conference 16x19 Obs. Rm. Seats 12
 Multiple 18x24 Obs. Rm. Seats 10

World-class qualitative facility and data collection service, located minutes away from the Tampa International Airport. Schwartz Research has been recognized nationally for over 25 years and is Tampa's No. 1 provider of the highest-quality market research. Newly-renovated facility includes three state-of-the-art focus suites, all wireless technology, SchwartzStream® Internet videostreaming/videoconferencing and archiving/Webconferencing, digital/DVD/CD audio/videorecording plus extensive database. Hispanic populations - hablamos Espanol! Stringent respondent management software and much more!

West Palm Beach/Boca Raton

Field & Focus, Inc.

4020 S. 57th Ave., Suite 103
 Lake Worth, FL 33463
 Ph. 561-965-4720
 fieldfocus@field-n-focus.com
 www.field-n-focus.com
 Location: Free standing facility
 Distance from airport: 15 minutes
 CL, WC
 Conference 14x18 Obs. Rm. Seats 18

Georgia

Atlanta



Atlanta Out Loud, Inc.

Druid Chase Office Park
2801 Buford Highway N.E., Suite 250
Atlanta, GA 30329
Ph. 404-636-9054
info@atlantaoutloud.net
www.atlantaoutloud.net
Marianne H. Kellogg, President
Location: Office building
Distance from airport: 19 miles, 20 minutes
CL, 1/1, 1/10R, WC
Conference 15x20 Obs. Rm. Seats 15
Conference 15x20 Obs. Rm. Seats 15
Conference 15x25 Obs. Rm. Seats 15
Conference 11x14 Obs. Rm. Seats 8

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

C&C Market Research - Atlanta

Perimeter Mall
4400 Ashford Dunwoody Rd. #2670
Atlanta, GA 30346
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Location: Shopping mall
Distance from airport: 30 miles, 40 minutes
CL, 1/1, 1/10R, TK, TKO, CUL
14x19 Obs. Rm. Seats 8
(See advertisement on p. 68)



Compass Marketing Research

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

Confidently place your research project with Compass, client-centric and flexible research facilities for your qualitative and quantitative studies. The best-rated recruiting with excellent show rates. Renown for our strong competency with food and beverage research, including a complete commercial test kitchen. Strategically located in North Atlanta with easy access and central to diverse demographics. Excellent Hispanic/Latino research services. Genuine hospitality and professional support services. Top-rated value in the market place. Multimarket facility relationships. Reputable since 1981. Relax, you're at Compass!

Delve Atlanta

2970 Clairmont Rd., Suite 500
Atlanta, GA 30329
Ph. 800-227-2974 or 404-321-0468
atlanta@delve.com
www.delve.com
Christy McCulla, Managing Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, TK, CUL, VC, WC
Multiple 22x18 Obs. Rm. Seats 20
Multiple 21x17 Obs. Rm. Seats 20
Multiple 16x24 Obs. Rm. Seats 20
(See advertisement on p. 3)



Fieldwork Atlanta, Inc.

200 Galleria Pkwy. Suite 1600
Atlanta, GA 30339
Ph. 770-988-0330
info@atlanta.fieldwork.com
www.fieldwork.com
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Conference 35x20 Obs. Rm. Seats 20
Conference 22x25 Obs. Rm. Seats 20
Conference 20x24 Obs. Rm. Seats 20
Conference 19x22 Obs. Rm. Seats 25
9x10 Obs. Rm. Seats 6

Atlanta is host to many world-class businesses and attractions. Fieldwork Atlanta follows suit with four spacious conference rooms and climate-controlled viewing rooms. We offer the finest integrated state-of-the-art technology including: complimentary digital audio, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. Our unique balance of Southern hospitality and friendly efficiency is what makes fieldwork Atlanta an excellent choice for your next study.
(See advertisement on back cover)

Focus Pointe Global - Atlanta

Monarch Plaza
3414 Peachtree Rd. NE, Suite 800
Atlanta, GA 30326
Ph. 888-873-6287 or 678-298-9222
atlanta@focuspointeglobal.com
www.focuspointeglobal.com
Laura Livers, Facility Director
Location: Office building
Distance from airport: 18 miles, 23 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 24x16 Obs. Rm. Seats 18
Multiple 24x16 Obs. Rm. Seats 18
Multiple 14x16 Obs. Rm. Seats 21
Multiple 33x19 Obs. Rm. Seats 25

IMAGES Market Research

1320 Ellsworth Industrial Blvd., Building C
Atlanta, GA 30318
Ph. 404-892-2931
research@imagesusa.net
www.imagesmarketresearch.net
Juan Quevedo
Location: Free standing facility
Distance from airport: 10 miles, 15 minutes
CL, WC
Conference 20x18 Obs. Rm. Seats 12
Conference 19x18 Obs. Rm. Seats 10



Jackson Associates Research, Inc.

1180 Peachtree St., Suite J
Atlanta, GA 30309
Ph. 770-394-8700
mpope@jacksonassociates.com
www.jacksonassociates.com
Marisa Pope, President
Location: Office building
Distance from airport: 12 miles, 15 minutes
CL, 1/1, 1/10R, VC, WC
Multiple 20x20 Obs. Rm. Seats 10
Multiple 17x19 Obs. Rm. Seats 8
Multiple 17x19 Obs. Rm. Seats 8

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



Jackson Associates Research, Inc.

1140 Hammond Dr. Bldg. H
Atlanta, GA 30328
Ph. 770-394-8700
mpope@jacksonassociates.com
www.jacksonassociates.com
Marisa L. Pope, President
Location: Free standing facility
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Multiple 25x16 Obs. Rm. Seats 15
Multiple 22x22 Obs. Rm. Seats 12
Multiple 22x22 Obs. Rm. Seats 12
22x54 Obs. Rm. Seats 24
14x15 Obs. Rm. Seats 10
Multiple 16x18 Obs. Rm. Seats 12

Four focus suites including 1,200-sq.-ft. auditorium with viewing, outside ramp providing access for vehicles and large displays. Sensory/usability lab, with adjacent prep kitchen. Commercial kitchen with heavy electrical support. 100,000+ consumer, medical, executive database. Viewing rooms seat 12-15. Tiered and wraparound seating available. Client lounges with complimentary Internet access, DirectTV, workstations, conference tables and Wi-Fi throughout. On-site IT and A/V techs. Streaming available internally and externally. PRC-certified personnel.

Murray Hill Center Southeast, Inc., Atlanta

3475 Piedmont Rd. N.E. Suite 560
Atlanta, GA 30305
Ph. 404-495-1400
chinua@murrayhillcenter.com
www.murrayhillcenter.com
Chinua Suma, Director
Location: Office building
Distance from airport: 18 miles, 20 minutes
CL, 1/1, 1/10R, VC, WC
Conference 20x15 Obs. Rm. Seats 10
Conference 20x17 Obs. Rm. Seats 12
Living 20x16 Obs. Rm. Seats 10
Conference 20x22 Obs. Rm. Seats 10
Multiple 20x16 Obs. Rm. Seats 10
Conference 40x16 Obs. Rm. Seats 20

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/10R - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.
 CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Videoconferencing
 WC - Webconferencing
 AU - Auditorium

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



Plaza Research-Atlanta

One Atlanta Plaza
 950 E. Paces Ferry Road NE, Suite 800
 Atlanta, GA 30326
 Ph. 770-432-1400 or 800-654-8002
 akirkpatrick@plazaresearch.com
 www.plazaresearch.com
 Amy Kirkpatrick

Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 Conference 20x30 Obs. Rm. Seats 25

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at all of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 105)



PVR Research, Inc.

11445 Johns Creek Parkway
 Johns Creek, GA 30097
 Ph. 770-813-4902
 donnapickert@PVR-Research.com
 www.pvr-research.com

Donna Pickert, President
 Location: Office building
 Distance from airport: 35 miles, 40 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL
 Conference 20x22 Obs. Rm. Seats 18
 Multiple 16x22 Obs. Rm. Seats 15
 Multiple 38x24 Obs. Rm. Seats 8
 Multiple 35x30 Obs. Rm. Seats 10

Atlanta's premier field research provider for quantitative and qualitative projects. Two luxurious focus group rooms, one CLT room with viewing and one large multipurpose room with viewing and taping, ideal for dial test and mock juries, seats 75 respondents. Our large commercial test kitchen has walk-ins, ample power and an open design to accommodate any setup requirements. 52 laptops with wired and Wi-Fi throughout the facility. Our in-house recruiting and 70,000 respondent database consistently provides the best recruits (consumer, B2B, Hispanic and medical). We provide professional results with an emphasis on Southern hospitality and exceptional service.

Quick Test/Heakin (Br.)

Sugarloaf Mills
 5900 Sugarloaf Parkway, Suite 125
 Lawrenceville, GA 30043
 Ph. 770-831-5099
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 13x7 Obs. Rm. Seats 5



Savitz Field and Focus - Atlanta

Member of Focus Coast to Coast
 3405 Piedmont Rd. N.E. Suite 550
 Atlanta, GA 30305
 Ph. 404-760-7900
 information@savitzfieldandfocus.com
 www.savitzfieldandfocus.com
 Gayle Marshall, Director of Client Services
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Conference 35x28 Obs. Rm. Seats 25
 Conference 16x22 Obs. Rm. Seats 20
 Conference 16x22 Obs. Rm. Seats 20
 Conference 16x22 Obs. Rm. Seats 20
 Conference 10x9 Obs. Rm. Seats 6

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

Schlesinger Associates Atlanta

5909 Peachtree Dunwoody Road
 The Palisades Building, Suite 950
 Atlanta, GA 30328
 Ph. 770-396-8700
 atlanta@schlesingerassociates.com
 www.schlesingerassociates.com
 Stephanie Gordon, Vice-President
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, TK, AU, CUL, VC, WC
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 16x20 Obs. Rm. Seats 12
 Multiple 16x20 Obs. Rm. Seats 12
 Multiple 20x18 Obs. Rm. Seats 15
 Multiple 16x25 Obs. Rm. Seats 12
 (See advertisement on inside front cover)

Superior Research

3405 Piedmont Road, Suite 550
 Atlanta, GA 30305
 Ph. 770-394-4400
 debbie@superiorresearch.net
 www.superiorresearch.net
 Rhoda Davis
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, TKO, VC, WC
 Conference 14x23 Obs. Rm. Seats 12
 Conference 14x20 Obs. Rm. Seats 12
 Conference 14x20 Obs. Rm. Seats 12
 Conference 13x09 Obs. Rm. Seats 4
 Living 15x19 Obs. Rm. Seats 12



User Insight

50 Glenlake Pkwy. Suite 150
 Atlanta, GA 30328
 Ph. 770-391-1099
 contact@userinsight.com
 www.uifacilities.com
 Andrea Cartier
 Location: Office building
 Distance from airport: 25 miles, 33 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Conference 25x12 Obs. Rm. Seats 20
 Conference 20x12 Obs. Rm. Seats 15
 Multiple 13x14 Obs. Rm. Seats 10
 Living 30x21 Obs. Rm. Seats 15

User Insight has broken the paradigm of traditional market research with our most advanced facility. Gone are the days of one-way glass and fixed-camera recording. Our state-of-the-art facility offers multiple high-definition cameras, huge 60" flat-screens for viewing and the highest comfort for your clients. Our flexible room layouts and our use of technology for viewing make us a perfect fit for your needs. In addition, we have the best setup in Atlanta for usability testing and mobile device testing.

V & L Research & Consulting, Inc.

3340 Peachtree Road NE, Suite 1800
 Atlanta, GA 30326
 Ph. 770-908-0003 or 770-484-5889
 vlresearch@vlresearch.com
 www.vlresearch.com
 Dydra Virgil, Principal
 Location: Office building
 Distance from airport: 16 miles, 20 minutes
 CL, 1/1, 1/10R, TK
 Multiple 17x14 Obs. Rm. Seats 16
 Multiple 12x12 Obs. Rm. Seats 10

Visiting-the-Smith's

4930 Long Island Terrace
 Atlanta, GA 30342
 Ph. 404-549-9897
 info@visitingthesmiths.com
 www.visitingthesmiths.com
 Sophie Lagasse, Client Relations
 Location: Free standing facility
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, VC, WC

Augusta

AnswersInc.

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

Hawaii

Honolulu

Market Trends Pacific, Inc.

1136 Union Mall, Suite 405
Honolulu, HI 96813
Ph. 808-532-0733
wanda@markettrendspacific.com
www.markettrendspacific.com
Wanda L. Kakugawa, President
Location: Office building
Distance from airport: 6 miles, 15 minutes
1/1, 1/10R
Conference 20x11 Obs. Rm. Seats 10

OmniTrak Group, Inc.

1250 Davies Pacific Center
841 Bishop Street
Honolulu, HI 96813
Ph. 808-528-4050
aellis@omnitrakgroup.com
www.omnitrakgroup.com
Alan Ellis, Vice President
Location: Office building
Distance from airport: 4 miles, 20 minutes
1/1, 1/10R, TK
Conference 14x16 Obs. Rm. Seats 9

QMark Research

1003 Bishop St.
Pauahi Tower, 9th Floor
Honolulu, HI 96813
Ph. 808-524-5194 or 808-544-3020
barbara.ankersmit@anthologygroup.com
www.qmarkresearch.com
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/10R, AU, VC
Conference 20x26 Obs. Rm. Seats 15



WARD RESEARCH INCORPORATED

Ward Research, Inc.

828 Fort Street Mall, Suite 210
Honolulu, HI 96813
Ph. 808-522-5123
wrstaff@wardresearch.com
www.wardresearch.com
Denise Charles, Vice President - Admin.
Location: Office building
Distance from airport: 5 miles, 15 minutes
1/1, 1/10R
Conference 14x24 Obs. Rm. Seats 15

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

Illinois

Chicago

Adler Weiner Research Chicago, Inc.

875 N. Michigan Ave.
John Hancock Center, Suite 3260
Chicago, IL 60611
Ph. 312-944-2555
adlerweiner@att.net
www.awres.com
Andi Weiner
Location: Office building
Distance from airport: 15 miles, 45 minutes
CL, CUL, VC, WC
Conference 17x15 Obs. Rm. Seats 15
Conference 24x16 Obs. Rm. Seats 15
Conference 19x17 Obs. Rm. Seats 12
Conference 20x17 Obs. Rm. Seats 15
Conference 19x17 Obs. Rm. Seats 12

Adler Weiner Research Lincolnwood, Inc.

6500 N. Lincoln Ave.
Lincolnwood, IL 60712
Ph. 847-675-5011
andi@awres.com
www.awres.com
Andi Weiner
Location: Free standing facility
Distance from airport: 15 miles, 30 minutes
CL, CUL
Conference 24x23 Obs. Rm. Seats 25
Conference 21x23 Obs. Rm. Seats 25

Assistance In Marketing/Chicago

900 National Pkwy., Suite 150
Schaumburg, IL 60173
Ph. 800-424-6347 or 847-481-0400
bids@aim-chicago.com
www.aimresearchnetwork.com
Laura Shulman
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, TK, CUL, VC, WC
Multiple 30x20 Obs. Rm. Seats 20
Multiple 20x20 Obs. Rm. Seats 15
Multiple 20x19 Obs. Rm. Seats 10

Brainfarm, a Tragon Company

111 Deerlake Rd., Suite 120
Deerfield, IL 60015
Ph. 800-841-1177 or 224-632-1919
info@tragon.com
www.tragon.com
Steve Willis, Account Manager
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/10R, TK, PUL, VC
Conference 30x25 Obs. Rm. Seats 12

Bryles Research, Inc.

9405 Enterprise Dr.
Mokena, IL 60448
Ph. 708-478-3333 or 877-478-5070
bids@brylesresearch.com
www.brylesresearch.com
Jeff Bryles, Dir. of Operations
Location: Free standing facility
Distance from airport: 12 miles, 35 minutes
CL, 1/1, 1/10R, TK
Conference 15x18 Obs. Rm. Seats 15
Multiple 30x34 Obs. Rm. Seats 15
Conference 18x12 Obs. Rm. Seats 8



C R Market Surveys, Inc.

2255 S. Michigan Ave., Suite 2W
Chicago, IL 60616-1200
Ph. 312-376-1250 x70 or 800-882-1983
bids@crmarketsurveys.com
www.crmarketsurveys.com
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, TK, AU, CUL, VC
Conference 11x15 Obs. Rm. Seats 12
Conference 11x15 Obs. Rm. Seats 15
25x50 Obs. Rm. Seats 10

Specialists in Hispanic, Asian and African-American markets. Multicultural team of experts, including in-house moderators. Quantitative and qualitative methodologies including top-notch recruiting and in-person intercept specialists. Research in top U.S. markets with local reach. MBE/WBE certified. Call for a quote today - 800-882-1983.

C&C Market Research - Chicago

North Riverside Park Mall
7501 West Cermak Road #m-15A
North Riverside, IL 60546
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 10 miles, 30 minutes
12x12 Obs. Rm. Seats 6
(See advertisement on p. 68)

Catalyst Ranch

656 W. Randolph St. - Suite 3W
Chicago, IL 60661
Ph. 312-207-1710
lauren@catalystbranch.com
www.catalystbranchmeetings.com/g/focus_groups1.html
Meredith Woolard
Location: Office building
Distance from airport: 17 miles, 25 minutes
1/1, VC, WC
Multiple 21x34 Obs. Rm. Seats 0
Multiple 20x55 Obs. Rm. Seats 15
Multiple 20x70 Obs. Rm. Seats 0
Multiple 41x61 Obs. Rm. Seats 0
Multiple 40x81 Obs. Rm. Seats 15



Chicago Focus

The Focus Network
222 Merchandise Mart Plaza, Suite 240
Chicago, IL 60654
Ph. 312-755-0720
info@chicagofocus.net
www.thefocusnetwork.com
Karey Stiefer, Managing Director
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, TKO, CUL, VC, WC
Multiple 27x20 Obs. Rm. Seats 13
Conference 20x20 Obs. Rm. Seats 13
Conference 20x20 Obs. Rm. Seats 13
Conference 20x20 Obs. Rm. Seats 13

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

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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



ClearView Research, Inc.

10600 W. Higgins Suite 100
 Rosemont, IL 60018
 Ph. 847-827-9840 or 877-286-8439
 mary@clearviewresearch.com
 www.clearviewresearch.com

Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, AU, VC, WC

Multiple	15x16	Obs. Rm. Seats 10
Multiple	19x16	Obs. Rm. Seats 15
Multiple	18x26	Obs. Rm. Seats 20

Our company is here to help you get a ClearView on consumers' opinions. We will complete the project on time and within budget with a management team and staff ready to give your project 110. ClearView Research Inc. has an experienced staff on hand to recruit only qualified respondents to your specifications. Our in-house recruiting is of the highest quality for both consumer and business recruiting. We believe in keeping our clients updated throughout the process and will provide you with a current respondent summary every morning. (See advertisement on p. 87)

Delve Chicago

2311 W. 22nd St., Suite 100
 Oak Brook, IL 60523
 Ph. 800-322-2376 or 630-990-8300
 chicago@delve.com
 www.delve.com

Jill Karmann, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, TK, CUL, VC, WC

Multiple	18x30	Obs. Rm. Seats 20
Multiple	20x18	Obs. Rm. Seats 10

(See advertisement on p. 3)

Energy Annex

1123 W. Washington
 Chicago, IL 60607
 Ph. 312-733-2639
 mary@energyannex.com
 www.energyannex.com

Mary Elizabeth Smith, Day Manager
 Location: Free standing facility
 Distance from airport: 16 miles, 30 minutes
 1/1, 1/10R, CUL, VC

Multiple	16x12	Obs. Rm. Seats 14
Multiple	16x30	Obs. Rm. Seats 25
Multiple	15x12	Obs. Rm. Seats 12

Fact Flow Research

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

Diana Manos, Mgr. Research Operations
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R

Conference	20x20	Obs. Rm. Seats 12
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Fieldwork Chicago-Downtown, Inc.

111 E. Wacker Dr. Suite 200
 Chicago, IL 60601
 Ph. 312-565-1866
 info@chicagodowntown.fieldwork.com
 www.fieldwork.com

Stacey Zontini, President
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, TK, TKO, CUL, VC, WC

Conference	21x24	Obs. Rm. Seats 15
Conference	21x29	Obs. Rm. Seats 20
Conference	23x25	Obs. Rm. Seats 18
Conference	20x27	Obs. Rm. Seats 25
Conference	14x15	Obs. Rm. Seats 10

Conveniently located in the heart of downtown Chicago, Fieldwork Chicago offers quality consumer and professional respondents from all local areas as well as an ideal location with spectacular views of the city. We offer the finest integrated state-of-the-art technology including: digital audiorecording (complimentary), DVD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. Fieldwork Chicago Downtown also offers a unique feature: the latest laptop usability technology which allows interviewing up to five users simultaneously. (See advertisement on back cover)



Fieldwork Chicago-North

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

Karyn Picchiotti
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC

Conference	20x22	Obs. Rm. Seats 25
Conference	21x25	Obs. Rm. Seats 25
Conference	20x22	Obs. Rm. Seats 25
Conference	23x28	Obs. Rm. Seats 25
Conference	11x09	Obs. Rm. Seats 6

Fieldwork Chicago North has four large state-of-the-art conference rooms and a one-on-one room boasting spacious viewing rooms and client lounges. Whether your study involves children, parents, physicians, B2B or other consumer groups, we provide the quality in-house recruiting and services to make your study a total success. We offer the finest integrated state-of-the-art technology including: digital audio-recording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. (See advertisement on back cover)



Fieldwork Chicago-O'Hare

8420 W. Bryn Mawr Ave. Suite 200
 Chicago, IL 60631
 Ph. 773-714-8700
 info@ohare.fieldwork.com
 www.fieldwork.com

Kate Albert, President
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/10R, TK, CUL, VC, WC

Conference	20x25	Obs. Rm. Seats 20
Conference	21x21	Obs. Rm. Seats 20
Conference	21x15	Obs. Rm. Seats 15
Conference	20x20	Obs. Rm. Seats 15

Fieldwork Chicago-O'Hare is located three miles from O'Hare Airport and 10 miles from downtown, offering prime Chicago location while maintaining accessibility to both urban and suburban respondents. Four focus group rooms with a capacity of 40 respondents in its largest suite. We offer the finest integrated state-of-the-art technology including complimentary digital audiorecording, DVD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. Ample free parking and nearby public transportation. (See advertisement on back cover)



Fieldwork Chicago-Schaumburg

425 N. Martingale Rd. Suite 2000
 Schaumburg, IL 60173
 Ph. 847-413-9040
 info@schaumburg.fieldwork.com
 www.fieldwork.com

Collene Woznairski, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC

Conference	20x20	Obs. Rm. Seats 12
Conference	22x23	Obs. Rm. Seats 10
Conference	20x19	Obs. Rm. Seats 15
Conference	25x20	Obs. Rm. Seats 12
Conference	17x20	Obs. Rm. Seats 15
Conference	20x20	Obs. Rm. Seats 15

Fieldwork Chicago-Schaumburg offers six spectacular conference rooms seating 12-50 respondents and viewing rooms for up to 20 with amazing views of the Chicago skyline, lakes and woods. Our database boasts over 90,000 respondents, allowing us to provide outstanding recruiting for consumer, medical and B2B research. A management team with over 50 years of combined experience that is actively involved in the MRA is always available for assistance. Integrated state-of-the-art technology including complimentary digital audiorecording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. (See advertisement on back cover)



First Choice Facilities

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

First Choice Facilities is a multi-city marketing consortium of "Top Rated" focus group facilities in the Impulse Survey. Representing cities throughout the U.S. with international partners, FCF facilities are owner-managed for quality, offering one-stop shopping with field management and multi-city discounts. (See advertisement on p. 45)

A large magnifying glass graphic with a black handle and a teal circular lens. The lens is focused on the text 'BRINGING OPINIONS INTO FOCUS'. The background of the lens is a darker teal color.

BRINGING
OPINIONS INTO
FOCUS

Top Rated by Impulse
Experienced Management
Web Streaming
Personal Client Service
High Quality In-House Recruiting
Video Conferencing
Ethnographies
Wi-Fi Throughout
Living Room/Auditorium Set Up

Phone: 847.827.9840 | Toll Free: 877.286.8439
www.clearview.com
For a quote: info@clearviewresearch.com

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Focus Centre of Chicago, Inc.

211 E. Ontario Suite 400
 Chicago, IL 60611
 Ph. 312-628-7171
 info@focuscentre-chicago.com
 www.focuscentre-chicago.com
 Lynn Rissman, President and Darcy Jesser, Vice President

Location: Office building
 Distance from airport: 25 miles, 45 minutes
 CL, VC, WC

Multiple	23x30	Obs. Rm. Seats 15
Multiple	18x30	Obs. Rm. Seats 15
Multiple	18x30	Obs. Rm. Seats 15
Multiple	18x15	Obs. Rm. Seats 10

Prestigious facility in downtown Chicago just steps from North Michigan Ave. Four luxurious suites with spacious group rooms, tiered observation rooms with floor-to-ceiling mirrors, client lounges with PC workstations, massage chairs, zoned temperature/volume controls and closed-circuit viewing. Large all-purpose room for audience and classroom needs. Expert recruiting for business, medical and consumer studies. Experienced project management to meet all your research needs. Affiliated with LW Research Group, Los Angeles, phone 818-501-4794.

Focus Pointe Global - Chicago

645 N. Michigan Ave. Suite 600
 Chicago, IL 60611
 Ph. 888-873-6287 or 312-924-0114
 chicago@focuspointeglobal.com
 www.focuspointeglobal.com
 Maureen Barberio, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

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



FOCUSCOPE, Inc.

1100 Lake St. Suite 60
 Oak Park, IL 60301
 Ph. 708-386-5086
 krooney@focusscope.com
 www.focusscope.com
 Kevin Rooney, President
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

Multiple	22x15	Obs. Rm. Seats 12
Multiple	22x15	Obs. Rm. Seats 11
Multiple	16x14	Obs. Rm. Seats 5

Chicago's incomparable field service: all three facilities Impulse "Top Rated" (Chicago, Oak Brook, Oak Park). With the industry's most complete database of virtually all population segments, worked by experienced, well-supervised recruit staff. We emphasize stringent quality control, proactive service at every level, superb cuisine options, every technological resource. Online community platforms, field management, central location testing, online surveys, usability testing, ethnographies, shop-alongs, ethnic recruiting, online community recruiting, mock juries. Member First Choice Facilities.
 (See advertisement on p. 89)

FOCUSCOPE, Inc. (Br.)

One Oakbrook Terrace Suite 320
 Oakbrook Terrace, IL 60181
 Ph. 708-386-5086
 krooney@focusscope.com
 www.focusscope.com
 Kevin Rooney, President
 Distance from airport: 16 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC

Multiple	29x14	Obs. Rm. Seats 15
Multiple	21x23	Obs. Rm. Seats 20
Multiple	21x23	Obs. Rm. Seats 20

 (See advertisement on p. 89)

FOCUSCOPE, Inc. (Br.)

515 N. State St. Suite 1920
 Chicago, IL 60654
 Ph. 708-386-5086
 krooney@focusscope.com
 www.focusscope.com
 Kevin Rooney, President
 Location: Office building
 Distance from airport: 11 miles, 25 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC

Multiple	22x20	Obs. Rm. Seats 16
Multiple	24x18	Obs. Rm. Seats 12
Multiple	34x19	Obs. Rm. Seats 20

 (See advertisement on p. 89)

GfK User Centric, Inc.

One East Wacker Dr, Ste. 1810
 Chicago, IL 60601
 Ph. 630-320-3900
 chwang@usercentric.com
 www.usercentric.com
 Catherine Hwang, Office Manager
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC

Multiple	8x12	Obs. Rm. Seats 12
Multiple	8x12	Obs. Rm. Seats 12
Multiple	8x12	Obs. Rm. Seats 12
Multiple	8x07	Obs. Rm. Seats 12
Multiple	10X06	Obs. Rm. Seats 12
Multiple	8X09	Obs. Rm. Seats 12
Multiple	12X09	Obs. Rm. Seats 6

Market Ease

520 Research MQQC
 Chicago, IL 60639
 Ph. 805-289-1555 or 888-679-9910
 info@market-ease.net
 www.market-ease.net
 Iliana Moran, President
 Location: Shopping mall
 Distance from airport: 5 miles, 15 minutes

Market Ease Multicultural Qualitative Quantitative

520 Research MQQC
 520 West Erie St., Suite 4E
 Chicago, IL 60654
 Ph. 312-654-9910 or 866-399-EASE
 info@market-ease.net
 www.market-ease.net
 Iliana Ruiz Moran, President
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, CUL

Conference	Obs. Rm. Seats 12
Conference	Obs. Rm. Seats 15

Matrix Research, Inc.

222 Merchandise Mart Plaza
 Chicago, IL 60654
 Ph. 312-224-8492
 info@matrix-r.com
 www.matrix-r.com
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL

Conference	20x20	Obs. Rm. Seats 25
Living	20x16	Obs. Rm. Seats 16
Conference	17x15	Obs. Rm. Seats 12

MedQuery Research & Recruiting

850 W. Jackson Blvd. Suite 430
 Chicago, IL 60607
 Ph. 312-666-8863
 info@medqueryinc.com
 www.medqueryinc.com
 Location: Office building
 Distance from airport: 10 miles, 35 minutes
 CL, VC, WC

Conference	19x15	Obs. Rm. Seats 14
Conference	18x14	Obs. Rm. Seats 11

MFORCE Research

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

Multiple	17x12	Obs. Rm. Seats 7
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Murray Hill Center Central, Inc., Chicago

444 N. Michigan Ave. Suite 700
 Chicago, IL 60611-4006
 Ph. 312-803-4455
 mandy@murrayhillcenter.com
 www.murrayhillcenter.com
 Ilyse Levy, Director
 Location: Office building
 Distance from airport: 20 miles, 40 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC

Conference	22x16	Obs. Rm. Seats 15
Conference	20x16	Obs. Rm. Seats 15
Conference	20x16	Obs. Rm. Seats 15
Conference	20x16	Obs. Rm. Seats 15
Conference	20x16	Obs. Rm. Seats 15
Conference	16x16	Obs. Rm. Seats 10

National Data Research, Inc.
 737 N. Michigan Ave. Suite 1310
 Chicago, IL 60611
 Ph. 847-501-3200
 mary.borre@national-data.net
 www.national-data.net
 Mary Borre, Vice President
 Location: Office building
 Distance from airport: 18 miles, 40 minutes
 CL, 1/1, 1/10R, VC, WC
 Multiple 19x17 Obs. Rm. Seats 20
 Multiple 19x17 Obs. Rm. Seats 15
 Multiple 24x17 Obs. Rm. Seats 20
 Multiple 26x16 Obs. Rm. Seats 15
 Living 12x17 Obs. Rm. Seats 5

National Data Research, Inc.
 4711 Golf Rd., Ste 310
 Skokie, IL 60076
 Ph. 847-501-3200
 mary.borre@national-data.net
 www.national-data.net
 Mary Borre, Vice President
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, CUL, VC, WC
 Multiple 32x18 Obs. Rm. Seats 18
 Multiple 28x18 Obs. Rm. Seats 18
 Multiple 28x18 Obs. Rm. Seats 18
 Multiple 23x12 Obs. Rm. Seats 12

National Qualitative Centers, Inc.
 625 N. Michigan Ave., 14th Fl.
 Chicago, IL 60611
 Ph. 800-335-1222 or 312-642-1001
 chicago@nqcchicago.com
 www.nqcchicago.com
 Pam Kowalewski, Director
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 24x23 Obs. Rm. Seats 7
 Conference 23x20 Obs. Rm. Seats 6
 Multiple 23x20 Obs. Rm. Seats 8
 Conference 24x19 Obs. Rm. Seats 15
 Conference 23x13 Obs. Rm. Seats 8
 Multiple 34x20 Obs. Rm. Seats 13
 Conference 12x11 Obs. Rm. Seats 6
 Multiple 40x20 Obs. Rm. Seats 24

Opinions, Ltd. (Br.)
 Harlem-Irving Plaza
 4192 North Harlem Ave., Suite 67
 Chicago, IL 60706
 Ph. 440-893-0300
 chicago@opinionsltd.com
 www.opinionsltd.com
 Jennifer Jackson, Director of Client Services
 Distance from airport: 31 miles, 45 minutes
 1/1, 1/10R, VC, WC
 Conference 20x14

P&K Research
 6323 N. Avondale Ave., Suite 100
 Chicago, IL 60631
 Ph. 773-774-3100 or 800-747-5522
 info@pk-research.com
 www.pk-research.com
 Tom Dutt
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, VC, WC
 Conference 21x20 Obs. Rm. Seats 22
 Conference 21x32 Obs. Rm. Seats 14



Plaza Research-Chicago
 8725 W. Higgins Rd.
 Chicago, IL 60631
 Ph. 773-714-9600 or 800-654-8002
 hepstein@plazaresearch.com
 www.plazaresearch.com
 Holli Epstein, Director
 Location: Office building
 Distance from airport: 5 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC
 Multiple 18x33 Obs. Rm. Seats 20
 Conference 16x24 Obs. Rm. Seats 20
 Multiple 16x22 Obs. Rm. Seats 20
 Multiple 17x24 Obs. Rm. Seats 25

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 105)

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

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



WWW.FOCUSCOPE.COM 708.386.5086

PROUD MEMBER OF



FIRST CHOICE FACILITIES



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

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Precision Research, Inc.

999 E. Touhy Ave., Suite 100
 Des Plaines, IL 60018
 Ph. 847-390-8666
 saa@preres.com
 www.preres.com

Scott Adelman, President
 Location: Office building
 Distance from airport: 2 miles, 10 minutes
 CL, 1/1, TK, TKO, CUL, PUL, VC, WC
 Conference 26x29 Obs. Rm. Seats 25
 Conference 15x26 Obs. Rm. Seats 16
 Conference 15x26 Obs. Rm. Seats 16
 Conference 17x24 Obs. Rm. Seats 12

Consistently "Top Rated" by Impulse. Our four luxury focus suites near O'Hare airport in Chicago are independently climate controlled for ultimate comfort. We offer digital audiorecording on flash drive. Recruiting is audiorecorded and 100 audited to ensure accuracy. We recruit nationwide via proprietary panel or client list. Our true commercial kitchen features a walk-in cooler and 14-ft. hood.

Q&M Research, Inc.

19211 Henry Dr.
 Mokena, IL 60448
 Ph. 708-479-3200
 dtucker@qandm.com
 www.qandm.com

Don Tucker, Vice President
 Location: Free standing facility
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Conference 14x21 Obs. Rm. Seats 10
 Multiple 14x21 Obs. Rm. Seats 10
 Multiple 28x41 Obs. Rm. Seats 12

Quick Test/Heakin (Br.)

Louis Joliet Mall
 3340 Mall Loop Drive, Suite 1166
 Joliet, IL 60431
 Ph. 815-439-2053
 bid@quicktest.com
 www.quicktest.com

Location: Shopping mall
 Multiple 17x12 Obs. Rm. Seats 5

R5 Research

1032 W. Fulton Market, Suite 200
 Chicago, IL 60607
 Ph. 312-327-1709
 stacie.carrizzi@r5chicago.com
 www.r5chicago.com

Stacie Carrizzi, Operations Manager
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 1/1, 1/1OR
 Multiple 29x18 Obs. Rm. Seats 15



Savitz Field and Focus - Chicago

Member of Focus Coast to Coast
 444 N. Michigan Ave., Suite 500
 Chicago, IL 60611
 Ph. 312-377-1200
 information@savitzfieldandfocus.com
 www.savitzfieldandfocus.com
 Sandra Lewis, Vice President of Operations
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, AU, CUL, VC, WC
 Conference 30x25 Obs. Rm. Seats 25
 Conference 24x18 Obs. Rm. Seats 18
 Conference 24x18 Obs. Rm. Seats 18
 Conference 22x18 Obs. Rm. Seats 18

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

Schlesinger Associates Chicago

625 N. Michigan Ave., Suite 1500
 Chicago, IL 60611
 Ph. 312-587-8100
 chicago@schlesingerassociates.com
 www.schlesingerassociates.com
 Matthew Bahnson

Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Multiple 17x14 Obs. Rm. Seats 12
 Multiple 20x16 Obs. Rm. Seats 14
 Multiple 20x16 Obs. Rm. Seats 14
 Multiple 20x16 Obs. Rm. Seats 14
 Multiple 25x15 Obs. Rm. Seats 14
 Multiple 20x15 Obs. Rm. Seats 14
 Multiple 20x15 Obs. Rm. Seats 12
 (See advertisement on inside front cover)

Schlesinger Associates Chicago O'Hare

9550 Higgins Rd., Suite 1150
 Rosemont, IL 60018
 Ph. 847-720-2660
 ohare@schlesingerassociates.com
 www.schlesingerassociates.com
 Matthew Bahnson

Location: Office building
 Distance from airport: 5 miles, 3 minutes
 CL, 1/1, 1/1OR, TK, AU, PUL, VC, WC
 Multiple 22x17 Obs. Rm. Seats 10
 Multiple 22x17 Obs. Rm. Seats 10
 Multiple 25x17 Obs. Rm. Seats 10
 (See advertisement on inside front cover)

Smith Research, Inc.

710 Estate Dr.
 Deerfield, IL 60015
 Ph. 847-948-0440
 ksmith@smithresearch.com
 www.smithresearch.com
 Kevin Smith, President
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Conference 26x18 Obs. Rm. Seats 20
 Conference 26x16 Obs. Rm. Seats 15
 Living 26x16 Obs. Rm. Seats 15
 Conference 19x17 Obs. Rm. Seats 20
 Multiple 30x75

Smith Research, Inc. (Br.)

150 E. Huron, Suite 1010
 Chicago, IL 60611
 Ph. 847-948-0440
 ksmith@smithresearch.com
 www.smithresearch.com
 Kevin Smith, President
 Location: Office building
 Distance from airport: 15 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Conference 20x24 Obs. Rm. Seats 20
 Conference 21x21 Obs. Rm. Seats 20
 Living 20x16 Obs. Rm. Seats 20
 Conference 24x18 Obs. Rm. Seats 15
 Conference 24x18 Obs. Rm. Seats 20

Smith Research, Inc. (Br.)

1415 W. 22nd St., Suite 220
 Oak Brook, IL 60523
 Ph. 847-948-0440
 ksmith@smithresearch.com
 www.smithresearch.com
 Kevin Smith, President
 Location: Office building
 Distance from airport: 16 miles, 25 minutes
 1/1, 1/1OR, VC, WC
 Multiple 22x15 Obs. Rm. Seats 12
 Multiple 14x16 Obs. Rm. Seats 10
 Multiple 17x17 Obs. Rm. Seats 10
 Multiple 26x17 Obs. Rm. Seats 20

Solutions in Marketing

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



Survey Center Focus

Survey Center Focus, LLC

153 W. Ohio St., Suite 400
 Chicago, IL 60654
 Ph. 312-321-8100
 susans@scflc.com
 www.scflc.com
 Susan Stanicek

Location: Free standing facility
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 25x19 Obs. Rm. Seats 12
 Multiple 23x15 Obs. Rm. Seats 15
 Multiple 21x18 Obs. Rm. Seats 0

Top-rated focus group facility housed in loft location, steps from Michigan Ave. New, beautiful, home-like facilities with complete high-tech audio/video technology including oversized LCD monitors. Full qualitative research capabilities including in-house recruiting of consumers, professionals, B2B and medical/technical personnel. National/international project management and affiliations with top-quality facilities around the world. On-staff moderators are experienced with ethnography, team shopping, home or office observations, usability testing, mock juries and other in-depth qualitative methods.

Test America

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



watchLAB Studios

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

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

Peoria

Scotti Research, Inc.

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

Indiana

Evansville

LK Research, Inc.

4920 Lincoln Ave.
Evansville, IN 47715
Ph. 812-485-2160
jknauuff@lkresearch.net
www.lkresearch.net
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, TK
Conference 16x14 Obs. Rm. Seats 8

Product Acceptance & Research (PAR)

9845 Hedden Rd.
Evansville, IN 47725-8905
Ph. 812-214-2055 or 800-457-3594
woody.youngs@par-research.com
www.par-research.com
Woody Youngs
Location: Free standing facility
Distance from airport: 1 miles, 5 minutes
CL, 1/1, TK
Conference 30x28 Obs. Rm. Seats 20

Fort Wayne

Advantage Research of Northern Indiana

1910 St. Joe Center Road
Fort Wayne, IN 46825
Ph. 260-471-6880 or 734-979-0900 (Hq.)
davids@advantageresearch.net
www.advantageresearch.net
Darla Kellermeyer, Director of Research
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R
Conference 15x20 Obs. Rm. Seats 10

Indiana Research Service, Inc.

5130 Potomac Dr.
Fort Wayne, IN 46835
Ph. 260-485-2442
ccage@indianaresearch.com
www.indianaresearch.com
Chris Cage, General Manager
Location: Office building
Distance from airport: 7 miles, 20 minutes
1/1, 1/10R, VC
Conference 28x25 Obs. Rm. Seats 8

Indianapolis

Herron Associates, Inc. (Br.)

The Idea Center®
6049 Lakeside Blvd.
Indianapolis, IN 46278
Ph. 317-882-3800 or 800-392-3828
indy@herron-research.com
www.herron-research.com
Sue McAdams, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC
Multiple 21x24 Obs. Rm. Seats 15
Multiple 20x23 Obs. Rm. Seats 15
Multiple 16x20 Obs. Rm. Seats 8
Multiple 34x39 Obs. Rm. Seats 14

Herron Associates, Inc. (Br.)

Downtown Indianapolis
135 N. Pennsylvania Ave., Suite 1550
Indianapolis, IN 46204
Ph. 317-882-3800 or 800-392-3828
indy@herron-research.com
www.herron-research.com
Sue McAdams, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R, VC, WC
Conference 16x25 Obs. Rm. Seats 18
Conference 16x23 Obs. Rm. Seats 12
Conference 16x19 Obs. Rm. Seats 8



IndyFocus, Inc.

1314 N. Meridian St., Suite 100
Indianapolis, IN 46202
Ph. 317-644-5300
quote@indyfocus.com
www.indyfocus.com
Justin Steele, Facility Director
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, VC
Multiple 23x21 Obs. Rm. Seats 12
Multiple 17x17 Obs. Rm. Seats 12
Multiple 11x11 Obs. Rm. Seats 12

Centrally headquartered in Indianapolis, with partner facilities in top U.S. markets - New York, Los Angeles, Chicago, Dallas, Atlanta, southern Florida and Phoenix - IndyFocus can quickly and effectively coordinate research with a single phone call. Our in-house, global recruiting and fielding for hard-to-find respondents ensures the respondents you need to gather meaningful data - even on complex, tight-timeline projects.

MarketVibes Research@WFYI

1630 N. Meridian St.
Indianapolis, IN 46202
Ph. 765-459-9440
facility@market-vibes.com
www.marketvibes.com/research-facility/
Theresa Oyler
Location: Office building
Distance from airport: 17 miles, 26 minutes
CL, VC, WC
Multiple 22x26 Obs. Rm. Seats 20

Opinions, Ltd. (Br.)

Castleton Square Mall
6020 E. 82nd St., Suite 304
Indianapolis, IN 46250
Ph. 440-893-0300
Indianapolis@opinionsltd.com
www.opinionsltd.com
Location: Shopping mall
Distance from airport: 38 miles, 45 minutes
1/1, 1/10R, VC, WC
Conference 20x14

Walker Research Focus Group Facility

6910 N. Shadeland, Suite 210
Indianapolis, IN 46220
Ph. 317-806-2701 or 317-679-5582
bmiller@walkerinfo.com
www.walkerinfo.com
Barbara Miller, Vice President
Location: Office building
Distance from airport: 20 miles, 20 minutes
CL, 1/1, 1/10R

South Bend

Indiana Research Service, Inc. (Br.)

913 Bellevue Ave.
South Bend, IN 46615
Ph. 866-600-2442
drs01@earthlink.net
www.indianaresearch.com
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL
Conference 30x16 Obs. Rm. Seats 6

Iowa

Cedar Rapids

Vernon Research Group

1962 1st Ave. N.E., Suite 2
Cedar Rapids, IA 52402
Ph. 319-364-7278 x7101 or 888-710-7278
mvernon@vernonresearch.com
www.vernonresearch.com
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK, VC, WC
Multiple 18x18 Obs. Rm. Seats 10

Davenport

Personal Marketing Research, Inc.

322 Brady St.
Davenport, IA 52801
Ph. 563-322-1960
pduffy@personalmarketingresearch.com
www.personalmarketingresearch.com
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
1/1, TK, CUL, PUL
Conference 16x18 Obs. Rm. Seats 12
Conference 20x40 Obs. Rm. Seats 10

Des Moines

Essman/Research

100 East Grand Ave., Suite 340
Des Moines, IA 50309
Ph. 515-282-7145
mail@essmanresearch.com
www.essmanresearch.com
Deb Stearns, Marketing Research Director
Location: Office building
Distance from airport: 6 miles, 12 minutes
1/1
Conference 25x19 Obs. Rm. Seats 20

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

**Harvest Research Center**

501 S.W. 7th Street, Suite M
Des Moines, IA 50309
Ph. 515-243-0785 or 877-800-0785
tgrantham@harvestresearchcenter.com
www.harvestresearchcenter.com

Teresa Grantham
Location: Office building
Distance from airport: 4 miles, 10 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC
Conference 28x18 Obs. Rm. Seats 12
Multiple 28x18 Obs. Rm. Seats 12

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

Mid-Iowa Interviewing, Inc.

1239 73rd St., Suite B
West Des Moines, IA 50324
Ph. 515-225-6232 or 888-425-6232
doug@midowainterviewing.com
www.midowainterviewing.com
Doug Brown

Location: Office building
Distance from airport: 9 miles, 15 minutes
1/1, 1/10R
Conference 20x13 Obs. Rm. Seats 7

Sioux City

Dakota - Iowa Focus

725 South Main
Sioux Center, IA 51250
Ph. 712-722-3999
zfirm@hotmail.com
Dave Brennan, President
Location: Office building
Distance from airport: 1 miles, 15 minutes
1/1, 1/10R, VC
Multiple 10x10 Obs. Rm. Seats 8

Waterloo

Strategic Marketing Services

Business and Community Services Building, Suite 32
University of Northern Iowa
Cedar Falls, IA 50614
Ph. 319-273-2886
ronald.padavich@uni.edu
www.sms.uni.edu
Ron Padavich
Location: Office building
Distance from airport: 6 miles, 15 minutes
CL, 1/1, 1/10R, VC, WC

Kansas

Salina

C&C Market Research - Salina

Central Mall
2259 South 9th, #103
Salina, KS 67401
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Location: Shopping mall
Distance from airport: 2 miles, 5 minutes
1/1, TK
Conference 15x11 Obs. Rm. Seats 8
(See advertisement on p. 68)

Topeka

The Topeka Round Table

Located at the Ramada Hotel and Convention Center
420 SE 6th Ave.
Topeka, KS 66607
Ph. 785-783-7900
valerie@parrishhotels.com
http://topekaroundtable.com
Valerie Baker
Location: Office building
Distance from airport: 74 miles, 60 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC
Conference 18x13 Obs. Rm. Seats 12
Living 12x13 Obs. Rm. Seats 12
Multiple 14x8 Obs. Rm. Seats 12
Multiple 15x8 Obs. Rm. Seats 12

Wichita

The Research Partnership, Inc.

125 N. Market, Suite 1810
Wichita, KS 67202
Ph. 316-263-6433
info@trp-ict.com
www.trp-ict.com
Robin Mishler
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R
Conference 22x30 Obs. Rm. Seats 20
Conference 17x21 Obs. Rm. Seats 8

Kentucky

Lexington

Lexington Opinion Research, Inc.

1218 S Broadway, Suite 510
Lexington, KY 40504
Ph. 859-543-8731 or 877-271-8241
info@lexopinion.com
www.lexopinion.com
Bart Borkosky, Owner
Location: Office building
Distance from airport: 15 miles, 25 minutes
Conference 12x17 Obs. Rm. Seats 8

**The Matrix Group, Inc.**

501 Darby Creek Rd., #25
Lexington, KY 40509
Ph. 859-263-8177
martha@tmgresearch.com
www.tmgresearch.com
Martha L. DeReamer
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, WC
Multiple 35x15 Obs. Rm. Seats 18

25 years as the quality source for market research in the Bluegrass. Dedicated focus group center can accommodate groups up to 35. Experienced in-house recruiting staff. Consumer database. Excellent location, just minutes away from central Kentucky's largest shopping center, restaurants and lodging. Professional and accommodating staff.

Louisville

**Horizon InFocus**

100 Mallard Creek Rd., Suite 200
Louisville, KY 40207
Ph. 502-454-0771
afangman@horizoninfocus.com
www.horizoninfocus.com
Allen Fangman, Project Director
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, TK, AU, CUL, PUL, WC
Conference 20x18 Obs. Rm. Seats 16
Multiple 20x24 Obs. Rm. Seats 20

Horizon InFocus is that unique focus group facility whose staff truly grasps the scope of your project and puts the right respondents in the right place to complete it successfully. Whether you need 250 placements for a home usage test or 16 low-incidence focus group participants, our experienced project directors will see that the job is done well. Designed by experienced moderators, our research facility boasts two large focus group suites, with T-1 Wi-Fi, dual DVD recording, private client lounges, ActiveGroup and FocusVision. Come see why Horizon InFocus is consistently a "Top Rated" facility by Impulse Survey.
(See advertisement on p. 93)

Personal Opinion, Inc.

999 Breckenridge Lane
Louisville, KY 40207
Ph. 502-899-2400
rebecca@personalopinion.com
www.personalopinion.com
Rebecca Davis
Location: Free standing facility
Distance from airport: 4 miles, 10 minutes
CL, 1/1, TK, CUL, WC
Multiple 24x19 Obs. Rm. Seats 25
Conference 20x17 Obs. Rm. Seats 15
Multiple 21x20 Obs. Rm. Seats 15

Southern Surveys, Inc.

1519 Gagel Ave.
Louisville, KY 40216
Ph. 502-367-7199
s1surveys@aol.com
www.southern-surveys.com
Doris or Robert Kaberle, Owners
Location: Free standing facility
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/10R, TK, PUL
Conference 12x15 Obs. Rm. Seats 12

Louisiana

Baton Rouge

Survey Communications, Inc.

4511 Jamestown Ave.
 Baton Rouge, LA 70808
 Ph. 800-695-0221
 rfp@sciresearch.com
 www.surveycommunications.com
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, TK, WC
 Conference 14x23 Obs. Rm. Seats 19
 Multiple 16x26 Obs. Rm. Seats 19
 Multiple 21x25 Obs. Rm. Seats 19

New Orleans

Focus Group Testing

365 Canal, Suite 1750
 New Orleans, LA 70130
 Ph. 504-558-1820 or 504-571-6350
 morgan@focusgrouptesting.com
 www.focusgrouptesting.com
 Morgan Valerie, Project Supervisor
 Location: Office building
 Distance from airport: 16 miles, 24 minutes
 1/1, 1/10R
 Multiple 22x13 Obs. Rm. Seats 8

Gulf View Research, LLC

4539 North I-10 Service Road West
 Metairie, LA 70006
 Ph. 504-885-3946 or 504-454-1737
 gvrla@aol.com
 www.gulfviewres.com
 Kellie Gussoni, VP
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 CL, TK, VC, WC
 Multiple 12x18
 Multiple 15x18

Maine

Portland

Critical Insights, Inc.

120 Exchange St.
 Portland, ME 04101
 Ph. 207-772-4011
 insights@criticalinsights.com
 www.criticalinsights.com/
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 1/1
 Conference 14x25 Obs. Rm. Seats 10

Market Research Unlimited, Inc.

40 Atlantic Place
 South Portland, ME 04106
 Ph. 207-775-3684
 rmarket1@maine.rr.com
 Fran Mavodones, President
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 CL, 1/1, 1/10R, TK, TKO
 Conference 22x15 Obs. Rm. Seats 10

Pan Atlantic SMS Group

6 City Center, Suite 200
 Portland, ME 04101
 Ph. 207-871-8622
 pmurphy@panatlanticsmsgroup.com
 www.panatatlanticsmsgroup.com
 Patrick O. Murphy, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/10R, TK
 Conference 20x25 Obs. Rm. Seats 10

It all comes down to the right people in the right room.



The size and features of a qualitative research facility must of course, meet your requirements. But the heart and soul of effective qualitative research are the people – both inside the room and out.

You want quality respondents who will provide real insight into your product. You want a staff that “gets it” and makes your job easier. You want a facility that’s convenient and flexible. **Louisville, Kentucky is the city. Horizon InFocus is the place.**



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

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

Maryland

Baltimore

Assistance In Marketing/Baltimore

101 E. Chesapeake Ave., Suite 102
 Towson, MD 21286
 Ph. 410-337-5000
 jcimino@aimbalt.com
 www.aimresearchnetwork.com
 John Cimino, VP Client Services
 Location: Office building
 Distance from airport: 27 miles, 35 minutes
 CL, TK, CUL, VC
 Multiple 20x28 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 12



Baltimore Research

8320 Bellona Ave., Suite 210
 Baltimore, MD 21204
 Ph. 410-583-9991
 info@baltimoreresearch.com
 www.baltimoreresearch.com
 Heather Collins, PRC, Director of Client Services
 Location: Office building
 Distance from airport: 21 miles, 30 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 17x20 Obs. Rm. Seats 18
 Multiple 17x21 Obs. Rm. Seats 18
 Multiple 23x17 Obs. Rm. Seats 16
 Multiple 26x30 Obs. Rm. Seats 12
 Multiple 18x20 Obs. Rm. Seats 13
 Multiple 20x40 Obs. Rm. Seats 20
 Multiple 20x40 Obs. Rm. Seats 15
 Multiple 12x12 Obs. Rm. Seats 8

The Baltimore Research facility features eight focus suites, chic client lounges, four kitchens (one with observational viewing), private bathrooms in every suite, full-time chef and free parking. Each suite is outfitted with the latest technology you need to deliver high-quality research: FocusVision HD streaming, ActiveGroup, digital recording, content-on-demand viewing, fiberoptic Wi-Fi, digital viewing room updates, usability lab, instant-response keypads and InterClipper. All recruiting is done by a highly-experienced team. We also have moderators on staff who provide value-added insight to the research findings.

C&C Market Research - Baltimore

Arundell Mills Mall
 7000 Arundell Mills Center #324
 Hanover, MD 21076
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 7 miles, 10 minutes
 10x6 Obs. Rm. Seats 6
 (See advertisement on p. 68)

Friedman Marketing Services (Br.)

Consumer Opinion Center
 Arundel Mills Center
 7000 Arundel Mills Circle, #324
 Hanover, MD 21076
 Ph. 410-379-5858 or 914-698-9591
 baltimoremail@gfk.com
 www.friedmanmktg.com
 Yvonne Fayson, Manager
 Location: Shopping mall
 Distance from airport: 15 miles, 30 minutes
 1/1
 Conference 10x12 Obs. Rm. Seats 4

Hollander Cohen & McBride

22 West Rd., Suite 301
 Baltimore, MD 21204
 Ph. 410-337-2121
 khofmeister@hcmresearch.com
 www.hcmresearch.com
 Kimberly Hofmeister, Focus Group/Project Dir.
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R
 Conference 13x20 Obs. Rm. Seats 22

Maryland Marketing Source, Inc.

Bay Area Research LLC
 9936 Liberty Road
 Randallstown, MD 21133
 Ph. 410-922-6600
 cspara@mdmarketingsource.com
 www.mdmarketingsource.com
 Barbara Bridge
 Location: Office building
 Distance from airport: 9 miles, 12 minutes
 CL, VC
 Conference 12x18 Obs. Rm. Seats 14



Observation Baltimore

A Div. of The Research Group, Inc.
 5520 Research Park Drive
 Baltimore, MD 21228
 Ph. 410-332-0400
 mira@obaltimnore.com
 www.observationbaltimore.com
 Deborah Davis
 Location: Office building
 Distance from airport: 5 miles, 5 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
 Multiple 19x21 Obs. Rm. Seats 12
 Multiple 20x21 Obs. Rm. Seats 12
 Multiple 23x25 Obs. Rm. Seats 15
 Multiple 32x35 Obs. Rm. Seats 50

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

Quick Test/Heakin (Br.)

White Marsh Mall
 8200 Perry Hall Blvd., Suite 1160
 Baltimore, MD 21236
 Ph. 410-933-9400
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 18x14 Obs. Rm. Seats 5

Massachusetts

Boston



A Suburban Focus Group - Boston

95 Eastern Ave.
 Dedham, MA 02026
 Ph. 781-956-8171
 questions@suburbanfocusgroup.com
 www.suburbanfocusgroup.com
 Dan Cotter, President
 Location: Free standing facility
 Distance from airport: 20 miles, 20 minutes
 CL, 1/1, 1/10R, CUL, WC
 Multiple 20x20 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 10

Offering Boston's top facility, best location and lowest cost. Suburban Focus Group is a beautiful fieldwork facility that's ideally situated in the heart of greater Boston's finest communities - providing you with convenient access to the best cross-section of the region's residents. We offer two fully-outfitted conference rooms with deluxe viewing theaters and elegant client lounges, state-of-the-art A/V and projection technology, two IDI rooms and extraordinary participant recruiting. Plus, our prices are 20 less than other facilities - we're Boston's low-cost/best-value facility.



AnswerQuest

110 Cummings Park Drive
 Woburn, MA 01801
 Ph. 781-897-1822 or 770-399-2000
 jmiller@answerquestresearch.com
 www.answerquestresearch.com
 Distance from airport: 9 miles, 15 minutes
 TK, TKO, CUL, VC, WC

AnswerQuest is a full-service research firm just outside the Boston city limits. We offer a fully-stocked test kitchen with observation and a CLT/creativity space capable of seating up to 50 theater or 40 seated at our computerized stations. Using our local recruiter and electronic database, we are able to target both general and niche audiences with precision. Using our proprietary systems, our clients can remotely view both taste tests and in-depths or mini-groups at once, review profiles using our exclusive client portal or stay at home and stream using our one of our many streaming options.
 (See advertisement on p. 95)

Bennett Research Services, Inc.

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

We find your story.

Announcing a new chapter
to ours:

answerquest sensory / CLT facility

- Less than 15 miles from Boston Logan Airport
- CLT room accommodates 30 per session
- Huge prep kitchen loaded with appliances
- Full-size focus room
- Comfortable client lounge
 - Traditional 1-way mirror viewing into focus room
 - Simultaneous virtual viewing into CLT and prep kitchen



Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Cambridge Focus

Administrative Offices
 Two Clock Tower Place
 Maynard, MA 01754
 Ph. 617-494-0310
 details@cambridgefocus.com
 www.cambridgefocus.com
 Lloyd Simon, Director
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 1/1, 1/1OR, AU, CUL, VC, WC
 Conference 20x17 Obs. Rm. Seats 12
 Multiple 60x40 Obs. Rm. Seats 40

Our partnership with the prestigious Center for Marketing Technology at Bentley University in Waltham, Mass., offers state-of-the-art resources and expert advice in ways not available elsewhere. Ideal for B2B, consumer, social, government, nonprofit, Gen Y. Standard focus rooms plus on-site, tiered "smart theater." Five minutes from Marriott, Doubletree and Hilton. Thirty minutes from Logan International and Amtrak. "Top Rated" by Impulse for focus facilities in Boston, participant recruiting locally and nationwide. Facility recruits, depth interviews, auditorium tests, field management.



Center for Marketing Technology

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

The Center for Marketing Technology, located on the campus of Bentley University in Waltham, Mass., offers state-of-the-art resources and expert assistance not available elsewhere. Ideal for B2B, consumer, social, government, nonprofit, Gen Y. Standard focus rooms plus on-site, tiered "smart theater." Five minutes from Marriott, Doubletree and Hilton. Thirty minutes from Logan International and Amtrak. Participants recruited from throughout the Boston metropolitan area in partnership with Cambridge Focus.

Copley Focus Centers

20 Park Plaza
 Boston, MA 02116
 Ph. 617-421-4444
 frank@copleyfocuscenters.com
 www.copleyfocuscenters.com
 Frank Amelia, Partner
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, 1/1, 1/1OR, AU, CUL, VC
 Conference 16x24 Obs. Rm. Seats 13
 Conference 12x16 Obs. Rm. Seats 8
 Conference 15x17 Obs. Rm. Seats 12
 Conference 15x18 Obs. Rm. Seats 12

DMCotter

RESEARCH & STRATEGY

DMCotter Research & Strategy, Inc.

95 Eastern Ave.
 Dedham, MA 02026
 Ph. 781-956-8171
 questions@dmcotter.com
 www.dmcotter.com
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 CL, 1/1, 1/1OR, CUL, WC
 Multiple 20x20 Obs. Rm. Seats 15
 Conference 20x18 Obs. Rm. Seats 10

Offering Boston's top facility, best location and lowest cost. DMCotter's Suburban Focus Group is a beautiful fieldwork facility that's ideally situated in the heart of greater Boston's finest communities - providing you with convenient access to the best cross-section of the region's residents. We offer two fully-outfitted conference rooms with deluxe viewing theaters and elegant client lounges, state-of-the-art A/V and projection technology, two IDI rooms and extraordinary participant recruiting. Plus, our prices are 20 less than other facilities - we're Boston's low-cost/best-value facility.



Fieldwork Boston, Inc.

880 Winter Street, Suite 330
 Waltham, MA 02151
 Ph. 781-899-3660
 info@boston.fieldwork.com
 www.fieldwork.com
 Maria Kuschel, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Conference 17x16 Obs. Rm. Seats 20
 Conference 19x17 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 18
 Conference 26x24 Obs. Rm. Seats 20

At Fieldwork Boston our philosophy is simple: Your success is our success. Precise recruiting is our No. 1 priority. We offer spacious conference rooms, client lounge, one-on-one rooms and convenient phone booths. We are staffed with fully-trained professionals who handle all your project needs courteously and efficiently. We believe our facility sets the standard in the metro Boston area. We offer the finest integrated state-of-the-art technology including: complimentary digital audiorecording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. (See advertisement on back cover)



Focus On Boston - Suburban

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

Located in the heart of Boston's suburbs, our (brand new in 2011) Braintree-suburban facility is ideally situated at the crossroads of three major highways and just 8 miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city. We offer two spacious conference rooms with luxurious client lounges and provide unmatched recruiting in the Northeast with an extensive, diverse database. Our show rates are among the best in the industry!



Focus On Boston - Waterfront

30 Rowes Wharf
 (Adjacent to Boston Harbor Hotel)
 Boston, MA 02110
 Ph. 800-699-2770
 larry@focusonboston.com
 www.focusonboston.com
 Larry Jenkins, Principal
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, AU, VC, WC
 Conference 20x20 Obs. Rm. Seats 14
 Conference 20x22 Obs. Rm. Seats 15
 Conference 20x20 Obs. Rm. Seats 20
 Conference 12x08 Obs. Rm. Seats 8

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

Focus Pointe Global - Boston

18 Tremont St., 11th Floor
 Boston, MA 02108
 Ph. 888-873-6287 or 617-573-0808
 boston@focuspointeglobal.com
 www.focuspointeglobal.com
 Aurora Choi, Facility Director
 Location: Office building
 Distance from airport: 2 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 20x16 Obs. Rm. Seats 18
 Multiple 20x15 Obs. Rm. Seats 18
 Multiple 21x16 Obs. Rm. Seats 18
 Multiple 15x19 Obs. Rm. Seats 18



National Field & Focus, Inc.

205 Newbury St., Suite 301
Framingham, MA 01701
Ph. 508-370-7788
info@nff-inc.com
www.nff-inc.com
Location: Office building
Distance from airport: 18 miles, 35 minutes
CL, 1/1, 1/10R, TK, VC
Conference 32x18 Obs. Rm. Seats 15
Conference 19x15 Obs. Rm. Seats 15
Conference 24x15 Obs. Rm. Seats 15
Multiple 24x15 Obs. Rm. Seats 15

National Field & Focus has been serving the market research community in suburban Boston since 1990. In August of 2010 we opened a new, state-of-the-art, 9000-sq.-ft. facility with multiple research rooms, computer labs, a commercial test kitchen and sink-and-mirror rooms. Welcome to our new facility and new Web site. If you have any questions, please don't hesitate to contact us.
(See advertisement on p. 97)

Pathfinder Innovation

30 Monument Square, Suite 235
Concord, MA 01742
Ph. 978-318-0650
kstahl@pathfinderinnovation.com
www.pathfinderinnovation.com
Karen Daily Stahl, President
Location: Office building
Distance from airport: 21 miles, 25 minutes
CL, 1/1, 1/10R
Conference 18x13 Obs. Rm. Seats 18



PERFORMANCE PLUS
Boston Field & Focus Inc.
GroupNET

Performance Plus / Boston Field & Focus, Inc.

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

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



PERFORMANCE PLUS
Boston Field & Focus Inc.
GroupNET

Performance Plus / Boston Field & Focus, Inc.

111 Speen St., Suite 105
Framingham, MA 01701
Ph. 508-872-1287
info@performanceplusboston.com
www.performanceplusboston.com
Shirley Shames, President
Location: Office building
Distance from airport: 17 miles, 25 minutes
CL, 1/1, 1/10R, TK, VC, WC
Conference 15x20 Obs. Rm. Seats 15
Conference 15x20 Obs. Rm. Seats 15
Conference 10x10 Obs. Rm. Seats 12

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

Schlesinger Associates Boston, Inc.

31 Saint James Ave., Suite 930
Boston, MA 02116
Ph. 617-542-5500
boston@schlesingerassociates.com
www.schlesingerassociates.com
Terri-Lyn Hawley, Vice-President
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
Multiple 21x16 Obs. Rm. Seats 16
Multiple 22x16 Obs. Rm. Seats 16
Multiple 22x16 Obs. Rm. Seats 16
Multiple 14x16 Obs. Rm. Seats 16
(See advertisement on inside front cover)

Michigan

Battle Creek

WJ Schroer Company

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

Detroit

Advantage Research Services, Inc.

5900 North Lilly Rd., Suite 107
Canton, MI 48187
Ph. 734-979-0900
davids@advantageresearch.net
www.advantageresearch.net
David Sokolowski, President/CEO
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, TK
Multiple 20x30 Obs. Rm. Seats 20
Multiple 19x25 Obs. Rm. Seats 20

Consumer Insights, Inc.

5455 Corporate Dr. Suite 120
Troy, MI 48098
Ph. 866-952-1600
quotes@consumerinsightsinc.com
www.consumerinsightsinc.com
Melanie Sorlien, Project Manager
Location: Office building
Distance from airport: 40 miles, 45 minutes
CL
Conference 20x14 Obs. Rm. Seats 10



Boston's Complete Data Collection Service

- FOCUS GROUPS
- MOCK JURY PANELS
- FIELD MANAGEMENT
- SINK & MIRROR TESTING
- INTERCEPTS
- CLTS / HUTS

WBE CERTIFIED

TOP RATED IN IMPULSE SURVEY



National Field & Focus
205 Newbury Street
Framingham, MA 01701
☎ 508.370.7788
✉ info@nff-inc.com
🌐 www.nff-inc.com

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge CUL-Computer Usability Lab
 1/1 - One-on-One Room PUL-Product Usability Lab
 1/10R - One-on-One Obs. VC - Videoconferencing
 TK - Test Kitchen WC - Webconferencing
 TKO - Test Kitchen Obs. AU - Auditorium

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

Crimmins & Forman Market Research

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



Cypher Research

2365 S. Haggerty Rd. Suite 300
 Canton, MI 48188
 Ph. 734-397-3400
 contact@cypherresearch.com
 www.cypherresearch.com
 Location: Free standing facility
 Distance from airport: 9 miles, 9 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
 Multiple 15x25 Obs. Rm. Seats 10
 Multiple 15x25 Obs. Rm. Seats 10

Quality recruiting is our top priority. All recruiting is done in house by recruiters with minimum five years of experience, with 100 validation. Clean, modern facility in carefully-chosen location 10 minutes from airport. Corporate rates with new Westin at DTW. Located in high-growth, high-employment area close to Detroit and Ann Arbor markets. Wi-Fi, tech support on staff, free DVD recording and digital audio. Focus groups, CLT, dial tests, radio tests, product placements. Most representative demographic area in Mich. We take pride in what we do. Our Impulse Survey ratings speak for themselves.

Friedman Marketing Services (Br.)

Consumer Testing Center
 Oakland Mall
 350-B. W. 14 Mile Rd.
 Troy, MI 48083
 Ph. 248-589-0950 or 914-698-9591
 oaklandmall@gfk.com
 www.friedmanmktg.com
 Terry Wood, Manager
 Location: Shopping mall
 Distance from airport: 25 miles
 1/1, 1/10R, TK
 Conference 20x40 Obs. Rm. Seats 5



gongos research

Gongos Research

2365 Pontiac Road
 Auburn Hills, MI 48326
 Ph. 248-239-2300
 impact@gongos.com
 www.gongos.com
 Stephanie Buckles, Focus Groups/Recruiting
 Location: Free standing facility
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, CUL
 Multiple 28x24 Obs. Rm. Seats 20
 Multiple 44x24 Obs. Rm. Seats 20

Gongos' state-of-the-art focus group facility hosts a range of turnkey services, including recruiting for on- and off-site studies; videostreaming/teleconferencing; and full-spectrum digital documentation. Superior client comfort - observation room holds up to 14 - and Focus Concierge includes on- and off-site amenities: client lounge, private office with flat-screen monitor and wireless Internet; custom catering, hotels and bed-and-breakfast. Its ConsumerView online qualitative suite comprises: virtual focus groups, live chats, video diaries, goJournals, goBoards and SmartFly™ live mobile ethnography.



Morpace Field Services

31700 Middlebelt Rd.
 Farmington Hills, MI 48334
 Ph. 248-737-5300 or 800-878-7223
 information@morpace.com
 www.morpace.com
 Arnie Saltzman, Proj Dir or Linda Gondek, Sr. Proj Dir
 Location: Office building
 Distance from airport: 25 miles, 40 minutes
 CL, 1/1, 1/10R, AU, CUL, VC, WC
 Multiple 18x22 Obs. Rm. Seats 12
 Multiple 21x28 Obs. Rm. Seats 20
 Multiple 27x33 Obs. Rm. Seats 18
 Multiple 18x19 Obs. Rm. Seats 20
 Multiple 10x18 Obs. Rm. Seats 6
 Conference 10x17
 Conference 15x23

Focused on service ... focused on you! Impulse "Top Rated" facility for 10 consecutive years. Morpace offers five focus group rooms: oversized CLT room with flexible floor plan(Seats 55 classroom, 75 theater), two large traditional focus group rooms, a separate fully-secured focus group suite with adjoining conference room, dyad/triad interviewing room. Large full-service kitchen with 220V outlets, commercial refrigerator. Cable TV, LCD data projectors, Perception Analyzers, online bulletin boards, online focus groups, FocusVision, ActiveGroup. ISO 9001:2008 Certification (headquarters). (See advertisement on p. 49)

Opinion Search

21800 Melrose Suite 12
 Southfield, MI 48075
 Ph. 248-358-9922 or 800-358-9919
 info@opinionsearchusa.com
 www.opinionsearchusa.com
 Joanne Levin, President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10R, TK, CUL, VC
 Multiple 16x18 Obs. Rm. Seats 20
 Conference 12x18 Obs. Rm. Seats 12

Quick Test/Heakin (Br.)

Southland Center Mall
 23000 Eureka Rd., Suite G7
 Taylor, MI 48180
 Ph. 734-287-3600
 info@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 15x19 Obs. Rm. Seats 6

RDA Group

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



Shifrin-Hayworth

26400 Lahser Road, Suite 430
 Southfield, MI 48033
 Ph. 248-223-0020
 research@shifrin-hayworth.com
 www.shifrin-hayworth.com
 Arlene Hayworth-Speiser, President
 Location: Office building
 Distance from airport: 22 miles, 25 minutes
 1/1, 1/10R, TK, CUL, PUL, VC, WC
 Conference 22x16 Obs. Rm. Seats 15

Experienced focus group facility in a new location (built in 2012). Private client office. Color copier and printer. High-speed wireless Internet access throughout the entire facility. Perfectly located to reach every demographic the Detroit metro area offers. Consumers, professionals, and medical recruiting with accurate results performed by experienced, well-trained interviewers. FocusVision and Active Group. Usability testing, DVD, CD, MP3."Top Rated" in the Impulse Survey of Focus Group Facilities the for the last 14 years.

Stander Research Associates, Inc.

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

Grand Rapids

Advantage Western Michigan Research, Inc.

6095 28th St. S.E., Suite 110
 Grand Rapids, MI 49546
 Ph. 616-949-8724 or 734-979-0900 (Hq.)
 davids@advantageresearch.net
 www.advantageresearch.net
 Vinnie Bumgarner, Directors
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/10R, TK, AU,
 Multiple 30x30 Obs. Rm. Seats 25
 Multiple 20x28 Obs. Rm. Seats 14
 Multiple 12x12 Obs. Rm. Seats 10

Lansing

Capitol Research Services, Inc.

2940 Lake Lansing Rd.
 East Lansing, MI 48823
 Ph. 517-333-3388
 crs@capitolresearchservices.com
 www.capitolresearchservices.com
 Rachelle Souser Neal, President
 Location: Free standing facility
 Distance from airport: 8 miles, 20 minutes
 1/1, 1/10R, TK, CUL
 Conference 18x20 Obs. Rm. Seats 14
 Conference 13x10 Obs. Rm. Seats 4
 Multiple 28x17 Obs. Rm. Seats 4

Minnesota

Minneapolis/St. Paul



Ascendancy Research

Ascendancy Research
 5775 Wayzata Blvd.
 Minneapolis, MN 55416
 Ph. 952-544-6334
 LWinninger@ascendresearch.com
 www.ascendresearch.com
 LynMarie Winninger, President
 Location: Office building
 Distance from airport: 15 miles, 21 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 24x21 Obs. Rm. Seats 16
 Conference 20x14 Obs. Rm. Seats 10
 Conference 23x15 Obs. Rm. Seats 10

Ascendancy Research continues to be the premier

provider of qualitative research environments to companies who want to take customer insights to the decision makers - online, onsite, infield. Being the highest multiple-rated facility in Minneapolis/St. Paul, we are known for providing fast, fresh and on-the-mark recruiting, as well as concierge-level client services and delightful food offerings. Your choice of three spacious viewing rooms along with interchangeable conference rooms enhances your research experience. Technologies include videostreaming, MobilLab, high-speed wireless, DVD and digital (MP3) recording/archiving.

Comprehensive Research

3055 Old Highway 8, Suite 510
 St. Anthony, MN 55418
 Ph. 612-781-3400
 cswager@crginc.org
 www.crginc.org
 Craig A. Swager, President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1, 1/10R, TK, CUL, PUL
 Multiple 34x17 Obs. Rm. Seats 10
 Multiple 16x16 Obs. Rm. Seats 12

Cook Research, Inc.

A Division of Ascendancy Research
 5775 Wayzata Blvd.
 Minneapolis, MN 55416
 Ph. 952-544-0449
 info@cookresearch.com
 www.cookresearch.com
 Mark Anderson, Project Manager
 Location: Office building
 Distance from airport: 9 minutes
 1/1, 1/10R, TK, WC
 Multiple 22x18 Obs. Rm. Seats 14
 Multiple 21x16 Obs. Rm. Seats 12

Delve Minneapolis

2051 Killebrew Dr., Suite 680
 Minneapolis, MN 55425
 Ph. 800-526-5718 or 952-858-1550
 minneapolis@delve.com
 www.delve.com
 Danelle Gorra, Managing Director
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Multiple 20x20 Obs. Rm. Seats 15
 Multiple 18x20 Obs. Rm. Seats 12
 (See advertisement on p. 3)

Field Research Services

2055 Rice St.
 Roseville, MN 55113
 Ph. 651-644-3150
 bonnie@fieldresearchservices.com
 www.fieldresearchservices.com
 Jill Wilkinson, General Manager
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/10R, TK, VC
 Multiple 15x25 Obs. Rm. Seats 10

Medical **TASTE TEST** **Soda** **Wine**
SOFT SERVE **Financial/Banking** **Insurance** **Pop** **Ice Cream**
Residential Kitchen **MOCK JURIES** **Frozen Entrees**
Frozen Food **Fast Food**
PIZZA **Focus Groups** **CLT**

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

FOCUS Market Research
 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

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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



Fieldwork Minneapolis, Inc.

7650 Edinborough Way, Suite 700
 Edina, MN 55435
 Ph. 952-837-8300
 info@minneapolis.fieldwork.com
 www.fieldwork.com

Denice Duncan, President
 Location: Office building

Distance from airport: 7 miles, 15 minutes

CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC	
Conference 29x25	Obs. Rm. Seats 20
Conference 18x22	Obs. Rm. Seats 25
Conference 25x20	Obs. Rm. Seats 25
Conference 23x21	Obs. Rm. Seats 25
Conference 22x19	Obs. Rm. Seats 10
Conference 17x12	Obs. Rm. Seats 15

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

(See advertisement on back cover)



Focus Market Research

Member of First Choice Facilities
 Two Meridian Crossings, Suite 160
 Minneapolis, MN 55423
 Ph. 612-869-8181
 minneapolis@focusmarketresearch.com
 www.focusmarketresearch.com

Bob Yoerg, Facility Manager
 Location: Office building

Distance from airport: 8 miles, 15 minutes

CL, TK, VC, WC	
Multiple 29x24	Obs. Rm. Seats 20
Conference 20x20	Obs. Rm. Seats 16
Conference 20x20	Obs. Rm. Seats 16

Three spacious state-of-the-art qualitative suites located near the airport and better hotels. Focus offers you the best geographic and demographic representation with two locations and five focus rooms to serve you. Our Edina office continues to serve the western suburbs. Celebrating 35+ years of successful qualitative research. Videoconferencing, streaming and videostreaming. Member of First Choice Facilities. Always "Top Rated" in the Impulse Survey!
 (See advertisement on pp. 67, 99)



Focus Market Research (Br.)

4956 Lincoln Dr.
 Minneapolis, MN 55436
 Ph. 612-869-8181
 minneapolis@focusmarketresearch.com
 www.focusmarketresearch.com

Judy Opstad

Location: Office building

Distance from airport: 12 miles, 20 minutes

CL, 1/10R, TK, TKO	
Multiple 19x15	Obs. Rm. Seats 14
Conference 15x15	Obs. Rm. Seats 10

Focus Market Research of Edina serves the western suburbs with one focus group room and a one-on-one room and a test kitchen with viewing. All phases of consumer, medical and business recruiting. Convenient to the airport and better hotels. Focus is the only agency in the Twin Cities that offers the best geographic and demographic representation with two locations and five focus rooms to serve you. Celebrating 35+ years of successful qualitative research. Videoconferencing, streaming and video-streaming. Member of First Choice Facilities. Always "Top Rated" in the Impulse Survey!
 (See advertisement on pp. 67, 99)

Food Perspectives, Inc.

13755 First Avenue North, Suite 500
 Plymouth, MN 55441-5473
 Ph. 763-553-7787

info@foodperspectives.com
 www.foodperspectives.com

Nancy Eicher, CEO

Location: Office building

Distance from airport: 25 miles, 35 minutes

CL, 1/1, 1/10R, TK, TKO, WC	
Conference 12x09	Obs. Rm. Seats 8

Ideas To Go, Inc.

1 Main St. S.E. 5th Floor
 Minneapolis, MN 55414
 Ph. 612-331-0203 or 612-331-1570

cdelmonico@ideastogo.com
 www.ideastogo.com

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, VC	
Multiple 29x22	Obs. Rm. Seats 20
Multiple 28x28	Obs. Rm. Seats 15

IW Research - Focus Group Facility

1600 Gervais Ave., Suite 5
 Maplewood, MN 55109
 Ph. 952-373-0805

mimi@iw-research.com
 www.iw-research.com

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL, 1/1, 1/10R, CUL, PUL	
Multiple 25x17	Obs. Rm. Seats 12

The Leede Group

10,000 Hwy. 55
 Minneapolis, MN 55441
 Ph. 763-595-5824 or 763-595-5870

dseim@leederresearch.com
 www.leede.com

Deborah Seim, Vice President

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/10R, CUL, PUL, WC	
Conference 15x26	Obs. Rm. Seats 14
Conference 12x15	Obs. Rm. Seats 14

Orman Guidance Research®, Inc.

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

www.ormanguidance.com

Rosemary Sundin or Anne Golden

Location: Office building

Distance from airport: 9 miles, 15 minutes

CL, TK, TKO, VC, WC	
Conference 17x16	Obs. Rm. Seats 10
Conference 17x16	Obs. Rm. Seats 10
Multiple 30x24	Obs. Rm. Seats 20

Rochester

SNG Research Corporation

6301 Bandel Rd. N.W., Suite 101
 Rochester, MN 55901
 Ph. 507-285-1026

hhess@sngresearch.com

www.sngresearch.com

Jana Wohlers, Research Assistant

Location: Office building

Distance from airport: 14 miles, 15 minutes

1/1, 1/10R

Conference 14x19	Obs. Rm. Seats 8
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Missouri

Kansas City

Delve Kansas City

9233 Ward Pkwy., Suite 150
 Kansas City, MO 64114
 Ph. 800-628-3428 or 816-361-0345

kansascity@delve.com

www.delve.com

Jim Finke, Managing Director

Location: Office building

Distance from airport: 30 miles, 40 minutes

CL, TK, CUL, VC, WC	
Multiple 20x19	Obs. Rm. Seats 18
Multiple 21x21	Obs. Rm. Seats 10

(See advertisement on p. 3)

Q & A Focus Suites

(Formerly Fieldhouse Marketing Research-FHMR)

7220 W. 98th Terrace

Overland Park, KS 66212

Ph. 800-706-3467 or 913-341-4245 x637

KCinfo@QAR.com

www.QAFocusSuites.com

Tom Mabe, Director, Qualitative Services

Location: Free standing facility

Distance from airport: 35 miles, 45 minutes

CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC	
Multiple 16x19	Obs. Rm. Seats 12
Multiple 16x19	Obs. Rm. Seats 12
Multiple 19x21	Obs. Rm. Seats 18

Quick Test/Heakin (Br.)

Independence Center

1026 Independence Center

Independence, MO 64057

Ph. 816-795-0706

bid@quicktest.com

www.quicktest.com

Location: Shopping mall

1/1, TK

Multiple 14x20	Obs. Rm. Seats 6
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Springfield

Bryles Research, Inc. (Br.)

1525 E. Republic Rd. Suite A130
Springfield, MO 65804
Ph. 417-447-5002 or 866-447-5015
springfield@brylesresearch.com
www.brylesresearch.com

Dana Baker
Location: Free standing facility
Distance from airport: 8 miles, 20 minutes
CL, 1/1, 1/10R, TK
Conference 28x25 Obs. Rm. Seats 12
Multiple 18x17 Obs. Rm. Seats 12
Multiple 17x14 Obs. Rm. Seats 12

St. Louis

C&C Market Research - St. Louis

St. Louis Mills
5555 St. Louis Mills Blvd., #105
Hazelwood, MO 63042
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Location: Shopping mall
Distance from airport: 45 miles, 45 minutes
1/1, 1/10R, TK
Conference 16x11 Obs. Rm. Seats 6
(See advertisement on p. 68)

Consumer Opinion

10403 Clayton Rd., Suite 115
St. Louis, MO 63131
Ph. 314-692-2686
surveys4u@aol.com
www.superiorsurveystl.com
Kathleen Meyer
Location: Office building
Distance from airport: 8 miles, 20 minutes
1/1, 1/10R, TK, AU, CUL, VC, WC
Conference 21x26 Obs. Rm. Seats 20
Conference 16x20 Obs. Rm. Seats 10
Conference 15x15 Obs. Rm. Seats 6

Delve St. Louis

1650 Des Peres Rd., Suite 110
St. Louis, MO 63131
Ph. 800-992-2139 or 314-966-6595
stlouis@delve.com
www.delve.com
Katie O'Donnell, Managing Director
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 18x22 Obs. Rm. Seats 14
Multiple 19x22 Obs. Rm. Seats 14
Multiple 20x23 Obs. Rm. Seats 23
(See advertisement on p. 3)



Hatch Research

Maplewood - Central
7305 Marietta Ave.
St. Louis, MO 63143
Ph. 314-768-2110
L.Marsden@hatchglobalresearch.com
www.hatchglobalresearch.com
Lindsay Marsden, COO
Location: Free standing facility
Distance from airport: 17 miles, 20 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC
Multiple 20x21 Obs. Rm. Seats 15
Multiple 20x25 Obs. Rm. Seats 15
Multiple 20x21 Obs. Rm. Seats 20

Located in the center of everything. Hatch Research features three oversized focus group and viewing areas adorned with plush client suites and private

restrooms. Hatch Research offers an industrial kitchen, two large brainstorm/CLT rooms and one grand meeting/multipurpose room for seating up to 60. Our three-story, stand-alone building has secured wireless Internet unique to each room, overhead projectors and an on-site audience response system.

Hatch Research

Frontenac - West
10403 Clayton Road, Suite 115
St. Louis, MO 63131
Ph. 314-951-9600
l.marsden@hatchglobalresearch.com
www.hatchglobalresearch.com
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, CUL
Multiple 26x20 Obs. Rm. Seats 10
Multiple 17x16 Obs. Rm. Seats 4



Lucas Market Research, LLC

4101 Rider Trail N., Suite 100
St. Louis, MO 63045
Ph. 314-344-0803 or 888-978-4101
sechelmeyer@lucasresearch.net
www.lucasresearch.net
Suzanne Lucas Echelmeyer, Vice President
Location: Free standing facility
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, VC, WC
Conference 22x18 Obs. Rm. Seats 12
Conference 22x16 Obs. Rm. Seats 12
Multiple 40x25 Obs. Rm. Seats 12
Conference 20x12 Obs. Rm. Seats 12

Lucas Market Research LLC rated No. 1 in St. Louis by Impulse Surveys 2012. Count on us to consistently exceed your expectations with quality recruiting, experienced staff, average 98 show rates. Our comprehensive redesign includes three spacious/contemporary client suites, private entry/restrooms, tiered viewing, closed-circuit, high-speed wireless Internet, FocusVision/ActiveGroup streaming, digital recording, flat screens with VGA/HDMI access throughout, test kitchen, on-site recruiting, large room ideal for CLTs, legal studies, mock trials, 50 classroom/theater style. "Experience the New Lucas."



PETERS MARKETING RESEARCH, INC.

Peters Marketing Research, Inc.
12400 Olive Blvd., Suite 225 and 308
St. Louis, MO 63141
Ph. 314-469-9022
jennifer@petersmktg.com
www.petersmktg.com
Katie Peters Miller, VP Qualitative Research
Location: Office building
Distance from airport: 10 miles, 12 minutes
CL, 1/1, 1/10R, CUL, PUL, VC, WC
Multiple 20x12 Obs. Rm. Seats 12
Multiple 18x16 Obs. Rm. Seats 15
Multiple 20x16 Obs. Rm. Seats 20

Founded in 1958, we are a family-owned and -operated qualitative focus group facility and full-service quantitative research supplier headquartered in St. Louis. We have earned a "Top Rated" by the Impulse Survey Guide for 18 consecutive years. We are proud to offer recruiting and hosting of focus groups, one-on-one interviews, online surveys, in-home usage testing, on-site taste tests and on-location recruiting. We have strong partnerships with ActiveGroup, FocusVision and Streamliner, which enable secure videostreaming. We are the leader in qualitative and quantitative marketing research.

Pragmatic Research, Inc.

200 S. Hanley Suite 420
St. Louis, MO 63105
Ph. 314-863-2800
cs@pragmatic-research.com
www.pragmatic-research.com
Paul Hagelstein
Location: Office building
Distance from airport: 8 miles, 10 minutes
CL, 1/1, CUL, WC
Conference 22x16 Obs. Rm. Seats 11

Superior Surveys of St. Louis, Inc.

10403 Clayton Rd.
St. Louis, MO 63131
Ph. 800-325-4982 or 314-692-2699
surveys4u@aol.com
www.superiorsurveystl.com
Kathleen Meyer, Director of Operations
Location: Office building
Distance from airport: 8 miles, 20 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
Conference 21x18 Obs. Rm. Seats 20
Conference 18x18 Obs. Rm. Seats 8
Conference 15x15 Obs. Rm. Seats 6

Montana

Bozeman

M+M Research

347 Ferguson Ave., Suite 1
Bozeman, MT 59718
Ph. 406-551-1077
meghan@fhcommunication.com
www.mandmresearch.com
Murray Steinman, President
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, VC, WC
Conference 19x18 Obs. Rm. Seats 8

Nebraska

Lincoln

Snitily Carr

300 S. 68th St. Place
Lincoln, NE 68510
Ph. 402-489-2121
kandersen@snitilycarr.com
www.snitilycarr.com
Kelly Andersen, Director of Strategic Planning
Location: Office building
Distance from airport: 9 miles, 15 minutes
CL, 1/1, WC
Conference 25x15 Obs. Rm. Seats 8

Omaha

The MSR Group

Westroads Office Park
1121 N. 102nd Court, Suite 100
Omaha, NE 68114-1947
Ph. 402-392-0755
info@themsrgroup.com
www.themsrgroup.com
Rochelle Sousa, Project Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, TK, WC
Multiple 26x16 Obs. Rm. Seats 20
Conference 14x10 Obs. Rm. Seats 20

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

Nevada

Las Vegas

C&C Market Research - Las Vegas

Galleria Mall
 1300 W. Sunset Rd., #1324
 Henderson, NV 89014
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Distance from airport: 10 miles, 20 minutes
 CL, TK
 16x27 Obs. Rm. Seats 4
 (See advertisement on p. 68)

Consumer Opinion Services, Inc.

1860 Pama Lane, Suite 200
 Las Vegas, NV 89119
 Ph. 702-644-9330
 Tom.Champion@ConsumerOpinionServices.com
 www.ConsumerOpinionServices.com
 Tom Champion, General Manager
 Location: Free standing facility
 Distance from airport: 2 miles, 5 minutes
 CL, TK, AU, CUL, PUL, VC, WC
 Multiple 18x20 Obs. Rm. Seats 12
 Multiple 22x25 Obs. Rm. Seats 15
 Multiple 22x25 Obs. Rm. Seats 15
 Multiple 45x25 Obs. Rm. Seats 30

Gaming Market Advisors Research Center

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



Las Vegas Field and Focus, LLC

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

Cutting-edge research center located in the heart of Las Vegas features state-of-the-art equipment, highly-supervised recruiting with uncompromising integrity, professional field work and over 14,000 square feet

of facility space. We offer three luxurious focus group suites served with broadband and wireless Internet access and relaxed client lounges. Now offering full-service design and analysis with the addition of a highly-experienced moderator. We pride ourselves on strong, long-term client relationships.



Plaza Research-Las Vegas

861 Coronado Center Dr.
 Henderson, NV 89052
 Ph. 702-688-5500 or 800-654-8002
 mwyrick@plazaresearch.com
 www.plazaresearch.com
 Megan Wyrick
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
 Conference 20x22 Obs. Rm. Seats 20
 Conference 20x22 Obs. Rm. Seats 20
 Multiple 18x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 105)



THE MOST TRUSTED NAME IN MARKET RESEARCH.

Precision Opinion

Including Precision Focus+, Precision Phone and Precision Online
 101 Convention Center Drive, P124
 Las Vegas, NV 89109
 Ph. 702-483-4000
 info@precisionopinion.com
 www.precisionopinion.com
 Jim Medick, President
 Distance from airport: 5 miles, 13 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, WC
 Conference 25x20 Obs. Rm. Seats 10
 Multiple 15x21 Obs. Rm. Seats 10
 Multiple 15x25 Obs. Rm. Seats 10
 Multiple 15x25 Obs. Rm. Seats 10
 Conference 8x7 Obs. Rm. Seats 2
 Conference 8x7 Obs. Rm. Seats 2

Focus+ is Nevada's largest high-tech research center, located 100 yards off the world-famous Las Vegas Strip. Focus+ has been designed to provide clients, moderators and respondents the very best focus group facility with the latest technology. Focus+ is ready to conduct your focus groups, product placement, movie/TV testing, IDIs, mock juries, food and beverage tasting and more. You will find incredibly high levels of service that have been missing in the Las Vegas market. Find out for yourself why Precision Opinion Focus+ is the Most Trusted Name in Market Research. (See advertisement on p. 103)

Test America

Miracle Mile Shops @ Planet Hollywood
 3663 Las Vegas Blvd. S., Suite 185
 Las Vegas, NV 89109
 Ph. 386-677-5644
 crgsales@crsglobalinc.com
 www.crglobalinc.com
 Bid Department
 Location: Free standing facility
 Distance from airport: 4 miles, 7 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 20x40 Obs. Rm. Seats 20
 Conference 20x10
 Living 10x15
 Multiple 20x20 Obs. Rm. Seats 20

New Hampshire

Manchester/Nashua

Granite State Marketing Research, Inc.

13 Orchard View Dr., Suite 3
 Londonderry, NH 03053
 Ph. 603-434-9141
 dot@gsmrinc.com
 www.gsmrinc.com
 Dorothy Bacon, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/10R, CUL
 Conference 15x13 Obs. Rm. Seats 10

New England Interviewing

Qualitative Center
 124 S River Rd.
 Bedford, NH 03110
 Ph. 603-641-1222
 kim@neinterviewing.com
 www.neinterviewing.com
 Kim Adams
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/10R, TK
 Conference 26x16 Obs. Rm. Seats 20
 Conference 12x14 Obs. Rm. Seats 6

New Jersey

Northern New Jersey

Assistance In Marketing/New Jersey

433 Hackensack Ave.
 Hackensack, NJ 07601
 Ph. 201-488-5888 or 201-370-7749
 NShalhoub@aimnj.com
 www.aimresearchnetwork.com
 Nella Shalhoub, Director of Operations
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Conference 20x20 Obs. Rm. Seats 20
 Conference 19x17 Obs. Rm. Seats 15
 Multiple 16x20 Obs. Rm. Seats 30
 Conference 18x18 Obs. Rm. Seats 15

Assistance In Marketing/New Jersey

60 Columbia Turnpike
 Morristown, NJ 07960
 Ph. 973-267-7060 or 201-370-7749
 IBing@aimnj.com
 www.aimresearchnetwork.com
 Irene Bing, Manager
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/10R, TK, AU, VC
 Multiple 26x22 Obs. Rm. Seats 22
 Conference 19x20 Obs. Rm. Seats 15
 Conference 17x17 Obs. Rm. Seats 15

**ROOMS
FOR A BUCK!**

“HELLO” HAS ALREADY BECOME “HELLO AGAIN.”



Only a few months after opening, the state-of-the-art focus group facilities of Precision Opinion are already booking repeat business. It's a testament to technology that's engineered for insight, a dedicated team of experienced research experts, and our unique location in Las Vegas – a city tailor made for focus groups by virtue of its amazing recruiting potential, diverse market segmentation, and incredibly rich database.

We invite you to see us. Or, to see us again.

FOCUS GROUP ROOMS FOR \$1

**LET OUR PROS DO THE RECRUITING
AND THE ROOM IS ONLY \$1**

That is how confident we are that you
will love working with us in Las Vegas!



THE MOST TRUSTED NAME IN MARKET RESEARCH.

FOCUS GROUPS • MOCK JURY • PRODUCT PLACEMENT • FIELD SERVICES

PRECISIONOPINION.COM | 702.483.4000

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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



Fieldwork East, Inc.

2 Executive Dr., Suite 800
 Fort Lee, NJ 07024
 Ph. 201-585-8200 or 877-993-4353
 info@ftlee.fieldwork.com
 www.fieldwork.com

Sandy Starr or Barbara Meeks
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Conference 23x21 Obs. Rm. Seats 30
 Conference 20x20 Obs. Rm. Seats 30
 Conference 20x21 Obs. Rm. Seats 30
 Conference 24x22 Obs. Rm. Seats 30
 Conference 16x14 Obs. Rm. Seats 10

Fieldwork East-Metro N.Y. offers recruiting and resources to help you take full advantage of the diverse lifestyles and cultures of metro New York. Backed with world-class service and amenities, Fieldwork East offers contemporary viewing rooms and client lounges. Recruiting is done in-house and our location lets you combine your research with many other endeavors in the commercial and entertainment capital of the world. Offering the finest integrated state-of-the-art technology: digital audio (complimentary), DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs.
 (See advertisement on back cover)

Focus Inn™

1093 Greenwood Lake Turnpike
 Ringwood, NJ 07456
 Ph. 973-728-0643
 info@focusinn.com
 www.focusinn.com

Kelly Dale, Facility Manager
 Location: Free standing facility
 Distance from airport: 48 miles, 45 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Multiple 15x14 Obs. Rm. Seats 10
 Multiple 27x16 Obs. Rm. Seats 6

Focus Pointe Global - New Jersey

20 E. Puffin Way, 2nd Floor
 Teaneck, NJ 07666
 Ph. 888-873-6287 or 201-928-1888
 nj@focuspointeglobal.com
 www.focuspointeglobal.com

Janis Wagman-Fallows, V.P. NJ & Nat'l. Acct. Dev.
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Multiple 18x18 Obs. Rm. Seats 25
 Multiple 18x20 Obs. Rm. Seats 18
 Multiple 16x25 Obs. Rm. Seats 18

Focus World International, Inc.

146 Hwy. 34, Suite 100
 Holmdel, NJ 07733
 Ph. 732-946-0100
 gary@focusworldint.com
 www.focusworldinternational.com
 Gary Eichenholtz, CEO/CFO
 Location: Free standing facility
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC
 Multiple 18x24 Obs. Rm. Seats 15
 Multiple 16x18

Ideas to Go, Inc.

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

Marketing Solutions Corporation

2 Ridgedale Ave., Suite 216
 Cedar Knolls, NJ 07927
 Ph. 973-540-9133 or 800-326-3565
 marketingsolutions@attglobal.net
 www.marketingsolutionscorp.com
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/10R

Multiple 18x21 Obs. Rm. Seats 15
 Multiple 18x21 Obs. Rm. Seats 15
 Multiple 18x21 Obs. Rm. Seats 15
 Multiple 18x21 Obs. Rm. Seats 15

MarketView, Inc., Westchester

520 White Plains Rd.
 Tarrytown, NY 10591
 Ph. 914-631-0796
 meredith@marketview-research.com
 www.marketview-research.com
 Meredith Falvo, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Conference 17x25 Obs. Rm. Seats 25
 Multiple 19x14 Obs. Rm. Seats 15
 Multiple 18x15 Obs. Rm. Seats 15



Meadowlands Consumer Center

100 Plaza Dr., Suite 100
 Secaucus, NJ 07094
 Ph. 201-865-4900 or 800-998-4777
 info@ConsumerCenters.com
 www.ConsumerCenters.com
 Lauren A. Heger-Leibowitz, V.P. of Operations
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, VC, WC
 Multiple 24x18 Obs. Rm. Seats 25
 Multiple 24x18 Obs. Rm. Seats 20
 Multiple 28x26 Obs. Rm. Seats 25
 Multiple 12x12 Obs. Rm. Seats 8

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

Opinions, Ltd. (Br.)

Garden State Plaza
 1 Garden State Plaza, Suite 1170
 Paramus, NJ 07652
 Ph. 440-893-0300
 NYC-NJ@opinionsltd.com
 www.opinionsltd.com
 Jennifer Jackson, Director of Client Services
 Location: Shopping mall
 Distance from airport: 22 miles, 30 minutes
 1/1, 1/10R, VC, WC
 Conference 12x16

Opinions, Ltd. (Br.)

Bergen Town Center
 560 Bergen Town Center, Space 16
 Paramus, NJ 07652
 Ph. 440-893-0300
 nyc@opinionsltd.com
 www.opinionsltd.com
 Location: Shopping mall
 Distance from airport: 19 miles, 31 minutes
 1/1, VC, WC
 Conference 15x19 Obs. Rm. Seats 9

Partners In Research, Inc.

100 Commerce Way, Suite A
 Totowa, NJ 07512
 Ph. 973-686-1300
 ryanclark@pirnj.com
 www.pirnj.com
 Martha Baer, Principal
 Location: Free standing facility
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO
 Conference 15x20 Obs. Rm. Seats 16
 Conference 25x27 Obs. Rm. Seats 14
 Conference 19x45 Obs. Rm. Seats 6
 Conference 12x20 Obs. Rm. Seats 10



Plaza Research-New York

120 Rte. 17 N.
 Paramus, NJ 07652
 Ph. 201-265-7500 or 800-654-8002
 jgottesman@plazaresearch.com
 www.plazaresearch.com
 Jill Gottesman
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, WC
 Conference 16x26 Obs. Rm. Seats 20
 Conference 16x26 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.
 (See advertisement on p. 105)

PLAZA RESEARCH

800-654-8002 | www.plazaresearch.com

What we offer:

Unparalleled recruiting and the most comfortable, luxurious facilities in the country.

How we do it:

A management team with more than 100 years of combined experienced in the field...a fully integrated network sharing resources, technology, and information...Cutting edge, Proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, quickly with the tightest security controls. Beautifully appointed facilities specifically engineered for qualitative research.

Ask us about....

- nationwide quantitative and qualitative recruiting capabilities
- online recruiting capabilities
- convention or visitor recruiting
- TDI's Nationwide recruiting from one central location
- Multi-City Coordination

14 Locations Nationwide

Metro New York (Paramus, NJ)
Dallas
Houston (Galleria)
Ft. Lauderdale/Miami
Phoenix
Tampa
San Diego
Metro Philadelphia
Chicago (O'Hare)
Las Vegas
Denver (Downtown)
San Francisco (Union Square/
Downtown)
Los Angeles (LAX)
Atlanta (Buckhead)

Request a bid today via email: bid@plazaresearch.com



Codes

Location: Office building, Freestanding building, Shopping mall

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

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

PMcR Research

Peters McClard Research
 4 Century Dr.
 Parsippany, NJ 07054
 Ph. 973-539-5750
 kimberly@pmcrrresearch.com
 www.pmcrrresearch.com
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, VC, WC
 Multiple 20x18 Obs. Rm. Seats 12
 Multiple 20x20 Obs. Rm. Seats 18

Q Research Solutions, Inc.

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

Quick Test/Heakin (Br.)

Woodbridge Center
 195 Woodbridge Center Dr.
 Woodbridge, NJ 07095
 Ph. 732-326-9779
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Conference 14x09 Obs. Rm. Seats 6
 Conference 14x09 Obs. Rm. Seats 6

Schlesinger Associates New Jersey

101 Wood Avenue South, Suite 501
 Iselin, NJ 08830
 Ph. 732-906-1122
 info@schlesingerassociates.com
 www.schlesingerassociates.com
 AJ Shaw, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC
 Multiple 20x20 Obs. Rm. Seats 14
 Multiple 21x19 Obs. Rm. Seats 12
 Multiple 25x19 Obs. Rm. Seats 16
 Multiple 20x16 Obs. Rm. Seats 11
 Multiple 18x18 Obs. Rm. Seats 10
 (See advertisement on inside front cover)

Spectrum Discovery Center

554 Central Ave.
 New Providence, NJ 07974
 Ph. 908-376-7050
 mrudolph@sensorspectrum.com
 www.spectrumdiscoverycenter.com
 Marie Rudolph, Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, PUL, VC
 Multiple 17x21 Obs. Rm. Seats 8
 Multiple 14x21 Obs. Rm. Seats 8
 Multiple 32x20
 Multiple 23x30
 Multiple 28x30

Suburban Marketing Research

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

Taurus Market Research

1810 Englishtown Rd.
 Old Bridge, NJ 08857
 Ph. 732-251-7772 x4
 ilene@taurusresearch.com
 www.taurusresearch.com
 Ilene Kaplan, Vice-President
 Location: Free standing facility
 Distance from airport: 30 miles, 40 minutes
 CL, 1/1, 1/1OR, VC
 Multiple 15x16 Obs. Rm. Seats 20
 Conference 16x18 Obs. Rm. Seats 12
 Conference 12x09 Obs. Rm. Seats 8

Test America

Raceway Mall
 3710 Rte. 9, Suite 238A
 Freehold, NJ 07728
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/1OR, TK, VC
 Conference 22x12 Obs. Rm. Seats 5

Trenton

(See also Philadelphia)

Reckner: Mt. Laurel, NJ

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

New Mexico

Albuquerque

Sandia Market Research

600 Central Ave SW, Suite 111
 Albuquerque, NM 87102
 Ph. 800-950-4148 or 505-883-5512
 janinev@nmia.com
 www.sandia marketresearch.com
 Janine Vita
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/1OR, WC
 Multiple 15x30 Obs. Rm. Seats 15

New York

Albany

Markette Research, Inc.

The Medical & Executive Center
 1023 Rte. 146
 Clifton Park, NY 12065
 Ph. 518-383-1661
 albanyinfo@marketteresearch.com
 www.marketteresearch.com
 Patrick Whalen
 Location: Free standing facility
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, CUL, PUL, WC
 Conference 20x20 Obs. Rm. Seats 10
 Conference 18x20 Obs. Rm. Seats 10

Buffalo

**Adelman Research Group - A SurveyService Company**

1911 Sheridan Dr.
 Buffalo, NY 14223
 Ph. 800-507-7969 or 716-876-6450
 sadelman@surveyservice.com
 www.surveyservice.com
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 14x27 Obs. Rm. Seats 20

The ARG SurveyService InsightCenter is a top-rated research facility that provides multimode qualitative and quantitative research services for clients who expect high standards of excellence. Our staff are experts in assuring that your study will be recruited and conducted according to all specifications with exceptional show rates and attention to detail. In addition to our focus group facility the InsightCenter includes a full test kitchen, taste test facilities, a usability lab and can accommodate large displays and equipment. We specialize in consumer goods, health care, financial, industrial and B2B research.

Ruth Diamond Market Research

A Cornerstone Research Company
 Boulevard Mall
 770 Alberta Dr.
 Buffalo, NY 14226
 Ph. 716-836-1110 or 716-836-1111
 rhonda@cornerstoneresearch.net
 www.ruthdiamond.com
 Rhonda Ried, President
 Location: Shopping mall
 Distance from airport: 8 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO
 Multiple 20x21 Obs. Rm. Seats 16
 Conference 20x12 Obs. Rm. Seats 8

SurveyService - Division of Adelman Research Group
 1911 Sheridan Dr.
 Buffalo, NY 14223
 Ph. 800-507-7969 or 716-876-6450
 sadelman@surveyservice.com
 www.surveyservice.com
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC

New York City
 (See also Northern New Jersey and Connecticut)



Advanced Focus - The Facility

8th Floor
 373 Park Ave. S.
 New York, NY 10016
 Ph. 212-217-2000
 toddb@advancedfocus.com
 www.advancedfocus.com
 Todd Biederman, President & CEO
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC

Multiple	28x22	Obs. Rm. Seats 24
Multiple	19x15	Obs. Rm. Seats 15
Multiple	20x17	Obs. Rm. Seats 16
Multiple	21x18	Obs. Rm. Seats 18

Advanced Focus is a full-service marketing research company that was built on relationships and innovation. Our state-of-the-art facility is centrally located in midtown Manhattan; each of our four suites are designed to maximize the creative process and include embedded technology and highly dedicated staff. In addition to our regional recruiting services (all conducted and managed in-house), we also recruit nationwide and offer field management services. This provides an opportunity for our clients to leave the management, coordination and recruitment of their multimarket studies to us.

C&C Market Research - Long Island

Broadway Mall
 884 Broadway Mall
 Hicksville, NY 11801
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 45 minutes
 CL
 (See advertisement on p. 68)

C&C Market Research - New York Metro

Palisades Center
 1000 Palisades Center Dr., #C402, 4th Fl.
 West Nyack, NY 10994
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 40 minutes
 CL, 1/1, 1/10R, TK, CUL
 (See advertisement on p. 68)

Charney Research

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

Conference	14x11	Obs. Rm. Seats 4
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Fieldwork New York at Westchester
 555 Taxter Rd., Suite 390
 Elmsford, NY 10523
 Ph. 914-347-2145
 info@westchester.fieldwork.com
 www.fieldwork.com
 Latavia Curtis
 Location: Office building
 Distance from airport: 26 miles, 45 minutes
 CL, TK, TKO, CUL, VC, WC

Conference	19x22	Obs. Rm. Seats 15
Conference	23x16	Obs. Rm. Seats 10
Conference	18x20	Obs. Rm. Seats 20
Conference	22x20	Obs. Rm. Seats 20

The northern suburbs of Metro New York blend urban and suburban lifestyles and offer a wide range of cultural, social, occupational and educational characteristics - a great mix for every type of research. Fieldwork N.Y. at Westchester is located in a beautiful high-rise corporate center. We offer the finest integrated state-of-the-art technology including complimentary digital audiorecording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs.
 (See advertisement on back cover)

Focus Plus, Inc.

100 Fifth Ave, 2nd Floor
 New York, NY 10011
 Ph. 212-675-0142 or 800-340-8846
 info@focusplusny.com
 www.focusplusny.com
 John Markham or Elizabeth Markham
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC

Multiple	18x26	Obs. Rm. Seats 17
Multiple	15x18	Obs. Rm. Seats 11
Multiple	16x18	Obs. Rm. Seats 12
Multiple	18x40	Obs. Rm. Seats 28
Multiple	10x08	Obs. Rm. Seats 8

Focus Pointe Global - New York

240 Madison Ave., 5th Floor
 New York, NY 10016
 Ph. 888-873-6287 or 212-682-0220
 ny@focuspointeglobal.com
 www.focuspointeglobal.com
 Jarrett Lodge, Director and Michael Clark, Assistant Director
 Location: Office building
 Distance from airport: 9 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC

Multiple	17x16	Obs. Rm. Seats 12
Multiple	19x12	Obs. Rm. Seats 12
Multiple	21x14	Obs. Rm. Seats 12
Multiple	25x22	Obs. Rm. Seats 18

The Focus Room on Fifth, LLC

Market Research & Video Conference Center - NYC
 693 Fifth Ave.
 Between 54th & 55th St.
 New York, NY 10022
 Ph. 212-935-6820
 amanda@focusroom.com
 www.focusroom.com
 Jessica De Palo
 Location: Office building
 Distance from airport: 25 minutes
 CL, 1/1, 1/10R, AU, VC

Multiple	21x17	
Multiple	14x16	
Multiple	14x16	

The Focus Room, Inc. - White Plains
 Market Research & Video Conference Center
 500 Mamaroneck Ave.
 Harrison, NY 10528
 Ph. 914-682-8404
 amanda@focusroom.com
 www.focusroom.com
 Location: Office building
 Distance from airport: 20 minutes
 CL, 1/1, 1/10R, TK, VC

Conference	14x19	Obs. Rm. Seats 25
Conference	14x19	Obs. Rm. Seats 25
Conference	14x16	Obs. Rm. Seats 15
Multiple	23x30	



Focus Suites of New York

355 Lexington Ave., 13th Floor
 (40th & Lexington)
 New York, NY 10017
 Ph. 212-867-7373
 julia.cosel@focussuites.com
 www.focussuites.com
 Julia Cosel
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/10R, CUL, VC, WC

Multiple	18x37	Obs. Rm. Seats 20
Conference	19x19	Obs. Rm. Seats 15
Conference	19x19	Obs. Rm. Seats 15
Conference	19x19	Obs. Rm. Seats 15
Conference	16x18	Obs. Rm. Seats 15
Conference	18x37	Obs. Rm. Seats 20

Focus Suites of New York allows you to take advantage of the diverse cultures that make up New York City by offering unparalleled recruiting and resources. Conveniently located in midtown Manhattan, Focus Suites of New York has been voted one of the "Top Rated" focus group facilities in the world by the Impulse Survey, making more than a decade of consecutive ratings for our company. Our multipurpose conference room holds up to 60 participants in a single session for projects such as jury, music and dial tests. We provide a wide selection of meeting and media equipment, including a usability lab, ELMO Visual Presenters, LCD projectors, wireless microphones, large plasma screens, digital video and audio equipment - Webcasting/videostreaming capabilities.

Friedman Marketing Services (Br.)

Consumer Opinion Center
 The Galleria at White Plains
 100 Main St., Fashion Level 1, Suite 301
 White Plains, NY 10601
 Ph. 914-328-2447 or 914-698-9591
 whiteplainsmall@gfk.com
 www.friedmanmktg.com
 Jon Erickson, Manager
 Location: Shopping mall
 Distance from airport: 25 miles
 1/1

Conference	08x12	Obs. Rm. Seats 5
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I.C. International

266A Duffy Avenue
 Hicksville (Long Island), NY 11801
 Ph. 516-479-2200 x1002 or 800-631-0209
 scottsycoff@icinternationalcorp.com
 http://icinternationalcorp.com
 Scott Sycoff, CEO
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, WC

Conference	23x18	Obs. Rm. Seats 14
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Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
1/1 - One-on-One Room
1/10R - One-on-One Obs.
TK - Test Kitchen
TKO - Test Kitchen Obs.

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

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

**MBC Research Center**

270 Madison Ave., 18th Floor
New York, NY 10016
Ph. 212-679-4100
info@mbcresearch.com
www.mbcresearch.com

Maritza Geng
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Conference 20x14 Obs. Rm. Seats 12

Beautiful, private facility (one client per day) in the heart of New York City. The most meticulous recruiting among all types of consumers and professionals. Specialize in low-incidence, last-minute projects. Multi-camera video with picture-in-picture capabilities. Our premier multicultural division provides recruiting, moderation and interpretation for virtually all ethnicities: Hispanics, Asians, African-American, Russian, Polish. Only U.S. facility with interpreter's booth for in-language studies. Other services: quant studies, intercepts, online, product placement, etc. Multi-city and international projects.

Murray Hill Center, Inc., New York

373 Park Ave. S., 10th Floor
New York, NY 10016
Ph. 212-889-4777
suew@murrayhillcenter.com
www.murrayhillcenter.com
Sue Winer, Director

Location: Office building
Distance from airport: 15 miles, 40 minutes
CL, CUL, VC, WC
Conference 19x15 Obs. Rm. Seats 15
Conference 20x16 Obs. Rm. Seats 15
Conference 20x16 Obs. Rm. Seats 15
Conference 20x15 Obs. Rm. Seats 10
Living 16x15 Obs. Rm. Seats 8

**New York Consumer Center**

28 West 44th Street, Suite 500
New York, NY 10036
Ph. 212-302-9393 or 800-998-4777
info@ConsumerCenters.com
www.ConsumerCenters.com

Adam Schrager, Vice President
Location: Office building
Distance from airport: 9 miles, 25 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Multiple 30x28 Obs. Rm. Seats 30
Multiple 24x20 Obs. Rm. Seats 20
Multiple 24x20 Obs. Rm. Seats 18
Multiple 24x20 Obs. Rm. Seats 25
Multiple 16x14 Obs. Rm. Seats 10

"Top Rated," trendsetting, dynamic midtown Manhattan facility. Offering inspiring environments -

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

P&K Research (Br.)

1025 Westchester Ave., Suite 100
White Plains, NY 10604
Ph. 914-220-0166 or 800-747-5522
info@pk-research.com
www.pk-research.com
Tom Dutt
Location: Office building
Distance from airport: 30 miles, 45 minutes
CL, 1/1, 1/10R, TK, TKO
Conference 14x22 Obs. Rm. Seats 15
Conference 14x22 Obs. Rm. Seats 15

Quick Test/Heakin (Br.)

Sunrise Mall
855 Sunrise Mall
Massapequa, NY 11758
Ph. 516-541-5100
bid@quicktest.com
www.quicktest.com
Location: Shopping mall
1/1, TK
Multiple 13x16 Obs. Rm. Seats 5

Reckner: White Plains, NY

(New York Metro/Westchester County)
3 Gannett Dr., Suite G-9
White Plains, NY 10604
Ph. 914-696-5150 or 215-822-6220
bogrizek@reckner.com
www.reckner.com
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 25 miles, 31 minutes
CL, 1/1, TK, CUL, PUL, VC, WC
Multiple 20x18 Obs. Rm. Seats 15
Multiple 36x26 Obs. Rm. Seats na
Conference 20x14 Obs. Rm. Seats na

**Schlesinger Associates NYC**

500 Fifth Ave., Suite 1030
New York, NY 10110
Ph. 212-730-6400
aj@schlesingerassociates.com
www.schlesingerassociates.com
AJ Shaw, Vice President
Location: Office building
Distance from airport: 10 miles, 25 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
Multiple 20x19 Obs. Rm. Seats 10
Multiple 20x15 Obs. Rm. Seats 15
Multiple 20x15 Obs. Rm. Seats 15
Multiple 20x16 Obs. Rm. Seats 5
Multiple 20x20 Obs. Rm. Seats 22
Multiple 21x16 Obs. Rm. Seats 15
Multiple 19x10 Obs. Rm. Seats 8
Multiple 17x13 Obs. Rm. Seats 11
Multiple 19x15 Obs. Rm. Seats 10

Schlesinger Associates is the leading full-service data collection company with 14 high-specification focus group facilities across the U.S., two in the U.K. and now three in Paris. Our global management solutions services support your international research needs to the highest standards in any language and in any culture. We offer high-quality, reliable recruitment for any methodology. Qualitative: focus groups; in-depth interviews; online focus groups; tele-depth interviews; ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone

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

Seaport Surveys

181 Broadway, Fifth Floor
New York, NY 10007
Ph. 212-608-3100 or 800-347-2662
awaller@seaportsurveys.com
www.seaportsurveys.com
Andrea Waller, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/10R, TK
Conference 18x20 Obs. Rm. Seats 10

**SIS International Research, Inc.**

Global Headquarters
11 E. 22nd St., 2nd Floor
New York, NY 10010
Ph. 212-505-6805
research@sisinternational.com
www.sismarketresearch.com
Ruth Stanat, President
Location: Office building
Distance from airport: 10 miles, 20 minutes
1/1, 1/10R, TK, CUL, PUL, VC, WC
Conference 25x35 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 12

SIS's Manhattan focus group facility provides cost-effective rentals, state-of-the-art amenities, high-quality and flexible client servicing in New York City. Our qualitative methodologies include focus groups, in-depth interviews, tele-depths, shop-alongs, online diaries, usability testing and ethnography. Other facility services include moderation, recruitment, translation and reporting. SIS offers vast nationwide qualitative capabilities, resources and databases. Our expertise includes over 50 industries, including consumer, B2B, medical, automotive, education, multicultural and low-incidence. (See advertisement on p. 109)

SOHO Research Centre

375 W. Broadway, Suite 502
New York, NY 10012
Ph. 212-431-0462
kmartin@sohoresearchcn.com
www.sohoresearchcentre.com
Monika Bialokur, Sales, or Kimberly Martin, Manager
Location: Office building
Distance from airport: 9 miles, 30 minutes
1/1, 1/10R, CUL
Conference 20x13 Obs. Rm. Seats 8

Test America

Jefferson Valley Mall
650 Lee Blvd., Suite K13
Yorktown Heights, NY 10598
Ph. 386-677-5644
crgsales@crglobalinc.com
www.crglobalinc.com
Bid Department
Location: Shopping mall
Distance from airport: 30 miles, 40 minutes
1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 18x24 Obs. Rm. Seats 10

Test America

The Galleria at White Plains
 100 Main St., Fashion Level 1, Suite 301
 White Plains, NY 10601
 Ph. 386-677-5644 or 386-677-5534
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, PUL, VC
 Conference 10x14 Obs. Rm. Seats 4

Union Square Loft

873 Broadway, #408
 New York, NY 10003
 Ph. 212-529-7570
 info@lexparkstudio.com
 www.lexparkstudio.com
 Carlos Montoya, Facility Director
 Location: Office building
 Distance from airport: 9 miles
 CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
 Multiple 30x25 Obs. Rm. Seats 20

Rochester

Dixon Schwabl

1595 Moseley Rd.
 Victor, NY 14564
 Ph. 585-383-0380
 research@dixonschwabl.com
 Ron Friedman, Ph.D., VP Research/Strategic Planning
 Location: Office building
 Distance from airport: 18 miles, 22 minutes
 CL, 1/1, 1/10R, VC, WC
 Conference 29x17 Obs. Rm. Seats 14

 **VALIENT | MARKET RESEARCH**

Valient Market Research

470 Long Pond Road, Suite 270
 Rochester, NY 14612
 Ph. 585-227-2600
 scott.upham@valientsolutions.com
 www.valientsolutions.com
 Scott Upham, President and CEO
 Location: Office building
 Distance from airport: 15 minutes
 CL
 Conference 16x20 Obs. Rm. Seats 8

Valient Market Research's focus group facility is the only full-service facility located in Rochester, N.Y. - Monroe County. We offer consumer and business-to-business focus group hosting, recruiting, moderation and digital videorecording within an easily-reached and handicap-accessible location. The focus group room accommodates eight-to-10 participants and is equipped with soundproofed walls that provide superior audio quality during observation. Digital audio-/videorecording (DVD) is available for all focus group sessions. The observation room seats up to eight viewers within a private client lounge with a closed-circuit video monitor.

Syracuse

KS&R's INSITE

224 Harrison Street, Suite 704
 Syracuse, NY 13202
 Ph. 800-645-5469 or 315-446-3403
 insite@ksrinc.com
 www.ksrinc.com
 Joseph W. Snyder, Dir. of Operations
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1
 Conference 15x18 Obs. Rm. Seats 20

Research & Marketing Strategies, Inc.

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





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 customers, competition, supply chain and companies — since 1984

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<p>Qualitative</p> <ul style="list-style-type: none"> » Focus Groups & In-depth Interviews » Telephone Depth Interviews » Intercepts » Store Audits & Mystery Shopping » Ethnography In-home, Online & Office » Central Location Testing » Low Incidence » Recruitment, Moderation & Analysis 	<p>Quantitative</p> <ul style="list-style-type: none"> » Full-service Online Research » CATI, CAPI & CAWI » Face To Face & Central Location Testing » Loyalty » Segmentation » Pricing Research » Customer Mapping 	<p>Product, Concept & Usability Testing Strategic Intelligence</p> <ul style="list-style-type: none"> » Market Entry, Sizing & Opportunity » Competitive Analysis & Intelligence » Channel Intelligence » Market Tracking » Benchmarking & Best Practices Research » Export Potential » Strategic Analysis » Forecasting
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T: +1.212.505.6805 E: research@sisinternational.com www.sismarketresearch.com

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

North Carolina

Asheville

C&C Market Research - Asheville

Asheville Mall
3 South Tunnel Rd., #K-18
Asheville, NC 28805
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 15 miles, 17 minutes
1/1, 1/10R
Conference 18x20 Obs. Rm. Seats 10
(See advertisement on p. 68)

Charlotte



AOC Marketing Research

10100 Park Cedar Dr., Suite 100
Charlotte, NC 28210
Ph. 704-341-0232
info@aocresearch.com
www.aocresearch.com
Cathleen Christopher and Betty Collins
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, TK, WC
Multiple 30x31 Obs. Rm. Seats 20
Multiple 17x16 Obs. Rm. Seats 10

Highest-rated facility in Charlotte, according to Impulse Survey of Focus Facilities 2010 through 2012. Specialties include recruiting and implementation of large-quota taste tests, central location tests, focus groups, individual interviews and low-incidence studies. Owner-operated facility in secluded office park with private client suites and entrances. Expanded and renovated in 2011, our facility has a fully-equipped dedicated test kitchen with viewing and the latest in technology, including 25 notebook computers, wireless Internet with backup, digital audio and video and videostreaming.

Leibowitz Market Research Associates, Inc.

3120 Whitehall Park Dr.
Charlotte, NC 28273-3335
Ph. 704-357-1961
info@leibowitz-research.com
www.leibowitz-research.com/home.html
Karen Johnson, Sr. Proj. Director or Teri Leibowitz, President
Location: Office building
Distance from airport: 6 miles, 10 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Conference 18x24 Obs. Rm. Seats 15
Multiple 30x35 Obs. Rm. Seats 15
Conference 18x24 Obs. Rm. Seats 25
Multiple 23x26 Obs. Rm. Seats 25

MarketWise

5500 Executive Center Drive, Suite 126
Charlotte, NC 28212
Ph. 704-817-6608
jnash@marketwise-usa.com
www.marketwise-usa.com
James Nash
Location: Office building
Distance from airport: 14 miles, 20 minutes
1/1, TK, CUL, VC, WC
Conference 22x13 Obs. Rm. Seats 15



Spectrum Discovery Center

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

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



20|20 Research - Charlotte

2102 Cambridge Beltway Dr., Suite B
Charlotte, NC 28273
Ph. 704-494-7873 or 704-587-0028
susanb@2020research.com
www.2020research.com
Susan Brelewski, Facility Director
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, CUL, VC, WC
Conference 20x20 Obs. Rm. Seats 15
Conference 20x19 Obs. Rm. Seats 15
Conference 20x19 Obs. Rm. Seats 15
Conference 30x20 Obs. Rm. Seats 15

Recently renovated full kitchen (2010). Solid, consistent, on-site recruiting. Knowledgeable, responsive project managers. Daily updates. Assigned attentive qualitative assistants and caterer on site. Three rooms 20x20 and one large room 20x30, perfect for classroom or theater seating. All rooms with viewing and cable pass-through. Complete technology services. Easy access to an airport. Major hotel within walking distance; shuttle available. "Top Rated" by Impulse Surveys for 11 consecutive years.
(See advertisement on p. 11)

Greensboro/Winston-Salem

Bellomy Research, Inc.

175 Sunnynoll Court
Winston-Salem, NC 27106
Ph. 800-443-7344 or 336-721-1140
gkelley@bellomyresearch.com
www.bellomyresearch.com
Julie Hauser, Manager Focus Group Facilities
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, VC
Conference 26x20 Obs. Rm. Seats 12

Raleigh/Durham



First In Focus Research

4009 Barrett Dr., Suite 101
Raleigh, NC 27609
Ph. 919-510-0445 x25
info@firstinfocus.com
www.firstinfocus.com
Karan Bunn, President
Location: Office building
Distance from airport: 15 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Multiple 18x19 Obs. Rm. Seats 12
Multiple 18x18 Obs. Rm. Seats 12
Multiple 27x30 Obs. Rm. Seats 0

"Top Rated" focus group facility in the Raleigh-Durham area according to Impulse Survey - seven years in a row since opening in 2005. Qualitative and quantitative research support staff on site. Online survey development and implementation. Trustworthy and targeted recruiting for focus groups, one-on-ones, usability studies, jury research, taste tests, product testing, home utilization tests, music studies, ethnographies and more. Database includes metro and smaller-town residents. State-of-the-art technology - closed-circuit TV, videostreaming and high-speed Internet access, including wireless, digital sound, FocusVision, etc. Comfortable and friendly facility - try us!



Harker Research

2840 Plaza Place, Suite 350
Raleigh, NC 27612
Ph. 919-954-8300
info@harkerresearch.com
http://harkerresearch.com
Marie Lucado, Research Director
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R, VC, WC
Conference 20x15 Obs. Rm. Seats 12

Harker Research is a full-service market research company that specializes in audience and consumer research. Our customized research has enabled clients to increase their consumer base by giving them a true understanding of their target consumer group. We are committed to providing relevant, reliable and actionable answers to your research needs. We offer Burke Institute-trained moderators with over 60 years of experience and Real Time Analyzers to gauge study interest level in audio and video programming in real time using handheld devices in a focus group environment. We also offer professional focus group videostreaming at minimal cost through FocusVision and USTREAM.

HumanCentric

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



L & E Research

5505 Creedmoor Rd., Suite 200
Raleigh, NC 27612
Ph. 919-782-3860
bidrequest@leresearch.com
www.leresearch.com
Renee Wyckoff and Sara McEntyre, Project Managers
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Conference 27x27 Obs. Rm. Seats 14
Conference 21x17 Obs. Rm. Seats 14
Conference 20x16 Obs. Rm. Seats 10
Conference 16x20 Obs. Rm. Seats 10

Enjoy Southern hospitality and accurate, on-time recruiting in the nation's most dynamic market. L&E offers nationwide medical recruiting in addition to local consumers, B2B, Hispanic, teachers, HCPs and more. Impulse Survey "Top Rated" with educated, proactive project managers that keep you informed. Advanced technology offers clients fresh and engaged recruits and 24/7 secure access to project specific data. Large virgin database exceeds other facilities total database. Complimentary recording, discounted hotel rates and free ground transportation. Over 28 years experience, now with offices in Tampa!

Opinions, Ltd. (Br.)

Triangle Town Center
5959 Triangle Town Blvd., Suite FL-1001
Raleigh, NC 27616
Ph. 440-893-0300
raleigh-durham@opinionltd.com
www.opinionltd.com
Jennifer Jackson, Director of Client Services
Location: Shopping mall
Distance from airport: 10 miles, 15 minutes
1/1, 1/10R, VC, WC

Rocky Mount/Greenville

InTandem

1302 E. Firetower Rd.
Greenville, NC 27858
Ph. 252-321-1111
marketing@intandeminc.com
www.intandeminc.com
Georgina Quinn
Location: Free standing facility
Distance from airport: 90 minutes
CL, 1/1, TK, CUL, VC, WC
Conference 22x15 Obs. Rm. Seats 8

Wilmington

EastCoast Research, Inc.

5919 Oleander Dr., Suite 117
Wilmington, NC 28403
Ph. 910-763-3260 or 910-799-3211
info@eastcoast-research.com
www.eastcoast-research.com
Paula Lentz Corbett, Owner
Location: Office building
Distance from airport: 5 miles, 15 minutes
1/1, 1/10R
Multiple 30x25 Obs. Rm. Seats 15

North Dakota

Bismarck

Odney

1400 W. Century Ave.
Bismarck, ND 58501
Ph. 701-235-2303
results@dhresearch.com
www.odney.com
Shannon Bugge-Turman
Location: Office building
Distance from airport: 5 miles, 15 minutes
1/1
Conference 15x20 Obs. Rm. Seats 4

Ohio

Akron

Synergy Marketing Strategy and Research, Inc.

3634 W. Market St., Suite 104
Akron, OH 44333
Ph. 216-431-0008
cogden@synergyloyalty.com
www.synergyloyalty.com
Crystal Ogden
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, VC
Conference 15x17 Obs. Rm. Seats 12

Cincinnati

Assistance In Marketing, Inc.

11890 Montgomery Rd.
Cincinnati, OH 45249
Ph. 513-683-6600 or 888-4AIMFIRE
barbara@AIM-Cincinnati.com
www.aimresearchnetwork.com
Irwin Weinberg, Vice President
Location: Free standing facility
Distance from airport: 35 miles, 45 minutes
1/1, 1/10R, TK, TKO, VC, WC
Conference 12x18 Obs. Rm. Seats 12
Conference 12x18 Obs. Rm. Seats 12
Conference 35x21 Obs. Rm. Seats 12
Conference 18x18 Obs. Rm. Seats 20

Blue Ocean Facilities

10250 Alliance Road Suite 226
Cincinnati, OH 45242
Ph. 513-842-6305
info@blueoceanfacilities.com
www.blueoceanfacilities.com
Lisa Sainato, General Manager
Location: Office building
Distance from airport: 30 miles, 32 minutes
1/1
Multiple 40x40 Obs. Rm. Seats na
Multiple 35x25 Obs. Rm. Seats na

Fields Research, Inc.

3814 West St. Suite 110
Cincinnati, OH 45227
Ph. 513-821-6266
Ken@fieldsresearch.com
www.fieldsresearch.com
Ken Fields, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, WC
Conference 23x19 Obs. Rm. Seats 14

LaVERDAD Marketing, Media, PR and Research

7817 Cooper Rd., Suite A
Cincinnati, OH 45242
Ph. 513-891-1430 or 805-338-0558
Deborah.Spradley@laverdadmarketing.com
www.laverdadmarketing.com
Rob Hanson, V.P. of Research
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, WC
Multiple 17x17 Obs. Rm. Seats 10
Conference 29x22 Obs. Rm. Seats 20
Multiple 44x23

Market Inquiry LLC

5825 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
lee@marketinquiry.com
www.marketinquiry.com
Cathy Noyes, Owner
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, TK, VC, WC
Conference 14x16 Obs. Rm. Seats 10
Conference 20x30 Obs. Rm. Seats 20

MarketVision Research®

10300 Alliance Road
Cincinnati, OH 45242
Ph. 513-791-3100
info@mv-research.com
www.mv-research.com
Tina Rucker
Location: Office building
Distance from airport: 25 miles, 35 minutes
CL, 1/1, 1/10R, VC, WC
Conference 16x24 Obs. Rm. Seats 24
Conference 15x22 Obs. Rm. Seats 14

QFACT Marketing Research, LLC.

9908 Carver Rd.
Cincinnati, OH 45242
Ph. 513-891-2271
info@qfact.com
www.qfact.com
Mark Dulle
Location: Free standing facility
Distance from airport: 25 miles, 40 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 22x18 Obs. Rm. Seats 15
Multiple 24x20 Obs. Rm. Seats 25
Multiple 19x21 Obs. Rm. Seats 15
Multiple 24x24 Obs. Rm. Seats 25

Service Industry Research Systems, Inc. (SIRS)

Field & Focus Group Facilities
201 Martha Layne Collins Blvd.
Highland Heights, KY 41076-1750
Ph. 859-781-9700
kolde@sirsinc.com
www.sirsinc.com
Lori Kolde, V.P., Qualitative Services
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, VC
Multiple 24x18 Obs. Rm. Seats 18
Multiple 20x22 Obs. Rm. Seats 18

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

Cleveland

Business Research Services, Inc.
 26600 Renaissance Parkway, Suite 150
 Cleveland, OH 44128
 Ph. 216-831-5200 or 888-831-5200
 BRS@MarketingResearch.com
 www.ClevelandFocusGroups.com
 Ron Mayher
 Location: Free standing facility
 Distance from airport: 20 miles, 20 minutes
 CL, 1/1, 1/10R, AU, PUL, VC, WC
 Conference 18x24 Obs. Rm. Seats 12
 Conference 12x12 Obs. Rm. Seats 9



Focus Groups of Cleveland, Inc.
 2 Summit Park Drive, Suite 225
 Independence, OH 44131
 Ph. 216-901-8075
 research@focusgroupsofcleveland.com
 www.focusgroupsofcleveland.com
 April Morris
 Distance from airport: 8 miles, 12 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, VC, WC
 Multiple 16x20 Obs. Rm. Seats 20
 Multiple 12x16 Obs. Rm. Seats 12
 Multiple 25x25 Obs. Rm. Seats 20

In business for over 50 years, we are Greater Cleveland's only centrally located and newly remod-

eled focus group facility. We specialize in on-site recruiting for consumer, litigation, executive and medical interviews with over 6,000 sq. ft. of comfort and technology for focus groups, IDIs, taste tests, pre-recruits and entire project management in an upscale environment. Suites include one-way mirrors, closed-circuit televisions and wireless broadband access. Only 10 minutes from Cleveland Hopkins Airport and downtown Cleveland, surrounded by excellent hotels, dining and other amenities. Pricing is competitive.
 (See advertisement on p. 112)

MarketVision Research® (Br.)
 Crown Centre
 5005 Rockside Road, Suite 1115
 Independence, OH 44131
 Ph. 866-243-6041
 ksteigerwald@mv-research.com
 www.mv-research.com
 Kurt Steigerwald, Vice President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 CL, VC, WC
 Conference 18x23 Obs. Rm. Seats 14



Precision Experience LabSM
 Precision Dialogue
 905 Corporate Way
 Westlake, OH 44145
 Ph. 877-332-9222
 lab@precisiondialogue.com
 www.precisiondialogue.com
 Cathleen Zapata, VP, Res./Customer Experience
 Location: Office building
 Distance from airport: 7 miles, 17 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Multiple 18x14 Obs. Rm. Seats 20

Precision Experience LabSM is a full-service usability lab and market research facility that combines state-of-the art technology with an idea-inspiring and creative environment. Precision Experience LabSM is one of the only facilities in the U.S. with a full solution of in-lab, mobile and field eye-tracking capabilities, offering an unparalleled first look into customers' decision-making processes and behavioral patterns. Our lab can be used for traditional market research projects, as well as plannogram, product, Web site, e-mail, mobile, tablet, commercials, direct mail, in-store product display testing and more.

National Survey Research Center
 5350 Transportation Blvd. Suite 19
 Cleveland, OH 44125
 Ph. 800-837-7894 or 216-518-2805
 lauren@nsrc.com
 www.nsrc.com
 Lauren Schmidt, Director, Business Development
 Location: Office building
 Distance from airport: 7 miles, 13 minutes
 VC
 Conference 15x20 Obs. Rm. Seats 15

Opinion Centers America
 25050 Country Club Blvd.
 Great Northern Corporate Ctr. III, Suite 100
 Cleveland, OH 44070
 Ph. 800-779-3003 or 440-779-3000
 kcunningham@opinioncenters.com
 www.opinioncenters.com
 Kent Maffett
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, WC
 21x16 Obs. Rm. Seats 12
 19x16 Obs. Rm. Seats 12

Opinions, Ltd.
 33 River St.
 Chagrin Falls, OH 44022
 Ph. 440-893-0300
 mark@opinionsltd.com
 www.opinionsltd.com
 Mark Kikel or Chris Sluder
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, WC
 Conference 18x18 Obs. Rm. Seats 12

Opinions, Ltd. (Br.)
 South Park Center
 500 South Park Center FL632
 Strongsville, OH 44136
 Ph. 440-893-0300
 Cleveland@opinionsltd.com
 www.opinionsltd.com
 Distance from airport: 8 miles, 12 minutes
 1/1, 1/10R, VC, WC
 Conference 14x16 Obs. Rm. Seats 6

Pat Henry Market Research, Inc.
 4700 Rockside Rd., Suite 135
 Independence, OH 44131
 Ph. 216-447-0831
 jhominy@pathenry.com
 www.thepathenrygroup.com
 Judy Hominy
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, TK, VC
 Conference 12x20 Obs. Rm. Seats 10

Columbus

Assistance In Marketing/Columbus
 One Easton Oval, Suite 100
 Columbus, OH 43219
 Ph. 614-583-2100
 lorne@aim-columbus.com
 www.aimresearchnetwork.com
 Lorne Dillabaugh, V.P. Operations
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 15x16 Obs. Rm. Seats 6
 Conference 16x20 Obs. Rm. Seats 12
 Conference 24x26 Obs. Rm. Seats 12
 Conference 19x16 Obs. Rm. Seats 15

Focus Groups of Cleveland

Established in 1962

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 Newly Remodeled 6,000 sq. ft. Facility
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 Litigation Research, Medical, Consumer,
 Product Placement, Taste Tests,
 Pre-Recruits, Videoconferencing, On-Site
 Excellent Recruiting – Project Management**

**We are the only centrally located facility serving all
 parts of greater Cleveland/Akron & vicinity**

Call: 800-950-9010 or 216-901-8075
www.focusgroupsofcleveland.com

Complete Research Connection

2323 W. Fifth Ave., Suite 150
 Columbus, OH 43204
 Ph. 614-220-4120
 info@crclr.com
 www.crclr.com
 Stephanie Kovarsky, Client Services
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, 1/10R, TK, PUL, VC, WC
 Multiple 28x32 Obs. Rm. Seats 30
 Multiple 16x22 Obs. Rm. Seats 25
 Multiple 15x16 Obs. Rm. Seats 9
 Multiple 8x8 Obs. Rm. Seats 5

Delve Columbus

7634 Crosswoods Dr.
 Columbus, OH 43235
 Ph. 800-242-4118 or 614-436-2025
 columbus@delve.com
 www.delve.com
 Stephanie Wolf, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, TK, CUL, VC, WC
 Multiple 16x32 Obs. Rm. Seats 5
 Multiple 24x20 Obs. Rm. Seats 15
 Multiple 21x18 Obs. Rm. Seats 16
 Multiple 18x18 Obs. Rm. Seats 15
 Multiple 21x16 Obs. Rm. Seats 30
 (See advertisement on p. 3)

LextantLabs

A Division of Lextant
 1322 Manning Parkway
 Powell, OH 43065
 Ph. 614-228-9711
 dcrss@lextant.com
 www.lextantlabs.com
 Location: Free standing facility
 Distance from airport: 19 miles, 26 minutes
 1/1, 1/10R, CUL, PUL
 Multiple 19x26 Obs. Rm. Seats 12
 Multiple 19x26 Obs. Rm. Seats 12
 Multiple 19x26 Obs. Rm. Seats 12
 Multiple 39x19 Obs. Rm. Seats 6
 Multiple 51x42 Obs. Rm. Seats 12

LextantLabs

A Division of Lextant
 580 N. 4th St., Suite 610
 Columbus, OH 43215
 Ph. 614-228-9711
 dcrss@lextant.com
 www.lextantlabs.com/
 Debbie Cress, Lab Manager
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 19x18 Obs. Rm. Seats 25
 Multiple 12x09 Obs. Rm. Seats 8

sparkspace

300 Marconi Blvd., #206
 Columbus, OH 43215
 Ph. 614-224-7727
 mark@sparkspace.com
 www.sparkspace.com
 Mark Henson, chief imagination officer
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, VC, WC
 Multiple 65x25 Obs. Rm. Seats 40
 Multiple 60x23 Obs. Rm. Seats 40
 Multiple 20x30 Obs. Rm. Seats 40
 Multiple 20x35 Obs. Rm. Seats 40
 Multiple 15x15 Obs. Rm. Seats 40

Dayton

Business Research Group

University of Dayton
 300 College Park
 Dayton, OH 45469-2110
 Ph. 937-229-2453 or 888-483-2237
 richard.stock@notes.udayton.edu
 www.businessresearchgroup.udayton.edu
 Kim Gilley, Research Manager
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 WC
 Conference 24x12 Obs. Rm. Seats 10
 Conference 18x18 Obs. Rm. Seats 6

Toledo

Great Lakes Marketing Associates

3361 Executive Pkwy., Suite 201
 Toledo, OH 43606
 Ph. 419-534-4700
 LDixon@GLM.com
 www.GLM.com
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 Conference 12x22 Obs. Rm. Seats 7

Oklahoma

Oklahoma City

C&C Market Research - OKC

Quail Springs Mall
 2501 West Memorial Suite 203
 Oklahoma City, OK 73134
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 TK
 20x14 Obs. Rm. Seats 6
 (See advertisement on p. 68)



Oklahoma Focus (Focus Group Facility)

1319 Classen Drive
 Oklahoma City, OK 73103
 Ph. 405-600-7955
 kwilson@oklahomafocus.com
 www.oklahomafocus.com
 Kathryn Wilson
 Location: Free standing facility
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, VC
 Multiple 18 x 17 Obs. Rm. Seats 15

The facility for research in Middle America. Our Ken Soloman-designed facility has a board-room feel and technology is state-of-the-art. Session recording available in MP3, WMV, MPEG and DVD in addition to videostreaming. FocusVision also available. Spacious client viewing room with adjacent-but-separate lounge. Separate client entrance. We are known for our ability to handle complex projects. Owner-managed and -operated, we take personal pride in our work. Clients receive exemplary service immediately upon entering our impressive, freestanding, company-owned building with ample parking, 10 minutes from the OKC airport.

Oklahoma Market Research

4900 N. Portland Ave. Suite 150
 Oklahoma City, OK 73112
 Ph. 405-525-3412
 mail@datanet-research.com
 Judy Nitta, Vice President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, TK
 Conference 25x16 Obs. Rm. Seats 15
 Conference 22x14 Obs. Rm. Seats 4

Shapard Research

820 NE 63rd St.
 Oklahoma City, OK 73105
 Ph. 405-607-4664
 veda@shapard.com
 www.shapard.com
 Veda Shapard
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 Conference 24x16 Obs. Rm. Seats 6

Tulsa

Consumer Logic, Inc.

4500 S. 129th E. Ave., Suite 112
 Tulsa, OK 74134
 Ph. 800-544-1494 or 918-665-3311
 info@consumerlogicresearch.com
 www.consumerlogicresearch.com
 Dan Jarrett, President
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, 1/10R, VC
 Conference 15x22 Obs. Rm. Seats 9

Oregon

Portland

Consumer Opinion Services, Inc. (Br.)

Lloyd Focus & Videoconference Center
 2225 Lloyd Center
 Portland, OR 97232
 Ph. 503-493-2870
 jim@consumeropinionservices.com
 www.consumeropinionservices.com
 Jim Weaver, COO
 Location: Shopping mall
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, TK, VC, WC
 Multiple 27x16 Obs. Rm. Seats 14
 Multiple 14x22 Obs. Rm. Seats 12
 Multiple 43x25 Obs. Rm. Seats 8

Gilmore Research Group (Br.)

2701 NW Vaughn St.
 Montgomery Park, Suite 780
 Portland, OR 97210
 Ph. 206-219-1987
 info@gilmore-research.com
 www.gilmore-research.com
 Donna Glosser, Dir., Qual Research Services
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, VC
 Conference 18x21 Obs. Rm. Seats 24
 Conference 16x11 Obs. Rm. Seats 8

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Market Decisions Corporation

220 NW 2nd, Suite 102
 Portland, OR 97219
 Ph. 800-344-8725
 info@mdcresearch.com
 www.mdcresearch.com
 Bert Lybrand, Account Executive
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, AU, PUL, WC
 Conference 18x20 Obs. Rm. Seats 12
 Conference 18x20 Obs. Rm. Seats 12
 Conference 16x18 Obs. Rm. Seats 14
 Conference 18x34 Obs. Rm. Seats 14
 Conference 9x12 Obs. Rm. Seats 6

Market Decisions operates two focus group facilities which include five different rooms: VuPoint Portland, a luxury facility in the heart of downtown Portland, and our suburban location in Southwest Portland. Facilities include a full test kitchen, client viewing rooms and separate client lounges, Wi-Fi Internet access with fiber-optic connection, complete A/V recording, FocusVision, ActiveGroup, Streamliner and KIVA Webcast, parking and handicap access. Other services include in-house recruiting, one-on-one and executive interviewing, group moderation, CATI interviewing, remote client monitoring, platinum-level intercept interviewing and Web surveys. International and business-to-business projects are a specialty.

Pennsylvania

Allentown-Bethlehem

Matty Associates

61 Madison Lane
 Whitehall (Allentown), PA 18052
 Ph. 610-437-4000
 mccallj@ptd.net
 www.mattyassociates.com
 Joe McCall, President
 Location: Free standing facility
 Distance from airport: 7 miles, 10 minutes
 CL, 1/1, 1/1OR, TK
 Conference 25x15 Obs. Rm. Seats 20
 Multiple 25x20 Obs. Rm. Seats 15

Erie

Opinions, Ltd. (Br.)

Millcreek Mall
 654 Millcreek Mall
 Erie, PA 16565
 Ph. 440-893-0300
 Pittsburgh-Erie@opinionstld.com
 www.opinionstld.com
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/1OR, VC, WC
 Conference 13x14 Obs. Rm. Seats 6

Harrisburg

The Bartlett Group

3690 Vartan Way
 Harrisburg, PA 17110
 Ph. 717-540-9900 or 800-555-9590
 thebartlettgroup@verizon.net
 www.bartlettresearch.com
 Tammie Campanaro, Project Director
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 TK
 Conference 12x22 Obs. Rm. Seats 12



CentralFocus

180 W. Airport Rd.
 Lititz, PA 17606-5423
 Ph. 717-560-1333
 london@centralfocus.net
 www.centralfocus.net
 Matt London, Operations Manager
 Location: Office building
 Distance from airport: 1 miles, 2 minutes
 CL, 1/1, 1/1OR, TK
 Conference 26x16 Obs. Rm. Seats 45

Conveniently located in central Pennsylvania's Lancaster County, we are just minutes from the Lancaster Airport and an easy drive from Baltimore, Philadelphia, Harrisburg, Reading and York. CentralFocus features a direct viewing room as well as a second viewing room to accommodate additional observers. A full complement of research services is available to help ensure the successful completion of your project. Centrally located. Focused on results.



FieldGoals.US

P.O. Box 126405
 Harrisburg, PA 17112
 Ph. 877-469-6631 x1
 info@fieldgoals.us
 www.fieldgoals.us
 Location: Free standing facility
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, PUL, VC, WC
 Multiple 42x31
 Multiple 16x25
 Multiple 42x40
 Multiple 26x25 Obs. Rm. Seats 12

Introducing FieldGoals at CPCC - an enormous, state-of-the-art focus group housed in the magnificent Hilton Conference Center. With over 5,600 square feet of flexible meeting space, FieldGoals.US can facilitate not only your typical 10-12 person panel discussion but also classroom-style discussions and dial tests, auditorium studies and music evaluations and mock trials, with room for numerous jury breakouts and client lounges. We have eight executive classrooms fully equipped with sophisticated digital A/V equipment and Smart Boards for your training sessions and one-on-one interviews.

Philadelphia/Southern NJ

(See also Trenton, NJ)

C&C Market Research - Philadelphia

Oxford Valley Mall
 2300 E. Lincoln Highway, #108
 Langhorne, PA 19047
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 30 miles, 60 minutes
 1/1, TK
 Conference 15x11 Obs. Rm. Seats 5
 (See advertisement on p. 68)

Delve Philadelphia

Two Greenwood Square
 3331 Street Rd., Suite 130
 Philadelphia, PA 19020
 Ph. 800-752-2027 or 215-639-8035
 philadelphia@delve.com
 www.delve.com
 Bryan Bloom, Managing Director
 Location: Office building
 Distance from airport: 35 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 20x20 Obs. Rm. Seats 14
 Multiple 17x20 Obs. Rm. Seats 14
 (See advertisement on p. 3)

Focus Pointe Global - Bala Cynwyd

225 E. City Ave., Suite 109
 Bala Cynwyd, PA 19004
 Ph. 888-873-6287 or 610-949-9100
 bala@focuspointeglobal.com
 www.focuspointeglobal.com
 Omar Barquet, Facility Director
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 15x36 Obs. Rm. Seats 15
 Multiple 17x22 Obs. Rm. Seats 17
 Multiple 16x20 Obs. Rm. Seats 15

Focus Pointe Global - Philadelphia

Two Logan Square, 18th and Arch Streets, Suite 500
 Philadelphia, PA 19103
 Ph. 888-873-6287 or 215-701-1500
 phila@focuspointeglobal.com
 www.focuspointeglobal.com
 Jaime Katzenstein, Facility Director
 Location: Office building
 Distance from airport: 6 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 20x24 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 34x24 Obs. Rm. Seats 20



Focus Suites of Philadelphia

One Bala Plaza, Suite 622 Center
 Bala Cynwyd, PA 19004
 Ph. 610-667-1110
 julia.cosel@focussuites.com
 www.focussuites.com
 Julia Cosel
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Conference 18x22 Obs. Rm. Seats 20
 Conference 17x20 Obs. Rm. Seats 18
 Conference 17x20 Obs. Rm. Seats 18
 Conference 19x20 Obs. Rm. Seats 20
 Conference 10x12 Obs. Rm. Seats 4

Conveniently located in the heart of the Philadelphia metropolitan area, Focus Suites is easily accessible and has been voted one of the "Top Rated" focus group facilities in the world by

the Impulse Survey. We are conveniently located in suburban Philadelphia and just minutes away from Center City. Each of our suites includes a large conference room, large observation room and adjoining client lounge with closed-circuit TV. We provide a wide selection of meeting and media equipment, including ELMO Visual Presenters, LCD projectors, wireless microphones, large-screen TV monitors, DVDs, digital video- and audiotaping equipment and videostreaming capabilities.



Group Dynamics in Focus, Inc.

555 City Ave., 6th Floor
 Bala Cynwyd, PA 19004
 Ph. 866-221-2038 or 610-668-8535
 sales@groupdynamics.com
 www.groupdynamics.com
 Robin Kaplan, President
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Multiple 28x20 Obs. Rm. Seats 18
 Conference 16x24 Obs. Rm. Seats 12
 Conference 16x24 Obs. Rm. Seats 12
 Conference 14x18 Obs. Rm. Seats 10
 Conference 16x18 Obs. Rm. Seats 8

32 years at our suburban Philadelphia location. The 2012 Impulse Directory has rated us No. 1 out of all focus group facilities in the Philadelphia area. Trust us for competitive bids and immediate response. Specialize in health care, consumer goods, B2B, taste tests from varied socioeconomic and ethnic groups from five Pennsylvania counties and South Jersey. 1,000-sq.-ft. multipurpose space for mock juries, shopping displays or theater seating for 50. Rely on our professional staff for field management and the ability to recruit doctors nationally for telephone

interviews. Newsflash! Honored by Philadelphia Business Journal as Outstanding Family-Owned Business and Outstanding Woman-Owned Business in Philadelphia in 2012!
 (See advertisement on p. 115)



Plaza Research-Philadelphia

9000 East Lincoln Drive
 Two Greentree Centre, Suite 224
 Marlton, NJ 08053
 Ph. 856-596-7777 or 800-654-8002
 bfarms@plazaresearch.com
 www.plazaresearch.com
 Bethany Farms, Director
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, WC
 Conference 18x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 15x20 Obs. Rm. Seats 15

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.
 (See advertisement on p. 105)

Quick Test/Heakin (Br.)

Neshaminy Mall
 109 Neshaminy Mall
 Bensalem, PA 19020
 Ph. 215-322-0400
 info@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Conference 12x18 Obs. Rm. Seats 6

Reckner: Montgomeryville, PA

589 Bethlehem Pike, Suite 500
 Montgomeryville, PA 18936
 Ph. 215-822-6220
 bogrizek@reckner.com
 www.reckner.com
 Barbara Ogrizek, Director
 Location: Office building
 Distance from airport: 26 miles, 50 minutes
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
 Multiple 18x18 Obs. Rm. Seats 15
 Conference 08x11 Obs. Rm. Seats 4
 Multiple 19x39 Obs. Rm. Seats na
 Conference 08x11 Obs. Rm. Seats na
 Conference 08x11 Obs. Rm. Seats na

Reckner: Philadelphia, PA

1600 Market St., Suite 1550
 Philadelphia, PA 19103-7202
 Ph. 215-981-0120 or 215-822-6220
 bogrizek@reckner.com
 www.reckner.com
 Michael Georgianna, Manager
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Conference 18x18 Obs. Rm. Seats 15
 Conference 22x15 Obs. Rm. Seats 15
 Conference 11x12 Obs. Rm. Seats 5
 Conference 17x21 Obs. Rm. Seats 15

**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

866-221-2038

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

Schlesinger Associates Philadelphia

1650 Arch St. Suite 2701
Philadelphia, PA 19103
Ph. 215-564-7300
lindita@schlesingerassociates.com
www.schlesingerassociates.com
Lindita Mezani, Managing Director
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R, AU, CUL, VC, WC
Multiple 20x16 Obs. Rm. Seats 16
Multiple 20x16 Obs. Rm. Seats 16
Multiple 20x16 Obs. Rm. Seats 16
Multiple 16x16 Obs. Rm. Seats 16
Multiple 17x20 Obs. Rm. Seats 15
(See advertisement on inside front cover)

Schlesinger Associates Philadelphia/Bala Cynwyd

50 Monument Rd., Suite 200
Bala Cynwyd, PA 19004
Ph. 610-538-1900
bala@schlesingerassociates.com
www.schlesingerassociates.com
Lindita Mezani, Facility Director
Location: Free standing facility
Distance from airport: 15 miles, 25 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
Multiple 22x17 Obs. Rm. Seats 20
Multiple 24x17 Obs. Rm. Seats 15
Multiple 20x17 Obs. Rm. Seats 15
(See advertisement on inside front cover)

Pittsburgh

Campos Market Research, Inc.

D/B/A Campos Inc
216 Boulevard of the Allies
Pittsburgh, PA 15222-1619
Ph. 412-471-8484 x309
info@campos.com
www.campos.com
Kelli Best, Director Field and Fulfillment
Location: Office building
Distance from airport: 17 miles, 30 minutes
CL, 1/1, 1/10R, TK, VC, WC
Multiple 16x22 Obs. Rm. Seats 14
Multiple 18x25 Obs. Rm. Seats 10

Direct Feedback, Inc.

225 W. Station Square Dr., Suite 545
Pittsburgh, PA 15219
Ph. 412-394-3676 or 800-519-2739
kevin.edwards@dfresearch.com
www.dfresearch.com
Location: Office building
Distance from airport: 13 miles, 20 minutes
Conference 24x14 Obs. Rm. Seats 10

FCP Research

formerly Focus Center of Pittsburgh
2101 Greentree Rd. # A-106
Pittsburgh, PA 15220
Ph. 412-279-5900
fcp@fcpresearch.com
www.fcpresearch.com
Cynthia Thrasher
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Conference 19x21 Obs. Rm. Seats 12
Conference 23x25 Obs. Rm. Seats 15

Greater Pittsburgh Research

5950 Steubenville Pike
Pittsburgh, PA 15136
Ph. 412-788-4570
gpresearch1@cs.com
www.greaterpittsburghresearch.com
Douglas Urban, President
Location: Office building
Distance from airport: 6 miles
1/1, 1/10R, TK, VC
Conference 14x18 Obs. Rm. Seats 12

Greater Pittsburgh Research Services is the premier market research firm for Pittsburgh and the surrounding areas. We work with all companies, big and small. Our services are supported by an expert staff and professionally-trained interviewers with years of experience. We pride ourselves on providing precise recruiting specifications. We provide our clients with daily reports. We will complete your project on time. We belong to the AMA and the MRA. We have FocusVision. We always offer competitive rates. Contact us today to get started!

York

Polk-Lepson Research Group

108 Pauline Dr.
York, PA 17402
Ph. 717-741-2879
polk-lepson@comcast.net
Thomas D. Lepson, President
Location: Free standing facility
Distance from airport: 35 miles, 45 minutes
Conference 15x20 Obs. Rm. Seats 10

Rhode Island

Providence

Accurate Focus, Inc.

850 Waterman Ave.
East Providence, RI 02914
Ph. 800-927-7327 or 401-435-3335
info@accuratefocus.com
www.accuratefocus.com
Stephen Haders, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R, WC
Conference 23x15 Obs. Rm. Seats 20

MacIntosh Survey Center

450 Veteran's Memorial Pkwy., #201
East Providence, RI 02914
Ph. 401-438-8330
macsurvey@aol.com
Ann MacIntosh
Location: Office building
Distance from airport: 10 miles, 10 minutes
TK
Conference 18x20 Obs. Rm. Seats 15

**New England Opinion**

475 Park East Drive, Suite 2
Woonsocket, RI 02895
Ph. 401-533-5360
details@neopinion.com
www.neopinion.com
Jennifer Anderson, Facility Director
Location: Free standing facility
Distance from airport: 29 miles, 23 minutes
1/1, 1/10R, CUL, PUL, VC, WC

Sparkling-new, state-of-the-art facility 20 minutes from Providence, R.I., and 35 minutes from Worcester, Mass. Managed by experienced research professionals, our signature client support combines impeccable participant recruiting with top-notch qualitative assistance staff. Spacious discussion and observation rooms with many amenities. "Top Rated" by Impulse in our first year! Facility includes a usability lab and eye-tracking equipment, with on-site technical support. Recruiting and coordination of ethnographic studies, intercepts, shop-alongs and other off-site projects also available.

South Carolina

Columbia

Low Country Marketing, Inc.

203 Hope Rd.
Columbia, SC 29223
Ph. 803-788-4600
info@lowcountrymarketing.com
www.lowcountrymarketing.com
Deborah R. Smith, President
Location: Free standing facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC
Multiple 16x26 Obs. Rm. Seats 12

MarketSearch Corp.

2721 Devine St.
Columbia, SC 29205
Ph. 803-254-6958
surveys@msearch.com
www.msearch.com
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
1/1, 1/10R
Conference 16x20 Obs. Rm. Seats 14

Greenville/Spartanburg

Market Insight, Inc.

2854 Wade Hampton Blvd., Suite C
Taylors, SC 29687
Ph. 864-292-5187 or 800-493-8037
mikeshuck@marketinsightinc.com
www.marketinsightinc.com
Mike Shuck, Director of Research
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R
Conference 18x20 Obs. Rm. Seats 12

South Dakota

Sioux Falls

American Public Opinion Survey & Market

Market Research Corp.
1320 South Minnesota Ave
Sioux Falls, SD 57105
Ph. 605-338-3918
ron@mtcnet.net
www.mtcnet.net/ron
Ron Van Beek, President
Location: Free standing facility
Distance from airport: 2 miles, 10 minutes
CL, 1/1, 1/10R, VC
Conference 16x24 Obs. Rm. Seats 15
Conference 20x22 Obs. Rm. Seats 20
Conference 20x25 Obs. Rm. Seats 25
Living 30x36 Obs. Rm. Seats 50

Tennessee

Chattanooga



Wilkins Research Services, LLC

1730 Gunbarrel Rd.
Chattanooga, TN 37421
Ph. 423-894-9478
info@wilkinsresearch.net
www.wilkinsresearch.net
Lisa Wilkins, Executive Director
Location: Free standing facility
Distance from airport: 6 miles, 12 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Conference 23x17 Obs. Rm. Seats 18
Conference 69x49 Obs. Rm. Seats 32
Conference 23x17 Obs. Rm. Seats 14
Conference 23x15

Wilkins Research is one of the highest-ranked firms in the Southeast. With our exceptionally-trained in-house recruiting team, we have the ability to recruit nationwide on any subject ranging from health care to the legal industry. WRS offers full focus group suites, on-and off-site recruiting, taste tests, in-store demos, intercepts, one-on-ones, audits, mock trials and any online research. We offer any audio and visual need, along with digital recordings and FocusVision availability. WRS is the best-quality research for the most competitive price - delivering top-rated results from a team of highly-skilled professionals. Visit us at www.wilkinsresearch.com or call Lynn Wilkins at 423-894-9478.

Knoxville

Lancaster Market Intelligence

3521 Central Park Blvd., 2nd Floor
Louisville, TN 37777
Ph. 865-379-7650 or 800-758-8071
lancon@ix.netcom.com
www.LancasterResearch.com
Christopher Wise, President
Location: Office building
Distance from airport: 3 miles, 5 minutes
CL
Conference 19x20 Obs. Rm. Seats 12



Southern Solutions

Market Research With Unsurpassed Professionalism

Southern Solutions

10608 Flickenger Lane, Suite 102
Knoxville, TN 37922
Ph. 865-392-5047 or 866-764-7342
jjones@southernstn.com
www.southernstn.com
Jenny Jones, President
Location: Free standing facility
Distance from airport: 10 miles, 10 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 19x21 Obs. Rm. Seats 16

Our state-of-the-art facility and experienced staff will make your next group session a relaxing experience. High-quality recruiting is the basis of our success. Now offering nationwide online panels for both your qualitative and quantitative needs. Visit our Web site for pictures of our facility.

Memphis



Access Insights

Access Insights Memphis

5100 Poplar Ave., Suite 3216
Memphis, TN 38137
Ph. 901-766-0111
sue@accessinsights-memphis.com
www.accessinsights-memphis.com
Susan Brody
Location: Office building
Distance from airport: 7 miles, 10 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 20x15 Obs. Rm. Seats 15
Multiple 20x15 Obs. Rm. Seats 15
Multiple 20x15 Obs. Rm. Seats 15
Multiple 8x10 Obs. Rm. Seats 10
Multiple 15x40 Obs. Rm. Seats 25

"Not just people, the right people." Precise recruiting is essential for successful research. New location provides maximum access for urban, suburban and rural demographic draw. Located in the heart of Memphis, hotels, restaurants, entertainment and shopping all within walking distance. Large focus suites with individual HVAC and A/V controls. Flexible group spaces ideal for mock juries, CLTs, living room, children and one-on-ones. Kitchens with viewing, quality in-house recruiting and excellent show rates. "If they exist we will find them." We set the standard for integrity and service in Memphis



AccuData Market Research, Inc. (Br.)

5575 Poplar Ave. Suite 320
Memphis, TN 38119
Ph. 800-625-0405 or 901-763-0405
memphis@accudata.net
www.accudata.net
Shannon Hendon, Field Director
Location: Office building
Distance from airport: 7 miles, 10 minutes
CL, 1/1, 1/10R, TK, PUL, VC, WC
Conference 22x20 Obs. Rm. Seats 14
Conference 20x18 Obs. Rm. Seats 12
Multiple 19x20 Obs. Rm. Seats 12

Top-rated facility where fastidious recruiting is our trademark guaranteed. Food is great but all anybody wants is the world's best BBQ from Corky's just down the road. Now we are located on Poplar, the main drag in Memphis just two blocks from the interstate, with hotels and shopping malls all around. Renowned

for Southern-style customer service and a huge database. The latest in videoconferencing, videostreaming and digital A/V.



Axiom Research

6060 Primacy Parkway, Suite 401
Memphis, TN 38119
Ph. 901-821-4333 or 877-757-4333
info@axiom-mr.com
www.axiom-mr.com
Carla Fray, Field Service Director
Location: Office building
Distance from airport: 9 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
Multiple 22x17 Obs. Rm. Seats 10
Multiple 23x18 Obs. Rm. Seats 12
Conference 25x27 Obs. Rm. Seats 18

Memphis' highest-rated facility for recruiting, value, facility, food service, location and personnel! Our expert recruiters recruit exactly who you want. High show rates. Treat your clients and respondents to Memphis' best. Spacious, comfortable and well-appointed client and respondent areas. Exceptional client support. Client-controlled AC. FocusVision. ActiveGroup. Digital A/V FTP. Perfect for CLTs, trial research, dial research. Four-oven kitchen. Upscale office district. City's best hotels and restaurants nearby. Closest facility to airport. Largest database in area. Serving Tennessee, Mississippi and Arkansas.

Nashville

Focus Nashville

2948 Sidco Drive, Suite 102
Nashville, TN 37204
Ph. 615-690-7813
bhunter@focusnashville.com
www.focusnashville.com
Brad Hunter, Research Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, TK, CUL, PUL, WC
Multiple 35x25 Obs. Rm. Seats 10
Conference 25x15 Obs. Rm. Seats 10

The Nashville Research Group, LLC

230 Great Circle Rd., Suite 226
Nashville, TN 37228
Ph. 615-399-7727
service@nashvilleresearch.com
www.nashvilleresearch.com
Glyna Kilpatrick, Field Director
Location: Free standing facility
Distance from airport: 9 miles, 15 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 43x16 Obs. Rm. Seats 20
Conference 21x16 Obs. Rm. Seats 20
Conference 10x10 Obs. Rm. Seats 4

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

20|20

20120 Research - Nashville

2000 Glen Echo Rd., 2nd Floor
 Nashville, TN 37215
 Ph. 866-960-8269 or 615-885-2020
 anacarla@2020research.com
 www.2020research.com

Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, VC, WC

Conference 22x16	Obs. Rm. Seats 15
Conference 25x16	Obs. Rm. Seats 15
Conference 30x24	Obs. Rm. Seats 15

Our flagship location featuring 3 focus group rooms. Knowledgeable, responsive project managers. Daily updates. Assigned qualitative assistants on site. Complete technology services. "Top Rated" by Impulse Surveys for 11 consecutive years.
 (See advertisement on p. 11)

Texas

Austin

Human Interfaces

8500 Bluffstone Cove, Bldg. B., Suite 204
 Austin, TX 78759
 Ph. 512-340-0354
 greg@humaninterfaces.net
 www.humaninterfaces.net
 Thomas Liddell, Manager
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC

Multiple 23x20	Obs. Rm. Seats 10
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Tammadge Market Research

210 Barton Springs Rd., Suite 515
 Austin, TX 78704
 Ph. 800-879-9198 or 512-474-1005
 melissa@tammadge.com
 www.tammadge.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, CUL, PUL, VC, WC

Conference 24x16	Obs. Rm. Seats 12
Multiple 20x24	Obs. Rm. Seats 15

Think Group Austin

6633 E. Highway 290, Suite 201
 Austin, TX 78723
 Ph. 512-637-6690 or 1-866-5THINK9
 info@thinkgroupaustin.com
 www.thinkgroupaustin.com
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, 1/1, CUL, PUL, VC, WC

Multiple 20x22	Obs. Rm. Seats 12
Multiple 17x22	Obs. Rm. Seats 12

Brownsville

Hispanic Focus Unlimited

303 W. Park Ave.
 Pharr, TX 78577
 Ph. 956-501-4211 or 956-783-9907
 hispanicfocus@aol.com
 www.hispanicfocusunlimited.com
 Location: Free standing facility
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/1OR, VC

Conference 16x30	Obs. Rm. Seats 10
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Dallas/Fort Worth

Accurate Research, Inc.

2214 Paddock Way Dr., Suite 100
 Grand Prairie, TX 75050
 Ph. 972-647-4277
 Tara@accurateresearch.com
 www.accurateresearch.com
 Tara Miller
 Location: Free standing facility
 Distance from airport: 5 miles, 7 minutes
 CL, 1/1, 1/1OR, TK, AU, VC, WC

Conference 12x21	Obs. Rm. Seats 9
Conference 14x20	Obs. Rm. Seats 9
Conference 16x25	Obs. Rm. Seats 20
Multiple 28x40	Obs. Rm. Seats 10

Bryles Research, Inc. (Br.)

3308 Essex Dr.
 Richardson, TX 75082
 Ph. 972-581-1050 or 877-478-5180
 Dallas@brylesresearch.com
 www.brylesresearch.com
 Cindy Maluchny
 Location: Free standing facility
 Distance from airport: 20 miles, 25 minutes
 1/1, 1/1OR, TK

Conference 31x36	Obs. Rm. Seats 15
Conference 22x26	Obs. Rm. Seats 15
Conference 17x18	Obs. Rm. Seats 15
Conference 17x18	Obs. Rm. Seats 15

C&C Market Research - Arlington

Arlington Mall
 3811 S. Cooper, Suite 2053
 Arlington, TX 76015
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 35 miles, 30 minutes
 TK

13x8	Obs. Rm. Seats 6
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 (See advertisement on p. 68)

C&C Market Research - Dallas

Collin Creek Mall
 811 N. Central Expwy., #2260
 Plano, TX 75075
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/1OR, TK

Conference 21x15	Obs. Rm. Seats 8
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 (See advertisement on p. 68)



Dallas By Definition

511 E. John W. Carpenter Fwy., Suite 100
 Irving, TX 75062
 Ph. 972-869-2366 or 800-336-1417
 info@dallasbydefinition.com
 www.dallasbydefinition.com
 Robin McClure, President, Stacy and Al Scott, Vice-Presidents
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC

Conference 18x22	Obs. Rm. Seats 12
Conference 18x22	Obs. Rm. Seats 15
Conference 15x20	Obs. Rm. Seats 15
Multiple 25x20	Obs. Rm. Seats 25
Conference 23x15	Obs. Rm. Seats 12

Dallas By Definition provides customized, high-quality qualitative research field services to a wide variety of clients. We offer five spacious focus group rooms with floor-to-ceiling mirrors for easy viewing, oversized tiered viewing rooms and luxurious private client lounges. Two additional mini-group rooms are available providing a smaller setting for dyads, triads and mini-group projects. Two kitchens. Quality recruitment services. Videoconferencing and videostreaming services are available. Experienced, professional, friendly staff. A First Choice Facility.
 (See advertisement on p. 119)

Delve Dallas

2711 LBJ Freeway, Suite 300
 Dallas, TX 75234
 Ph. 800-421-2167 or 972-488-9988
 dallas@delve.com
 www.delve.com
 Marsha Fugitt, Regional Managing Director
 Location: Office building
 Distance from airport: 24 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC

Multiple 16x21	Obs. Rm. Seats 10
Multiple 23x17	Obs. Rm. Seats 10
Multiple 21x18	Obs. Rm. Seats 10

 (See advertisement on p. 3)



Fieldwork Dallas, Inc.

15305 Dallas Pkwy., Suite 850
 Addison, TX 75001-4637
 Ph. 972-866-5800
 info@dallas.fieldwork.com
 www.fieldwork.com
 Jessica Josset, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/1OR, AU, CUL, VC, WC

Multiple 25x22	Obs. Rm. Seats 18
Multiple 25x20	Obs. Rm. Seats 14
Multiple 25x24	Obs. Rm. Seats 25
Conference 13x15	Obs. Rm. Seats 10
Multiple 20x18	Obs. Rm. Seats 12
Multiple 25x18	Obs. Rm. Seats 12

Fieldwork Dallas is strategically located to draw from a wide variety of socioeconomic strata, with a fresh respondent database that can meet all your research needs. Fieldwork Dallas has recently expanded and has five spacious focus suites, one one-on-one room and an auditorium in our building which seats up to 100. We offer the finest integrated state-of-the-art technology including complimentary digital audiorecording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs.
 (See advertisement on back cover)



Focus Coast to Coast, Inc.

Headquarters
13747 Montfort Dr., Suite 117
Dallas, TX 75240
Ph. 800-935-6561
answers@focuscoasttocoast.com
www.focuscoasttocoast.com
Location: Office building

More than just focus groups, Focus Coast to Coast is an alliance of independently-owned and -operated marketing research centers nationwide and worldwide. One call to 800-935-6561 can book your project in over 40 locations, including 19 markets in the U.S. "Top Rated," large room facilities, unsurpassed recruiting, fun and friendly staff with years of experience stand ready to make even your toughest projects seem like a dream. Discounts apply for multiple markets booked. Simplify your life with one call to 800-935-6561 or go to our Web site www.focuscoasttocoast.com.

Focus Pointe Global - Dallas

5400 LBJ Freeway
One Lincoln Centre, Suite 400
Dallas, TX 75240
Ph. 214-420-6400
dallas@focuspointeglobal.com
www.focuspointeglobal.com
Susan Hunnicutt-Owens, Facility Director
Location: Office building
Distance from airport: 18 miles, 20 minutes
CL, 1/1, 1/10R, AU, CUL, VC, WC
Multiple 24x20 Obs. Rm. Seats 24
Multiple 24x20 Obs. Rm. Seats 12
Multiple 20x21 Obs. Rm. Seats 12
Multiple 24x46 Obs. Rm. Seats 36

K & B National Research, LLC

1100 E. Campbell Road, Suite 150
Richardson, TX 75081
Ph. 214-622-6500 or 800-695-7884
dhanks@kbnationalresearch.com
www.kbnationalresearch.com
Location: Office building
Distance from airport: 20 miles, 30 minutes
1/1, 1/10R, CUL
Multiple 25x25 Obs. Rm. Seats 8

Market Research Dallas

2723 Valley View Lane, Suite 100
Dallas, TX 75234
Ph. 972-239-5382 or 866-830-5382
mail@marketresearchdallas.com
www.marketresearchdallas.com
Gail Airoidi, Owner
Location: Free standing facility
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Conference 27x18 Obs. Rm. Seats 18
Living 26x15 Obs. Rm. Seats 16
Multiple 20x14 Obs. Rm. Seats 20

Murray Hill Center Southwest, Inc., Dallas

14185 Dallas Pkwy. Suite 1200
Dallas, TX 75254
Ph. 469-385-1200
pam@murrayhillcenter.com
www.murrayhillcenter.com
Donna Vasilii
Location: Office building
Distance from airport: 18 miles, 30 minutes
CL, TK, CUL, VC, WC
Conference 18x17 Obs. Rm. Seats 15
Conference 20x17 Obs. Rm. Seats 16
Conference 14x19 Obs. Rm. Seats 10
Conference 20x16 Obs. Rm. Seats 15
Conference 19x17 Obs. Rm. Seats 15
Conference 38x17 Obs. Rm. Seats 30

P&K Research (Br.)

3033 W. Parker Rd. Suite 217
Plano, TX 75023
Ph. 972-769-0001 or 800-747-5522
info@pk-research.com
www.pk-research.com
Tom Dutt
Location: Shopping mall
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, TK
Conference 26x29 Obs. Rm. Seats 6



Dallas By Definition + 511 E. Carpenter Freeway, Suite 100 + Irving, Texas 75062 Tel: (972) 869-2366 + Fax: (972) 869-9174 + info@dallasbydefinition.com

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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



Plaza Research-Dallas

14160 Dallas Pkwy.
 Dallas, TX 75254
 Ph. 972-392-0100 or 800-654-8002
 strace@plazaresearch.com
 www.plazaresearch.com
 Susan Trace, Director
 Location: Office building
 Distance from airport: 20 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 20
 Multiple 22x40 Obs. Rm. Seats 25

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

(See advertisement on p. 105)

Q&M Research, Inc.

1600 Corporate Court, Suite 100
 Irving, TX 75038
 Ph. 972-793-1700
 dtucker@qandm.com
 www.qandm.com
 Don Tucker, Vice President
 Location: Office building
 Distance from airport: 8 miles, 5 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL
 Multiple 22x14 Obs. Rm. Seats 12
 Conference 20x16 Obs. Rm. Seats 12
 Multiple 35x30 Obs. Rm. Seats 15
 Multiple 28x23 Obs. Rm. Seats 12

Quick Test/Heakin (Br.)

Vista Ridge Mall
 2401 S. Stemmons Freeway., Suite 1008
 Lewisville, TX 75067
 Ph. 972-315-3555
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 12x13 Obs. Rm. Seats 10

Quick Test/Heakin (Br.)

Hulen Mall
 4800 S. Hulen, #101
 Fort Worth, TX 76132
 Ph. 817-263-2900
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 10x17 Obs. Rm. Seats 4



Savitz Field and Focus - Dallas

Member of Focus Coast to Coast
 13747 Montfort Drive, Suite 112
 Dallas, TX 75240
 Ph. 972-386-4050
 information@savitzfieldandfocus.com
 www.savitzfieldandfocus.com
 Lisa Wilkin, Vice President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, AU, CUL, VC, WC
 Conference 30x25 Obs. Rm. Seats 25
 Conference 30x26 Obs. Rm. Seats 20
 Conference 22x18 Obs. Rm. Seats 20
 Conference 21x16 Obs. Rm. Seats 20
 Conference 08x10 Obs. Rm. Seats 6
 Conference 08x10 Obs. Rm. Seats 6

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

Schlesinger Associates Dallas

JP Morgan International Plaza III
 14241 Dallas Pkwy., Suite 500
 Dallas, TX 75254
 Ph. 972-503-3100
 dallas@schlesingerassociates.com
 www.schlesingerassociates.com
 Nancy Ashmore, Vice President
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Multiple 20x16 Obs. Rm. Seats 12
 Multiple 25x17 Obs. Rm. Seats 10
 Multiple 22x17 Obs. Rm. Seats 16
 Multiple 20x16 Obs. Rm. Seats 16
 (See advertisement on inside front cover)

Test America

Grapevine Mills
 3000 Grapevine Mills Parkway, Suite 259
 Grapevine, TX 76051
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 30 miles, 40 minutes
 1/1, 1/10R, TK, VC
 Conference 17x10

Houston

C&C Market Research - Houston

Woodlands Mall
 1201 Lake Woodlands Drive Ste. 1104
 The Woodlands, TX 77380
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 13x13 Obs. Rm. Seats 4
 (See advertisement on p. 68)

C&C Market Research - Houston Metro

Central Mall
 3100 Hwy. 365, #182
 Port Arthur, TX 77642
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 15 miles, 10 minutes
 CL, 1/1, 1/10R, TK, CUL
 17x15 Obs. Rm. Seats 8
 (See advertisement on p. 68)



Creative Consumer Research

3945 Greenbriar Dr.
 Stafford, TX 77477
 Ph. 281-240-9646
 pprratt@ccrsurveys.com
 www.ccrsurveys.com
 Pat Pratt, President and BJ Gerjes, Assistant Manager
 Location: Free standing facility
 Distance from airport: 38 miles, 30 minutes
 CL, 1/1, 1/10R, TK
 Conference 20x20 Obs. Rm. Seats 12
 Conference 24x26 Obs. Rm. Seats 12
 Conference 20x20 Obs. Rm. Seats 12
 Conference 24x24 Obs. Rm. Seats 12
 Multiple 49x35 Obs. Rm. Seats 12

CCR conducts research for clients nationally, state-wide, regionally and locally. CCR has the largest Hispanic research department in the state of Texas. CCR offers a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. Both of CCR's offices in Phoenix and Houston offer large conference-style focus group rooms with one-way mirrors and large client viewing rooms. For more information contact Patricia Pratt, president, 281-240-9646, pprratt@ccrsurveys.com. (See advertisement on p. 121)



Opinions Unlimited Houston

Three Riverway, Suite 250
 Houston, TX 77056
 Ph. 713-888-0202 or 800-604-4247
 ask@opinions-unlimited.com
 www.opinions-unlimited.com
 Anndel Martin
 Location: Office building
 Distance from airport: 20 miles, 40 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 24x20 Obs. Rm. Seats 24
 Conference 24x20 Obs. Rm. Seats 12
 Conference 22x20 Obs. Rm. Seats 12
 Multiple 36x32 Obs. Rm. Seats 12

"Top Rated" and recipient of Impulse Survey's "10 Years of Excellence" Award. Moderator-designed and -managed. Houston's finest qualitative facilities and services centrally located in Galleria area. Adjacent to 5-Diamond Houston Omni Hotel near Memorial Park walking trails. Four exceptionally-spacious focus suites

with latest technologies including dedicated fiber-optic cable. Multipurpose room seats 65 classroom style; private suite accommodates 20 respondents and 24 viewers. Meticulous recruiting (local, state and national), great service team and multi-city coordination. Specialties: health care/medical, legal/mock jury, usability labs, Spanish-speaking. Anndel is member of QRCA and past president of MRA and secretary of CMOR. Woman-owned/Texas HUB-certified. Texans who know Texas!



Plaza Research-Houston
5333 Westheimer, Suite 500
Houston, TX 77056
Ph. 713-840-9500 or 800-654-8002
bfrankum@plazaresearch.com
www.plazaresearch.com
Bonnie Frankum, Director
Location: Office building
Distance from airport: 45 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, WC
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Multiple 15x20 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 105)

Quick Test/Heakin (Br.)
Greenspoint Mall
247 Greenspoint Mall
Houston, TX 77060
Ph. 281-872-4165
bid@quicktest.com
www.quicktest.com
Location: Shopping mall
1/1, TK
Conference 18x14 Obs. Rm. Seats 8
Conference 18x12 Obs. Rm. Seats 8



Savitz Field and Focus - Houston
Member of Focus Coast to Coast
5177 Richmond Ave., Suite 1290
Houston, TX 77056
Ph. 713-621-4084
information@savitzfieldandfocus.com
www.savitzfieldandfocus.com
Mei Ng, Facility Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10R, AU, CUL, VC, WC
Conference 35x28 Obs. Rm. Seats 30
Conference 22x16 Obs. Rm. Seats 20
Conference 22x16 Obs. Rm. Seats 20
Conference 8x16 Obs. Rm. Seats 6

Savitz Field and Focus offers a full complement of national and international qualitative and quantitative data collection services in 40+ markets. Qualitative: traditional and online focus groups, in-depth interviews, dial tests, ethnographies, eye tracking, litigation research, online panels and online communities. Quantitative: mystery shopping, field intercepts, taste tests, product trial tests, telephone

and online surveys, data processing, coding and tabulations. Targets include: consumers, B2B, adolescents, medical professionals and patients, multicultural, multi-country and low-incidence.

Schlesinger Associates Houston
1455 W. Loop S., Suite 700
Houston, TX 77027
Ph. 713-353-0388
houston@schlesingerassociates.com
www.schlesingerassociates.com
Nancy Ashmore, Managing Director
Location: Office building
Distance from airport: 16 miles, 20 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Multiple 21x17 Obs. Rm. Seats 12
Multiple 24x17 Obs. Rm. Seats 12
Multiple 24x17 Obs. Rm. Seats 12
Multiple 26x18 Obs. Rm. Seats 12
(See advertisement on inside front cover)

Marshall

ANALYSAND Market Research (Br.)
120 E. Austin St.
Jefferson, TX 75657
Ph. 888-553-6095 or 318-868-6295
analysand1@aol.com
www.analysandresearch.com
Location: Free standing facility
Distance from airport: 50 miles
CL, 1/1, 1/10R, TKO, CUL, VC, WC
Conference 34x43
Conference 36x49
Conference 34x43
Multiple 16x25
Multiple 16x25
Multiple 20x25
Multiple 20x25

OVER 30 YEARS OF EXPERIENCE Flexibility

Creative Consumer Research

Quality Assurance

Wide Industry Range

LOYAL CLIENT BASE

- Telephone Surveys
- Focus Groups
- One-On-One Interviews
- Spanish Language Interviews
- Mall Intercepts
- Mock Jury Panels
- Taste Test Interviews
- Mystery Shops
- Code/Data Entry
- CATI Programming



In Houston

Patricia Pratt
B.J. Gerjes
877-530-9646

ccrhouston@ccrsurveys.com

In Phoenix

Y-Vette Cave
Dixie Cobos
877--906-0666

ccrphoenix@ccrsurveys.com

The Most Respected Public Opinion Source

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

San Antonio



Galloway Research Service

4751 Hamilton Wolfe Rd., Suite 100
 San Antonio, TX 78229

Ph. 210-734-4346
 info@gallowayresearch.com
 www.gallowayresearch.com

David D. Galloway, VP of Client Services
 Location: Free standing facility

Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
 Conference 18x20 Obs. Rm. Seats 18
 Conference 19x18 Obs. Rm. Seats 18
 Conference 18x21 Obs. Rm. Seats 18
 Multiple 40x40 Obs. Rm. Seats 18

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio-visual/translator room and each with a full bath/shower. Technologically state-of-the-art with T1 connections throughout the facility and vid-eostreaming capabilities. Large CLT with custom test kitchen - seats 100.

San Antonio Focus

5817 La Colonia Dr.
 San Antonio, TX 78218

Ph. 210-547-2614
 info@sanantoniofocus.com
 www.sanantoniofocus.com

Christian Storandt
 Location: Free standing facility
 Distance from airport: 10 miles, 16 minutes
 CL, 1/1, 1/10R, TK, WC
 Multiple 19x16 Obs. Rm. Seats 8
 Multiple 23x18

Utah

Salt Lake City



Cicero Group - Dan Jones & Associates

515 E. 100 S., 3rd Floor
 Salt Lake City, UT 84102
 Ph. 801-456-6700

info@cicerogroup.com
 www.cicerogroup.com
 David Forester or Ty Peterson
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Conference 20x24 Obs. Rm. Seats 17
 Conference 20x24 Obs. Rm. Seats 17
 Multiple 13x9 Obs. Rm. Seats 4

The Cicero Group (and its subsidiary Dan Jones & Associates) is a full-service market research firm located in the heart of Salt Lake City. For three decades, we have provided comprehensive focus group and research solutions to the world's top companies and brands. Our new focus group facilities are top-rated nationally and offer state-of-the-art technology. Our professional staff includes moderators that are PRC-, ORI-, RIVA- and QRCA-certified. We also offer call center services, in-house recruiting and other market research services to support the needs of our clients.



Discovery Research Group

6975 Union Park Center, Suite 450
 Salt Lake City, UT 84047

Ph. 800-678-3748 or 801-569-0107
 info@discoveryresearchgroup.com
 www.discoveryresearchgroup.com

Location: Office building
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/10R, VC, WC
 Conference 24x22 Obs. Rm. Seats 6

Established in 1987, Discovery Research Group takes pride in offering full-service market research products and services that will identify business solutions and answer your business questions. We conduct focus group recruiting, hosting and moderation in Utah from our 528-sq.-ft. focus group facility in the Salt Lake City metro area that is easily accessible from the Salt Lake City airport. Not only can we host and moderate your focus group, we can transcribe it, report on the data or even run text analysis if you're interested. Our expertise will guide you to informed decisions.



Io Data Corporation

40 S. 600 E
 Salt Lake City, UT 84102

Ph. 801-595-0001
 data@iodatacorp.com
 www.iodatacorp.com

Location: Free standing facility
 Distance from airport: 8 miles, 10 minutes
 CL, 1/1
 Conference 22x14 Obs. Rm. Seats 10
 Multiple 35x31

Located in a renovated century-old bungalow close to downtown Salt Lake City, Io Data offers a state-of-the-art focus group facility with arts-and-crafts charm. Io

Data offers two focus group rooms with complete A/V recording capability, LED TVs, client viewing rooms, client lounge, wireless Internet and free parking. Io Data is a member of Focus Coast to Coast, a global network of focus group facilities in 40+ key markets. Whatever your focus group needs include, Io Data Corporation is uniquely positioned to provide your company with cost-effective solutions.



Lighthouse Focus Center

375 East 500 South
 Salt Lake City, UT 84065

Ph. 801-446-4000
 janderson@go-lighthouse.com
 www.janderson@go-lighthouse.com

Location: Free standing facility
 CL, 1/1, 1/10R, AU, CUL, PUL
 Multiple 28x20 Obs. Rm. Seats 17
 Multiple 25x15 Obs. Rm. Seats 8
 Multiple 22x25 Obs. Rm. Seats 14
 Multiple 22x25 Obs. Rm. Seats 23
 Conference 16x21 Obs. Rm. Seats 18

The newest, largest focus group facility in Utah, also the closest to the Salt Lake City airport! Our newest facility features four focus group rooms with direct viewing and is operated by the same staff from our suburb Impulse "Top Rated"-facility. We are a full-service firm, providing complete quantitative and qualitative services with competitive pricing, comprehensive reporting, fast turnaround, in-house data collection, state-of-the-art A/V recording, spacious client lounges, certified moderating and hosting and FocusVision capabilities. All phone surveys and recruiting are digitally recorded.



Lighthouse Research and Development

1292 W. 12700 S.
 Salt Lake City, UT 84065

Ph. 801-446-4000 or 801-244-8987
 janderson@go-lighthouse.com
 www.go-lighthouse.com

Joe Anderson, PRC, Dir. Business Dev.
 Location: Free standing facility
 Distance from airport: 18 miles, 20 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
 Conference 21x21 Obs. Rm. Seats 16
 Conference 18x13 Obs. Rm. Seats 7
 Multiple 49x20

Impulse rated "Top Facility!" Looking for direction? Lighthouse Research is a full-service, custom research firm comprised of skilled professionals since 1992. The benefit of working with Lighthouse Research is our ability to customize the measurement and management process to match your unique needs and budget considerations. We offer two brand-new focus suites and one mega-group room convenient to the Salt Lake City airport. We offer all amenities including private client entrance and restrooms, spacious viewing rooms and lounge with Internet access.

Virginia

Newport News/Norfolk/Virginia Beach

The Bionetics Corporation

101 Production Drive, Suite 100
Yorktown, VA 23693
Ph. 800-868-0330 or 757-873-0900
focusroom@bionetics.com
www.bionetics.com
Margaret Riedmiller, Focus Group Coordinator
Location: Office building
Distance from airport: 5 miles, 10 minutes
1/1, 1/10R
Conference 25x25 Obs. Rm. Seats 16

Continental Research Associates, Inc.

4500 Colley Ave.
Norfolk, VA 23508
Ph. 757-489-4887
NGlassman@continentalresearchus.com
www.ContinentalResearchUS.com
Nanci Glassman, President
Location: Office building
Distance from airport: 7 miles, 20 minutes
1/1, 1/10R
Conference 11x21 Obs. Rm. Seats 6

Issues and Answers Network, Inc.

Global Marketing Research
5151 Bonney Rd., Suite 100
Virginia Beach, VA 23462
Ph. 757-456-1100 or 800-23-ISSUE
clindemann@issans.com
www.issans.net
Distance from airport: 10 miles, 15 minutes
TK, VC, WC
Conference 21x24 Obs. Rm. Seats 10

Martin Focus Group Services, Inc.

4801 Columbus St., Suite 102
Virginia Beach, VA 23462
Ph. 757-518-0180
va@martinfocus.com
www.martinfocus.com
Jennifer Powell, Manager
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1
Conference 16x17 Obs. Rm. Seats 10
Conference 18x21 Obs. Rm. Seats 20

Richmond

Dominion Focus Group, Inc.

Dominion Marketing Research, Inc.
Commerce Plaza I
2809 Emerywood Pkwy., Suite 200
Richmond, VA 23294
Ph. 804-672-0500 or 804-672-1417
bana@dominionfocusgroup.com
www.dominionfocusgroup.com
Bana Bhagchandani, President
Location: Office building
Distance from airport: 17 miles, 20 minutes
1/1, 1/10R, TK, TKO
Conference 30x16 Obs. Rm. Seats 18
Conference 16x12 Obs. Rm. Seats 8
Conference 17x17 Obs. Rm. Seats 10

Martin Focus Group Services, Inc.

4101 Cox Rd., Suite 130
Glen Allen, VA 23060
Ph. 804-935-0203
richmond@martinfocus.com
www.martinfocus.com
Jennifer Powell, Manager
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, VC
Conference 18x21 Obs. Rm. Seats 10
Conference 16x28 Obs. Rm. Seats 20



Alan Newman Research

MARKET RESEARCH CONSULTANTS
Richmond Focus Group Center
Div. of Alan Newman Research
1025 Boulders Pkwy., Suite 401
Richmond, VA 23225
Ph. 804-272-6100 or 804-272-6100 ext. 226
tbrisbane@anr.com
www.anr.com
Terry Brisbane, Vice President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL
Conference 27x18 Obs. Rm. Seats 15

Spacious, modern facility. Completely redesigned and reconstructed in 2011. Located in suburban office park neighboring both business and suburban populations. 20 minutes (15 miles) from the airport and 10 minutes from downtown. Only facility south of the James River. Can recruit from entire Richmond MSA. Viewing room has tiered seating, writing surfaces with electricity for laptop use, wireless Internet access and client lounge/office. Expert recruiting conducted on site. Professional moderators available. Webcasting available when needed.

Roanoke

Martin Focus Group Services, Inc.

Martin Research, Inc.
2122 Carolina Ave. S.W.
Roanoke, VA 24014
Ph. 540-342-1970
roanoke@martinfocus.com
www.martinfocus.com
Marjorie Jeskey, Executive Vice President
Location: Free standing facility
Distance from airport: 8 miles, 20 minutes
CL
Conference 17x20 Obs. Rm. Seats 12

Washington

Seattle/Tacoma

Consumer Opinion Services, Inc.

12825 First Ave. S.
Seattle, WA 98168
Ph. 206-241-6050
info@cosvc.com
www.cosvc.com
Jerry Carter, President
Location: Free standing facility
Distance from airport: 5 miles, 10 minutes
TK, TKO
Conference 15x20 Obs. Rm. Seats 10

Consumer Opinion Services, Inc. (Br.)

U.S. Bank Centre #525
1420 5th Ave.
Seattle, WA 98101
Ph. 206-838-7951 or 206-241-6050 for bids
info@cosvc.com
www.cosvc.com
Jerry Carter, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, CUL, VC, WC
Multiple 20x16 Obs. Rm. Seats 12
Multiple 20x16 Obs. Rm. Seats 15

Consumer Opinion Services, Inc. (Br.)

City Focus
2101 North 34th St.
Northpoint Offices, Suite 110
Seattle, WA 98103
Ph. 206-632-7859 or 206-241-6050 for bids
info@cosvc.com
www.cosvc.com
Jerry Carter, President
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, TK, VC, WC
Conference 15x20 Obs. Rm. Seats 18
Multiple 20x40 Obs. Rm. Seats 20



Fieldwork Seattle - Downtown

520 Pike St., Suite 2610
Seattle, WA 98101
Ph. 206-493-3300
info@seattle.fieldwork.com
www.fieldwork.com
Adrien Whittemore, Facility Director
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, CUL, VC, WC
Conference 18x20 Obs. Rm. Seats 16
Conference 16x20 Obs. Rm. Seats 15
Conference 16x24 Obs. Rm. Seats 14
Conference 18x20 Obs. Rm. Seats 14

Seattle's newest facility, Fieldwork Seattle - Downtown is just four blocks from the famous Pike Place Market and boasts an unobstructed view of Puget Sound and the Olympic Mountains. Watch the ferries and container ships roll by as we pamper you with excellent service in one of four spacious focus groups suites, all with separate client lounges. We offer the finest integrated state-of-the-art technology including: complimentary digital audiorecording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs.
(See advertisement on back cover)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

**Fieldwork Seattle, Inc.**

5150 Carillon Point
Kirkland, WA 98033
Ph. 425-822-8900
info@seattle.fieldwork.com

www.fieldwork.com

Ryker Lammers, President

Location: Office building

Distance from airport: 23 miles, 25 minutes

CL, 1/1, 1/10R, TK, CUL, VC, WC

Conference 25x24 Obs. Rm. Seats 25

Conference 20x20 Obs. Rm. Seats 15

Conference 21x18 Obs. Rm. Seats 10

Conference 16x16 Obs. Rm. Seats 8

Conference 10x12 Obs. Rm. Seats 5

Fieldwork Seattle boasts a new consumer database rich in high-income, high-education and highly-technical respondents. Our four spacious rooms are designed to accommodate groups of all sizes and, as always, outstanding service is our highest priority. We offer the finest integrated state-of-the-art technology including: complimentary digital audiorecording, DVD recording, CD recording, FocusVision, ActiveGroup, video on-demand, online focus group hosting and computer usability labs. Take a break and step outside to beautiful marina and mountain views on our patio. (See advertisement on back cover)

Gilmore Research Group

2101 4th Avenue, 8th floor

Seattle, WA 98121-2352

Ph. 206-219-1987

info@gilmore-research.com

www.gilmore-research.com

Donna Glosser, Dir., Qual Research Services

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/10R, TK, CUL, VC

Conference 21x19 Obs. Rm. Seats 24

Conference 20x18 Obs. Rm. Seats 23

Conference 18x14 Obs. Rm. Seats 10

GMA Research Corp.

325 118th Ave S.E., Suite 104

Bellevue, WA 98005

Ph. 425-460-8800

donmgma@aol.com

www.gmaresearch.com

George Snyder

Location: Office building

Distance from airport: 20 miles, 30 minutes

CL, 1/1, 1/10R, TK

Conference 12x22 Obs. Rm. Seats 10

Hebert Research, Inc.

13629 N.E. Bel-Red Road

Bellevue, WA 98005

Ph. 425-643-1337 or 877-399-0720

info@hebertresearch.com

www.hebertresearch.com

Tom Fisher

Location: Free standing facility

Distance from airport: 10 miles, 18 minutes

CL, 1/1, 1/10R, TK, WC

Conference 30x18 Obs. Rm. Seats 10

Opinions, Ltd. (Br.)

Kitsap Mall

10315 Silverdale Way NW, Suite E20

Silverdale, WA 98383

Ph. 440-893-0300

seattle@opinionsltd.com

www.opinionsltd.com

Jennifer Jackson, Director of Client Services

Location: Shopping mall

Distance from airport: 59 miles, 70 minutes

1/1, 1/10R, VC, WC

Conference 20x14

Seattle Usability

1008 Western Ave. Ste. 404

Seattle, WA 98104

Ph. 877-254-6556 or 206-447-9551

kelly@seattleusability.com

www.seattleusability.com

Kelly Franznick

Location: Office building

Distance from airport: 14 miles, 20 minutes

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

Conference 14x14 Obs. Rm. Seats 12

Conference 14x13 Obs. Rm. Seats 12

Conference 16x16 Obs. Rm. Seats 12

Spokane

Johnston Research Group

1608 Washington St.

Wenatchee, WA 98801

Ph. 253-335-8754

brent@jrgteam.com

www.JRGteam.com

Location: Shopping mall

Distance from airport: 25 miles, 35 minutes

TK, PUL, VC

Multiple 20x25 Obs. Rm. Seats 10

Strategic Research Associates

25 W. Cataldo, Suite D

Spokane, WA 99201

Ph. 509-324-6960 or 888-554-6960

info@strategicresearch.net

www.strategicresearch.net

Dean Moorehouse

Location: Office building

Distance from airport: 8 miles, 15 minutes

VC, WC

Multiple 24x20 Obs. Rm. Seats 10

Conference 21x16 Obs. Rm. Seats 10

West Virginia

Charleston

McMillion Research Service

Mindfield Online - featuring IQD

1012 Kanawha Blvd. E., Suite 301

Charleston, WV 25301-2809

Ph. 304-343-9650

jmace@mcmillionresearch.com

www.mcmillionresearch.com

Jay Mace, Jennifer McMillion

Location: Office building

Distance from airport: 3 miles, 10 minutes

1/1, 1/10R, PUL

Conference 18x14 Obs. Rm. Seats 12

(See advertisement on p. 25)

Wheeling

C&C Market Research - Pittsburgh Metro

Ohio Valley Mall

280 Ohio Valley Mall. #280

St. Clairsville, OH 43950

Ph. 479-785-5637

corp@ccmarketresearch.com

www.ccmarketresearch.com

Craig Cunningham, President

Location: Shopping mall

Distance from airport: 125 miles, 90 minutes

1/1, 1/10R, TK

Conference 22x11 Obs. Rm. Seats 4

(See advertisement on p. 68)

Wisconsin

Green Bay/Appleton

Delve Appleton

4330 W. Spencer St.

Appleton, WI 54914

Ph. 800-637-0775 or 920-636-1200

appleton@delve.com

www.delve.com

Bonnie Smerda, Managing Director

Location: Free standing facility

Distance from airport: 3 miles, 5 minutes

CL, 1/1, 1/10R, TK, CUL, VC, WC

Multiple 16x23 Obs. Rm. Seats 15

Multiple 15x17 Obs. Rm. Seats 10

(See advertisement on p. 3)

Leede Research Group, Inc.

1332 S. 26th St.

Manitowoc, WI 54220

Ph. 920-482-1417

Jim@Leede.com

www.Leede.com

Jim DeZeeuw

Location: Free standing facility

Distance from airport: 35 miles, 30 minutes

1/1, 1/10R

Conference 21x19 Obs. Rm. Seats 10

**The Martec Group - Green Bay**

TMG Field Research

1445 North Rd. Suite 1

Green Bay, WI 54313

Ph. 920-494-1812 or 888-811-5755

linda.segersin@martecgroup.com

www.martecgreenbay.com

Linda Segersin, General Manager

Location: Free standing facility

Distance from airport: 1 miles, 3 minutes

CL, TK, VC

Multiple 19x24 Obs. Rm. Seats 12

Full-service global research and consulting with a commitment to client relationships. Customized services from basic data collection to more full-service components to suit each client's specific needs and budget. Business-to-business, medical, technical and consumer research including taste tests, home placements and Internet studies. On-site interviewing staff available. 38 CATI- station phone center, beautiful focus group suite, in-house programming and data processing, statistical analysis and graphics. A perfect blend of professionals, experience and technology.

Matousek & Associates, Inc.
 (formerly Wisconsin Research, Inc.)
 1270 Main St.
 Green Bay, WI 54302
 Ph. 920-436-4647
 tamatousek@aol.com
 www.matousekandassociates.com
 Michelle VandenBush, Vice President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 1/1, 1/10R, TK
 Multiple 22x18 Obs. Rm. Seats 14

Madison



City Research Solutions
 8383 Greenway Blvd., Suite 600
 Middleton, WI 53562
 Ph. 608-826-7345
 mel@cityresearchsolutions.com
 www.cityresearchsolutions.com
 Kristie Groh, Facilities Manager
 Location: Office building
 Distance from airport: 40 miles, 40 minutes
 CL, 1/1, 1/10R, TK, TKO, PUL
 Multiple 40x23 Obs. Rm. Seats 30
 Multiple 20x15 Obs. Rm. Seats 30
 Multiple 15x10 Obs. Rm. Seats 8
 Living 12x8 Obs. Rm. Seats 30

City Research world-class facilities allow our clients to gain fresh insights in a unique midsize Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, multi-room client suite with adjacent work area/meeting room and a full test kitchen with viewing capabilities. Take a virtual tour of our facilities on our Web site www.cityresearchsolutions.com.

Milwaukee



Advantage Research, Inc.
 W202 N10246 Lannon Rd.
 Germantown, WI 53022
 Ph. 262-502-7000 or 262-502-7008
 ccatanese@advantageresearchinc.com
 www.advantageresearchinc.com
 Cathy Catanese, Field Service Project Manager
 Location: Free standing facility
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Conference 28x18 Obs. Rm. Seats 12
 Conference 20x18 Obs. Rm. Seats 12
 Conference 26x22 Obs. Rm. Seats 12

A top Midwest facility for hosting, recruiting and/or fielding your research. Just northwest of Milwaukee, we offer high-quality research at a competitive price. Capabilities include: B2B, dial tests, focus groups, one-on-one interviews, in-homes, product placement, CLTs, mock trials, usability labs, ethnographies, outdoor equipment testing (on six open acres), taste tests and more. Excellent show rates. Beautiful, spacious, free-standing facility. State-of-the-art technology for implementing and monitoring your research. Quantitative services include: online, CATI, mail and data tabulation.



The Dieringer Research Group, Inc.
 200 Bishops Way
 Brookfield, WI 53005
 Ph. 262-432-5200 or 888-432-5220
 sales@thedrg.com
 www.thedrg.com/quirks
 Karon Kiffel, Account Manager
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 CL, 1/1, 1/10R, VC, WC
 Conference 22x17 Obs. Rm. Seats 18
 Conference 12x25 Obs. Rm. Seats 10
 Conference 15x9 Obs. Rm. Seats 4

The Dieringer Research Group's (The DRG's) focus group facility, opened in December 2010, features two spacious focus group rooms plus a one-on-one interviewing room, all with separate observation areas. Our facility offers state-of-the-art technology for streaming and recording video, including a network video recorder (NVR) that broadcasts live video via a secure Internet connection. As a full-service marketing research firm, we also provide recruiting, moderating, transcription, discussion-guide consultation and reporting services, all from our convenient location in the Milwaukee suburbs.



Mazur/Zachow, Inc.
 720 Thomas Lane
 Brookfield, WI 53005
 Ph. 262-938-9244
 michelec@mazurzachow.com
 www.mazurzachow.com
 Michele Conway, PRC President
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, TK, WC
 Conference 24x15 Obs. Rm. Seats 18
 Conference 23x14 Obs. Rm. Seats 18

"Top Rated" by Impulse Survey 2012 with a reputation for quality recruiting from all segments and an outstanding show rate. We specialize in recruiting for ethnographic studies, large audience testing and product placements. Extensive database for child research. Our free-standing facility has three spacious focus suites that can accommodate multiple configurations. We offer wireless high-speed Internet access and videostreaming through ActiveGroup and Focus Vision. Conveniently located with nearby interstate access.

Practical Strategies, Inc.
 120 North Main Street Third Floor
 West Bend, WI 53095
 Ph. 262-334-1821
 info@practical-strategies.com
 www.practical-strategies.com
 Mary Jo Joyce, President
 Location: Office building
 Distance from airport: 40 miles, 45 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Multiple 20x20 Obs. Rm. Seats 10

Reckner: Milwaukee, WI
 9833 South 13th St.
 Oak Creek, WI 53154
 Ph. 414-768-6040 or 215-822-6220
 bogrizek@reckner.com
 www.reckner.com
 Peter Grubb, Executive Director
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, PUL
 Multiple 20x18 Obs. Rm. Seats 15
 Multiple 38x22 Obs. Rm. Seats na
 Multiple 8x10 Obs. Rm. Seats 4

International

Argentina

Infoquality Argentina
 Amenabar 1550 4, Of. A
 Buenos Aires Argentina
 Ph. 54-11-4781-4571 or 54-11-4787-6070
 emartinez@infoqualityarg.com.ar
 www.infoqualityarg.com.ar
 Ester Martinez
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
 Multiple 13x13 Obs. Rm. Seats 10
 Multiple 21x12 Obs. Rm. Seats 10

Melnik/Burke
 Av. Federico Lacroze 1722, 1st Floor
 Buenos Aires Argentina
 Ph. 54-11-4777-9041
 melnik@melnik.com.ar
 www.melnik.com.ar/
 Ricardo Melnik, President
 Location: Office building
 Distance from airport: 30 minutes
 TK, VC, WC
 Conference 20x13 Obs. Rm. Seats 12

Rosenthal Research - Argentina Branch
 Lina 115 piso 9
 Entre Hipolito Yrigoyen y Alsina
 Buenos Aires Argentina
 Ph. 34-93-506-6006
 jan_flechsig@rosenthal-research.com
 www.rosenthal-research.com
 Jan Flechsig, Director
 Location: Office building
 Distance from airport: 19 miles, 40 minutes
 1/1, 1/10R, TK, PUL, VC, WC
 Multiple 20x14 Obs. Rm. Seats 4

Australia

The City Group Rooms
 Level 11, 60 York St.
 Sydney, NSW Australia
 Ph. 61-2-9299-8907
 andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 Distance from airport: 8 miles, 30 minutes
 1/1, 1/10R, TK, CUL, WC
 Conference 17x23 Obs. Rm. Seats 10
 Conference 17x23 Obs. Rm. Seats 9
 Conference 17x23 Obs. Rm. Seats 8
 Multiple 20x23 Obs. Rm. Seats 8
 Multiple 20x23 Obs. Rm. Seats 8
 Multiple 20x23 Obs. Rm. Seats 8
 Multiple 20x23 Obs. Rm. Seats 8

The City Group Rooms North (Br.)
 Level 18, 122 Arthur Street
 North Sydney, NSW Australia
 Ph. 61-2-9299-8907
 andrew@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Director
 Location: Office building
 Distance from airport: 10 miles, 35 minutes
 1/1, 1/10R, TK, CUL, WC
 Conference 20x24 Obs. Rm. Seats 8
 Conference 20x24 Obs. Rm. Seats 8
 Living 20x24 Obs. Rm. Seats 8
 Conference 20x24 Obs. Rm. Seats 8

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

The City Group Rooms South (Br.)

5/438 Forest Road
Hurstville, NSW Australia
Ph. 61-2-9299-8907
andrew@cgr.com.au
www.cgr.com.au
Andrew Strachan, Director
Location: Office building
Distance from airport: 7 miles, 15 minutes
1/1, 1/10R, TK, CUL
Conference 20x23 Obs. Rm. Seats 8
Conference 20x23 Obs. Rm. Seats 8

The City Group Rooms West (Br.)

Level 4, Perth House
85 George St.
Parramatta, NSW Australia
Ph. 61-2-9299-8907
andrew@cgr.com.au
www.cgr.com.au
Andrew Strachan, Manager
Location: Office building
Distance from airport: 15 miles, 40 minutes
1/1, 1/10R, TK, CUL, WC
Conference 20x23 Obs. Rm. Seats 10
Conference 20x23 Obs. Rm. Seats 9
Conference 20x23 Obs. Rm. Seats 8
Conference 20x23 Obs. Rm. Seats 7
Conference 20x16 Obs. Rm. Seats 7
Living 20x16 Obs. Rm. Seats 7
Conference 15x11 Obs. Rm. Seats 0

Focal Point Group Rooms

93 Wigram Street
P.O. Box 143
Harris Park, NSW Australia
Ph. 61-2-9633-9799
info@focalpoint.net.au
www.focalpoint.net.au
Location: Free standing facility
TK, VC
Conference Obs. Rm. Seats 10
Conference Obs. Rm. Seats 10
Conference Obs. Rm. Seats 10

Group Focus Pty Ltd

Melbourne Focus Groups
140 Coppin Street
Richmond, VIC Australia
Ph. 61-3-9421-1827 or 61-3-9421-1836
groups@groupfocus.com.au
www.groupfocus.com.au
Neville Holland, Manager
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, VC
Multiple 16x13 Obs. Rm. Seats 9
Multiple 14x13 Obs. Rm. Seats 5

New Focus Research Pty - Adelaide

Unit 2, 28 Lower Portrush Road
Marden (Adelaide), SA Australia
Ph. 1-800 807 535
admin@newfocus.com.au
www.newfocus.com.au
Jennie Folland, National Operations Manager
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
CL
Conference 24x18 Obs. Rm. Seats 5

Sydney Research Facility

Level 1, 131 Clarence Street
Sydney, NSW Australia
Ph. 61-2-9299-1171
sydneyresearchfacility@ozemail.com.au
www.sydneygrouprooms.com
Location: Office building
1/1, 1/10R, TK
Conference 20x16
Conference 20x12
Conference 20x10
Living 20x16

Viewpoint Centre

40-44 St. Kilda Rd.
St. Kilda, Melbourne, VIC Australia
Ph. 61-3-9510-6377
groups@viewpt.com.au
www.viewpt.com.au
John Chalmers
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Conference 20x13 Obs. Rm. Seats 16
Conference 12x13 Obs. Rm. Seats 8
Living 17x12 Obs. Rm. Seats 8
Living 16x13 Obs. Rm. Seats 8
Conference 25x19 Obs. Rm. Seats 16
Multiple 27x19 Obs. Rm. Seats 10
Conference 16x12 Obs. Rm. Seats 8
Living 17x12 Obs. Rm. Seats 8

West Coast Field Services

1st Floor, 47 Kishorn Rd.
Applecross, WA Australia
Ph. 61-8-9316-3366
sandra@wcf.com.au
www.wcf.com.au
Sandra Brown, Managing Director
Location: Office building
Distance from airport: 7 miles, 20 minutes
CL, 1/1, 1/10R, TK, AU, CUL
Conference 16x13 Obs. Rm. Seats 5
Conference 16x13 Obs. Rm. Seats 5
Living 11x14 Obs. Rm. Seats 0

Barbados

Market Insight Inc.

31 George St.
Belleville, St. Michael Barbados
Ph. 246-426-0181
Jacqueline.Norville@gmail.com
www.miibarbados.com
Jacqueline Norville
Location: Office building
Distance from airport: 7 miles, 15 minutes
1/1, 1/10R, CUL, WC
Conference 20x15 Obs. Rm. Seats 3

Belgium

MARESCO

Oogststreet 66
Berchem Belgium
Ph. 32-3-449-46-00
marketresearch@maresco.biz
www.maresco.biz
Lieve Brauers, Managing Director
Location: Free standing facility
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10R, TK, TKO
Conference 30x30 Obs. Rm. Seats 25
Conference 26x26 Obs. Rm. Seats 12
Living 20x13 Obs. Rm. Seats 10

Brazil

ABACO Marketing Research Brazil

Sao Paulo Marketing Center
Avenida Paulista 1499, 14th Floor
Sao Paulo Brazil
Ph. 55-11-3262-3300 or 203-371-8532 (U.S.)
Abaco2@AbacoResearch.com
www.AbacoResearch.com
Alan Grabowsky, President
Location: Free standing facility
Distance from airport: 8 miles, 30 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC
Multiple 26x14 Obs. Rm. Seats 12
Conference 14x10 Obs. Rm. Seats 7
Conference 14x10 Obs. Rm. Seats 7
Conference 14x9 Obs. Rm. Seats 6
Multiple 20x14 Obs. Rm. Seats 6

ABACO Marketing Research, Ltd. - Field Center

Avenida Paulista 542 - 10th Floor
Sao Paulo Brazil
Ph. 55-11-3262-3300 or 775-320-7725 (U.S.)
abaco2@abacoresearch.com
www.abacoresearch.com
Janice M. Grabowsky, V.P. Operations
Location: Office building
Distance from airport: 8 miles, 20 minutes
CL, 1/1, 1/10R, TK, VC, WC
Multiple 25x18 Obs. Rm. Seats 6

**Demanda**

Rua da Consolacao
1992 - 4th floor cep
Sao Paulo-CEP Brazil
Ph. 55-11-3218-8000
demanda@demanda.com.br
www.demanda.com.br
Silvio Pires de Paula, President
Location: Free standing facility
Distance from airport: 7 miles, 20 minutes
1/1, 1/10R, VC
Conference 14x11 Obs. Rm. Seats 11
Conference 17x11 Obs. Rm. Seats 9

Demanda has conducted more than 5,700 market research projects and public opinion polls for more than 800 companies and government entities in Brazil and in more than 20 countries. Since it was established in 1967, it has built up strong experience through constant learning, focused tightly on customer satisfaction. Every project is tailor-made, exclusive and closely monitored at every stage. We follow the ISO 20252 requirements. Our project managers and directors suggest the most appropriate methodologies, always working closely with the customer, stressing transparency and effective communications.

Canada

Alberta

Calgary

Qualitative Coordination

707 10th Ave. S.W., Suite 120
Calgary, AB Canada
Ph. 403-229-3500
tracyqc@telus.net
www.qcresearch.ca
Tracy Thomson
Location: Office building
Distance from airport: 30 minutes
WC
Conference Obs. Rm. Seats 15
Conference Obs. Rm. Seats 15

StyleLabs Marketing Group

1000-808 4 Avenue SW
 Calgary, AB Canada
 Ph. 403-668-4350 x1
 almin@stylelabs.ca
 www.stylelabs.ca
 Almin Kassamali, Chief Imagination Officer
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, 1/1, AU, CUL, PUL, WC
 Conference 35x18 Obs. Rm. Seats 30

British Columbia

Vancouver

CRC Research

1398 West 7th Avenue
 Vancouver, BC Canada
 Ph. 604-714-5900 or 866-455-9311
 info@crcresearch.com
 www.crcresearch.com
 Oleha Riden, Facility Coordinator
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 1/1, TK, CUL, WC
 Multiple 22x15 Obs. Rm. Seats 11
 Conference 20x17 Obs. Rm. Seats 8
 Conference 7x9 Obs. Rm. Seats na

Ipsos

Ipsos Reid / Ipsos ASI / Ipsos Interactive Custom
 Panels / Ipsos Loyalty / Ipsos Public Affairs
 1285 W. Pender St., Suite 200
 Vancouver, BC Canada
 Ph. 778-373-5000
 info@ipsos-na.com
 www.ipsos-na.com
 Julie Winram, Sr. Vice President
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, 1/1, TK, VC
 Conference 18x22 Obs. Rm. Seats 12

NRG Research Group

1380 - 1100 Melville St.
 Vancouver, BC Canada
 Ph. 604-681-0381 or 800-301-7655
 info@nrgresearchgroup.com
 www.nrgresearchgroup.com
 Location: Office building
 Distance from airport: 12 miles, 25 minutes
 CL
 Conference 15x12 Obs. Rm. Seats 6



Vancouver Focus

1156 Hornby St.
 Vancouver, BC Canada
 Ph. 604-682-4292 or 888-783-4165
 info@vancouverfocus.com
 www.vancouverfocus.com
 Sheena Massiah
 Location: Office building
 Distance from airport: 9 miles, 30 minutes
 1/1, 1/10R, TK, WC
 Multiple 17x20 Obs. Rm. Seats 12
 Multiple 14x20 Obs. Rm. Seats 8

Vancouver Focus is a well-established focus group facility located in the heart of downtown Vancouver. We offer two spacious focus group rooms, a fully-equipped kitchen, wireless Internet access, FocusVision, DVD and MP3 recording and cable TV. The close proximity to public transit and ample parking makes Vancouver Focus the most conveniently-located facility in town. Surrounded by plenty of major hotels and trendy restaurants, Vancouver Focus is the preferred facility for many out-of-town clients. We also offer the most meticulous recruiting in the region.

www.quirks.com

Manitoba

Winnipeg

NRG Research Group

Suite 1910-360 Main St.
 Winnipeg, MB Canada
 Ph. 800-301-7655 or 204-989-8999
 info@nrgresearchgroup.com
 www.nrgresearchgroup.com
 Lliisa Morrow, Qualitative Coordinator
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 CL
 Conference 14x17 Obs. Rm. Seats 15
 Conference 14x17 Obs. Rm. Seats 6

New Brunswick

Fredericton

MQO Research

720 Main St., 3rd Floor
 Moncton, NB Canada
 Ph. 506-867-9100
 jjeffrey@mqoresearch.com
 www.mqoresearch.com
 Jennifer Jeffrey, Facilities Coordinator
 Distance from airport: 9 miles, 15 minutes
 20x16

Newfoundland

St. John's

MQO Research

5 Job Street
 P.O. Box 13305
 St. John's, NF Canada
 Ph. 709-753-5172 or 709-753-1251
 jjeffrey@mqoresearch.com
 www.mqoresearch.com
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, 1/1, TK
 Conference 20x16 Obs. Rm. Seats 6

Nova Scotia

Halifax

MQO Research

Collins Bank Building, Historic Properties
 1869 Upper Water Street, Suite 301
 Halifax-Dartmouth, NS Canada
 Ph. 902-422-9243
 jjeffrey@mqoresearch.com
 www.mqoresearch.com
 Jennifer Jeffrey, Facilities Coordinator
 Distance from airport: 20 miles, 30 minutes
 20x16

Ontario

London

Insights, Inc.

546 Adelaide St. N.
 London, ON Canada
 Ph. 519-679-0110
 kathy@insights.on.ca
 Kathy Sorenson
 Location: Free standing facility
 Distance from airport: 2 miles, 10 minutes
 CL, TK
 Conference 15x14 Obs. Rm. Seats 8

Ottawa

Decima Research Inc.

1800-160 Elgin Street
 Ottawa, ON Canada
 Ph. 613-230-2200
 info@decima.com
 www.decima.com
 Virginie Roux, Qual. Project Coord.
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CUL, WC
 Conference 40x20 Obs. Rm. Seats 12
 Conference 20x30 Obs. Rm. Seats 12
 Conference 20x15 Obs. Rm. Seats 12

Opinion Search Inc.

160 Elgin Street, Suite 1800
 Ottawa, ON Canada
 Ph. 800-363-4229 or 613-230-9109
 info@opinionsearch.com
 www.opinionsearch.com
 Jas Singh, Qualitative Project Manager
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CUL, WC
 Conference 40x20 Obs. Rm. Seats 12
 Conference 20x30 Obs. Rm. Seats 12
 Conference 20x15 Obs. Rm. Seats 5

Sudbury

Oraclepoll Research Ltd.

1760 Regent Street, South
 Sudbury, ON Canada
 Ph. 705-674-9591 or 800-494-4199
 inquires@oraclepoll.com
 www.oraclepoll.com
 Teri Cleland, Focus Group Coordinator
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, VC
 Conference 25x19 Obs. Rm. Seats 6

Toronto

ACCE International

Consumer Guidance Research
 2575B Dunwin Dr.
 Mississauga, ON Canada
 Ph. 905-828-0493 x242 or 800-608-2223
 dgermain@acceintl.com
 www.acceintl.com
 Kathy Embury, Logistics Manager
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 1/1, 1/10R, TK, TKO, CUL, PUL
 Conference 18x25 Obs. Rm. Seats 10



Consumer Vision Ltd.

2 Bloor St. W., 3rd Floor
 Toronto, ON Canada
 Ph. 416-967-1596 or 866-967-1596
 info@consumervision.ca
 www.consumervision.ca
 Kristi Turnbull
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, WC
 Conference 40x24 Obs. Rm. Seats 20
 Conference 24x19 Obs. Rm. Seats 10
 Multiple 22x22 Obs. Rm. Seats 14
 Multiple 20x15 Obs. Rm. Seats 7
 Multiple 19x19 Obs. Rm. Seats 5
 Multiple 15x15 Obs. Rm. Seats 5
 Multiple 22x22 Obs. Rm. Seats 10

Consumer Vision provides end-to-end qualitative and quantitative project management services to clients across Canada and the U.S., offering top-rated focus group suites and superior recruiting. Consumer Vision has Canada's largest in-house respondent database - ideal for capturing tough-to-reach consumers (adults, teens and children) and B2B and health care profes-

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

sionals. We operate seven top-rated focus group suites with state-of-the-art client viewing and meeting rooms, with partners located throughout North America. FocusVision, ActiveGroup and Attention Tool eye-tracking technology available. Located at Toronto's prime intersection!

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Brampton (Toronto), ON Canada
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andrew.scholes@contracttesting.com
www.contracttesting.com

Andrew Scholes

Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
CL, 1/1, TK, CUL, PUL
Conference 20x22 Obs. Rm. Seats 12

CRG Research

4950 Yonge Street #304
Toronto, ON Canada
Ph. 416-966-5900 or 866-455-9311
Toronto@crcresearch.com
www.crcresearch.com

Location: Office building
Distance from airport: 13 miles, 19 minutes
CL, TKO, PUL, VC, WC
Multiple 18x20 Obs. Rm. Seats 16
Multiple 18x20 Obs. Rm. Seats 16

Decima Research Inc. (Br.)

405-2345 Yonge Street
Toronto, ON Canada
Ph. 416-962-2013
info@decima.com
www.decima.com

Phyllis Friedman, V.P. Qual. Research
Location: Office building
Distance from airport: 40 miles, 55 minutes
CUL, WC
Multiple 17x25 Obs. Rm. Seats 18
Conference 16x20 Obs. Rm. Seats 12
Living 10x19 Obs. Rm. Seats 10

Focus Focus

2 Bloor St. E., Suite 2218
Toronto, ON Canada
Ph. 416-961-5511
courtney@focus-focus.com
www.focus-focus.com

Courtney Comeau, Facility Manager
Location: Office building
Distance from airport: 18 miles, 30 minutes
CL, 1/1

Head Quarters Downtown Toronto

1255 Bay St. Suite 301
Toronto, ON Canada
Ph. 416-929-4669 x329 or 866-929-4669 x329
jmcfarlane@headquarters.ca
www.headquarters.ca

Jeff McFarlane Vice-Pres.
Location: Office building
Distance from airport: 18 miles, 30 minutes
CL, TK, CUL, PUL, WC
Multiple 25x17 Obs. Rm. Seats 20
Multiple 23x18 Obs. Rm. Seats 20
Multiple 20x18 Obs. Rm. Seats 20

Head Quarters Uptown Toronto

5075 Yonge St. Suite 600
Toronto, ON Canada
Ph. 416-929-4669 x 329 or 866-929-4669 x 329
mvendramin@headquarters.ca
www.headquarters.ca

Anne Dusseault, Sales Director or Julia Clarkson,
Coordinator

Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, TK, CUL, PUL, WC

Multiple	25x17	Obs. Rm. Seats	8
Multiple	23x18	Obs. Rm. Seats	15
Multiple	20x18	Obs. Rm. Seats	12

Ipsos

Ipsos Marketing / Ipsos Direct / Ipsos Camelford
Graham

2300 Yonge St.
Suite 1001, Box 2370
Toronto, ON Canada
Ph. 416-847-9001
info@ipsos-na.com
www.ipsos-na.com

Location: Office building
Distance from airport: 10 miles, 35 minutes
1/1, 1/1OR, TK, AU
Multiple 27x25 Obs. Rm. Seats 15
Multiple 25x23 Obs. Rm. Seats 15

Metroline Research Group, Inc.

161 Eglinton Ave. E., Suite 310
Toronto, ON Canada
Ph. 416-440-2885
info@metroline.ca
www.metroline.ca

Dave Kains, Partner
Location: Office building
Distance from airport: 20 miles, 20 minutes
1/1, 1/1OR, WC
Conference 20x20 Obs. Rm. Seats 15
Conference 16x12 Obs. Rm. Seats 7

Metroline Research Group, Inc.

7 Duke St. W., Suite 301
Kitchener, ON Canada
Ph. 800-827-0676 or 519-584-7700
info@metroline.ca
www.metroline.ca

Dave Kains, ext. 3003
Location: Office building
Distance from airport: 60 miles, 45 minutes
CL
Conference 17x25 Obs. Rm. Seats 15

Opinion Search Inc. (Br.)

2345 Yonge Street, Suite 704
Toronto, ON Canada
Ph. 800-363-4229 or 416-962-9109
info@opinionsearch.com
www.opinionsearch.com

Kathy Harsz, Qualitative Project Coord.
Location: Office building
Distance from airport: 20 miles, 40 minutes
CUL, WC
Multiple 17x25 Obs. Rm. Seats 18
Conference 16x20 Obs. Rm. Seats 12
Living 10x19 Obs. Rm. Seats 10

Research House, Inc.

1867 Yonge St. Suite 200
Toronto, ON Canada
Ph. 416-488-2328 or 800-701-3137
info@research-house.ca
www.research-house.ca

Gini Smith, V.P. Qualitative Services
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/1OR, TK
Conference 20x25 Obs. Rm. Seats 20
Conference 20x25 Obs. Rm. Seats 10
Conference 22x17 Obs. Rm. Seats 18
Conference 20x25 Obs. Rm. Seats 12
(See advertisement on p. 129)

Winning Research

10 Milner Business Court, Suite 900
Toronto, ON M1B 3C5 Canada
Ph. 416-754-0009
info@winningresearchgroups.com
www.winningresearchgroups.com
Location: Office building
TK
Multiple 15x15
Multiple 15x18

Quebec

Montreal

Ad Hoc Research

1250 Guy, 9th Floor
Montreal, QC Canada
Ph. 514-937-4040 x175 or 877-937-4040
reservation@adhoc-research.com
www.adhoc-research.com
Rosa Paccione, Focus Group Coordinator
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/1OR, TK, AU, CUL, WC
Conference 22x15 Obs. Rm. Seats 10
Conference 19x25 Obs. Rm. Seats 12
Multiple 42x18 Obs. Rm. Seats 0
Living 20x22 Obs. Rm. Seats 15

CRG Research

1250 Guy St., Suite 802
Montreal, QC Canada
Ph. 800-932-7511
Enrique@crcresearch.com
www.crcresearch.com
Enrique Cortez, Facility Manager
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/1OR, WC
Conference 17x22 Obs. Rm. Seats 12
Conference 18x20 Obs. Rm. Seats 15
Multiple 18x20 Obs. Rm. Seats 12
Conference 18x22 Obs. Rm. Seats 12
Conference 07x09 Obs. Rm. Seats 5

Decima Research Inc. (Br.)

1080 Cote du Beaver Hall 4th Floor
Montreal, QC Canada
Ph. 514-288-0037
info@decima.com
www.decima.com
Location: Office building
Distance from airport: 10 miles, 20 minutes
CUL, WC
Multiple 30x20 Obs. Rm. Seats 12
Multiple 14x24 Obs. Rm. Seats 12
Multiple 24x16 Obs. Rm. Seats 12

Legendre Lubawin Marketing, Inc.

1172 St. Mathieu
Montreal, QC Canada
Ph. 514-937-2079
victoria@legendrelubawin.com
Victoria Lubawin, Owner
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
1/1, 1/1OR, VC
Conference 20x15 Obs. Rm. Seats 10

Leger

507 Place D'Armes, Suite 700
Montreal, QC Canada
Ph. 514-982-2464
jmleger@legermarketing.com
www.legermarketing.com
Sylvie Girard
Location: Office building
Distance from airport: 10 miles, 30 minutes
TK, AU, VC
Conference 17x22 Obs. Rm. Seats 10
Conference 17x22 Obs. Rm. Seats 10



Focus groups

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- Computer labs from 1-25 computer stations
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- Top-rated catering for every pallet
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- 2 senior consultants with over 50 years of qualitative experience



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- In-house recruiting with over 40 stations
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- Local, North American and multi-country project management experience and partners
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- Methodology and screener development
- Validation, monitoring and extensive recruiter training



Meticulous qualitative research.

For more details, please contact:

Gini Smith

T: 416 544-3022
E: gini.smith@research-house.ca

Linda Lane

T: 416 544-3004
E: linda.lane@research-house.ca

Research House

1867 Yonge Street, Suite 200,
Toronto, Ontario M4S 1Y5

Toll-free: 1 800 701-3137
www.research-house.ca



Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Opinion Search Inc. (Br.)

1080 Beaver Hall Hill, Suite 400
Montreal, QC Canada
Ph. 800-363-4229 or 514-288-0199
info@opinionsearch.com
www.opinionsearch.com

Sandra Auger, Facility Coordinator
Location: Office building
Distance from airport: 10 miles, 20 minutes
CUL, WC
Multiple 30x20 Obs. Rm. Seats 12
Multiple 14x24 Obs. Rm. Seats 12
Multiple 24x16 Obs. Rm. Seats 12

Sylvestre Marketing

2067, Crescent, Suite 205
Montreal, QC Canada
Ph. 514-284-0878
info@sylvestremarketing.com
www.sylvestremarketing.com
Location: Free standing facility
Distance from airport: 20 miles, 30 minutes
TK
Conference 17x13 Obs. Rm. Seats 10
Conference 17x13 Obs. Rm. Seats 8

Quebec

SOM

1180, Drummond Suite 620
Montreal, QC Canada
Ph. 514-878-9825
vbouchard@som.ca
www.som.ca
Dolores Leblond
Location: Office building
Distance from airport: 8 miles, 12 minutes
CL, TK, WC
Conference 23x17 Obs. Rm. Seats 12
Multiple 22x18 Obs. Rm. Seats 12

China

(See also Hong Kong)

Asia Insight (Shanghai) Co. Ltd.

789 ZhaoJiaBang Rd., 19th Fl., Unit C01
JunYao International Plaza
Shanghai China
Ph. 86-21-511-55955
contact_us@asiainsight.com
www.asiainsight.com
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/1OR, AU, VC, WC
Conference 17x13
Conference 15x13

Consumer Search China - Beijing (Br.)

Room 820, East Wing, Office Tower 1, Beijing
Junefield Plaza
No. 6, Xuanwumenwai Street
Beijing China
Ph. 86-10-5869-7688
beijing@csg-worldwide.com
www.consumersearch-group.com
Ms. Bel Wong
Location: Office building
Distance from airport: 60 minutes
Conference 20x15 Obs. Rm. Seats 21

Consumer Search China - Guangzhou (Br.)

Rooms 1909-10, Block B, China Int'l Center
33 Zhongshan 3rd Rd.
Guangzhou China
Ph. 86-20-8385-2188
guangzhou@csg-worldwide.com
www.consumersearch-group.com
Ms. Bel Wong
Location: Office building
Distance from airport: 90 minutes
Conference 19x16 Obs. Rm. Seats 10

Consumer Search China - Shanghai (Br.)

Room 1008, Tower A Finance, Bund Square, No.818
LongHua Rd. (East)
Shanghai China
Ph. 86-21-5318-8689
shanghai@csg-worldwide.com
www.consumersearch-group.com
Ms. Bel Wong
Location: Office building
Distance from airport: 90 minutes
Conference 18x17 Obs. Rm. Seats 10

DDMA Market Research

Office 401, 223 Xikang Road
DongLong AIA Building
Jing An District, Shanghai China
Ph. 86-21-6289-1138
info@ddm-asia.com
www.ddm-asia.com
Location: Office building
Distance from airport: 6 miles, 30 minutes
CL, 1/1, 1/1OR, VC, WC
Conference Obs. Rm. Seats 20

**Focus Group China**

Data Driven Marketing Asia
DongLong AIA Building, Office 401
223 Xikang Road
Shanghai China
Ph. 86-21-6289-1138
ivy.wang@focusgroupchina.com
www.ddm-asia.com
Location: Office building
Distance from airport: 6 miles, 30 minutes
CL, 1/1, 1/1OR, VC, WC
Conference 23x23 Obs. Rm. Seats 20

Focus Group China is one of the largest independent qualitative research networks in China. Our objective is to provide international standard qualitative research in China at competitive prices. Focus Group China clients include leading international consumer goods companies and retailers, Chinese consumer goods companies, international investment groups and research suppliers from around the world that conduct projects in China. We provide our clients with quality consumer, business-to-business and medical research studies.
(See advertisement on p. 35)

Labbrand Enterprise Management Consulting Shanghai

Building 7 - Unit 202, 50 Moganshan Road
Shanghai China
Ph. 86-21-6298-8956
info@labbrand.com
www.labbrand.com
Vladimir Djurovic, Managing Director
Location: Office building
Distance from airport: 10 miles, 35 minutes
CL, 1/1, 1/1OR, CUL, WC
Conference 20x14 Obs. Rm. Seats 5

Colombia

Centro Nacional de Consultoria

Diagonal 34 N 5-27
Bogota Colombia
Ph. 57-1-339-4888
cnc@cncol.com
www.centronacionaldeconsultoria.com
Location: Free standing facility
VC
Conference 20x26 Obs. Rm. Seats 4

Denmark

Berent Aps

Njalsgade 21G, 5
2300 Copenhagen S Denmark
Ph. 45-32-64-12-00
info@berent.dk
www.berent.com
Marcus Fiebelkorn, Senior Project Manager
Location: Office building
Distance from airport: 5 miles, 12 minutes
1/1, 1/1OR, PUL
Conference 13x26 Obs. Rm. Seats 5

Dominican Republic

Asisa Research Group - Santo Domingo

Doctores Malleo #236 Arroyo Hondo
Santo Domingo Dominican Republic
Ph. 809-333-2121
contact@asisaresearch.com
www.asisaresearch.com
Claudia Guzman, CMO
Location: Free standing facility
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/1OR, AU, CUL, PUL, WC
Multiple 30x20 Obs. Rm. Seats 12
Living 25x15 Obs. Rm. Seats 4

Estonia

TNS EMOR

A.H.Tammsaare tee 47
Tallinn Estonia
Ph. 372-626-8500
emor@emor.ee
www.emor.ee
Location: Office building
Distance from airport: 4 miles, 15 minutes
1/1, 1/1OR, WC
Conference 23x30 Obs. Rm. Seats 8
Conference 23x10
Conference 23x13 Obs. Rm. Seats 8
Living 16x13 Obs. Rm. Seats 8
Conference 16x10 Obs. Rm. Seats 8
Living 16x13 Obs. Rm. Seats 8

France

**Cyble Marketing**

10 Rue de Nancy
Paris France
Ph. 33-1-43-38-78-78
Richard.Cowland@cyble.com
www.cyble.com
Richard Cowland
Location: Free standing facility
Distance from airport: 15 miles, 30 minutes
CUL, WC
Multiple 25x20 Obs. Rm. Seats 6

Cyble is located in Paris. We have over 30 years of experience with quantitative and qualitative studies in the French market and internationally. We specialize in qualitative (focus groups, IDIs, ethnography) and quantitative (face-to-face interviews) studies. We offer high-quality and reliable insights, delivered flexibly and speedily. We are fully bilingual. So whether you're a small research agency or a large consultancy, a large multinational or an SME, we are here to help you make the difference, providing you with the information necessary to make sure and reasoned operational decisions for you or your client.

**La Maison du Test**

2 Bd Saint Martin
Paris France
Ph. 33-1-4003-0501
info@laisonduetest.com
www.laisonduetest.com

Christophe Malmanche
Location: Office building
Distance from airport: 25 miles, 60 minutes
1/1, TK, VC, WC
Living 20x16 Obs. Rm. Seats 8
Living 20x16 Obs. Rm. Seats 8
Living 20x16 Obs. Rm. Seats 10

In the center of Paris a complex of functional, comfortable, soundproofed meeting rooms all with air conditioning. Three focus group rooms all fitted with two-way mirrors with Wi-Fi access. A fully-equipped kitchen with refrigerator, deep freeze and microwave oven. Complementary services for your international studies include simultaneous interpretation with dubbing recording, individual headphones, transcript of your projects in English. Videoconferencing service with FocusVision.

La Maison du Test

66 rue de Paris
Montreuil France
Ph. 33-1-7302-6969
info@laisonduetest.com
www.laisonduetest.com

Caillaud Alain
Location: Office building
Distance from airport: 25 miles, 60 minutes
1/1, 1/10R, TK, TKO, VC, WC
Living 20x16 Obs. Rm. Seats 8
Living 20x16 Obs. Rm. Seats 8
Living 20x16 Obs. Rm. Seats 10
Living 26x18 Obs. Rm. Seats 10
Living 15x15 Obs. Rm. Seats 6
Living 20x16 Obs. Rm. Seats 10

Louvre Focus Group

43 rue de Richelieu
Paris France
Ph. 33-1-44-86-06-50
contact@louvrefocusgroup.com
www.louvrefocusgroup.com

Location: Office building
CL, WC
Living 20x20 Obs. Rm. Seats 10
Conference 20x20 Obs. Rm. Seats 10

MSM Market Research

140 rue Victor Hugo
Levallois-Perret France
Ph. 33-1-41-06-57-00
ncabart@msm.fr
www.msm.fr

Sandra Fernandes-Coelho and Claire Schmidt,
International Coordinators
Location: Free standing facility
Distance from airport: 17 miles, 30 minutes
CL, 1/1, 1/10R, WC
Conference 18x16 Obs. Rm. Seats 10
Multiple 18x13 Obs. Rm. Seats 6
Multiple 13x8 Obs. Rm. Seats 5

Passerelles

A Schlesinger Associate Company
1, rue d'Uzès (corner of rue St Fiacre)
Paris France
Ph. 33-1-47-70-60-80
reservation@passerelles.fr
www.passerelles.fr

Location: Free standing facility
Distance from airport: 17 miles, 40 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Multiple Obs. Rm. Seats 12
Multiple Obs. Rm. Seats 18
Multiple Obs. Rm. Seats 10
Multiple Obs. Rm. Seats 10
Multiple Obs. Rm. Seats 12
Multiple Obs. Rm. Seats 10

(See advertisement on inside front cover)

**Puzzle**

23 Boulevard Des Capucines
Paris France
Ph. 33-1-42-68-12-26
mikael@puzzleparis.com
www.puzzleparis.com
Distance from airport: 75 miles, 25 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC

Puzzle is a premier market research service provider based in the heart of Paris at the Opera, an area both commercial and residential. With over 20 years of experience, Puzzle has had a reputation as Paris's premier viewing facility since it opened and continues to cultivate its leadership role today. Our team of 15 in-house recruiters and our extensive network of off-site recruiters are world-renowned for their efficiency, thoroughness and ability to handle all challenges. We work tirelessly to ensure that only the best moderators, interviewers and translators are in our network.

Unlockvision

47 Boulevard Sebastopol
Paris France
Ph. 33-1-75-43-4400
reservation@unlockvision.com
www.unlockvision.com
Location: Office building
Distance from airport: 16 miles, 45 minutes
CL, 1/1, 1/10R, CUL

Multiple 16x16 Obs. Rm. Seats 15
Multiple 16x16 Obs. Rm. Seats 15
Living 10x15 Obs. Rm. Seats 4

Germany**AnswerS GmbH**

Am Grossen Wannsee 64c
Berlin Germany
Ph. 49-30-200045-0
contact@answers.de
www.berent.com
Location: Shopping mall

Distance from airport: 12 miles, 20 minutes
CL, AU, CUL, PUL, VC, WC
Conference 17x16 Obs. Rm. Seats 8
Conference 17x17 Obs. Rm. Seats 8
Conference 21x16 Obs. Rm. Seats 8
Conference 16x17 Obs. Rm. Seats 12

ASKI International Market Research

Moenckebergstr. 10
Hamburg Germany
Ph. 435-654-3639 (U.S.) or 49-40-3256710
kd@aski.de
www.aski.de

Kirsten Dietrich
Location: Office building
Distance from airport: 8 miles, 30 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC
Multiple 27x21 Obs. Rm. Seats 10
Multiple 24x18 Obs. Rm. Seats 10

Confield Research

Freiheit 4
Essen Germany
Ph. 49-201-82737-0
info@confield.com
www.confield.com
Location: Office building

Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC
Conference 20x20 Obs. Rm. Seats 8
Conference 20x20 Obs. Rm. Seats 8

ENIGMA GmbH

Medien-und Marketingforschung GmbH
Burgstrasse 3
Wiesbaden Germany
Ph. 49-611-999-600
mail@enigma-gfk.de
www.enigma-gfk.de
Location: Office building
Distance from airport: 19 miles, 30 minutes
CL, 1/1, TK, AU,
Multiple 18x12
Multiple 13x18
Multiple 18x12
Multiple 14x23
Multiple 22x12
Multiple 12x09

HKM GmbH

Buchening 55
Hamburg Germany
Ph. 49-40-60994-112 or 49-170-5539938
hkmhh@hkmhh.de
www.hkmhh.de
Thomas Braun
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, 1/10R, TK, WC
Conference 20x13 Obs. Rm. Seats 8

IMR - Institute for Marketing Research

An der Hauptwache 11
Frankfurt Germany
Ph. 49-69-297-207-14
markus.schaub@imr-frankfurt.de
www.imr-fieldservice.de
Markus Schaub
Location: Office building
Distance from airport: 25 minutes
1/1, 1/10R, TK, CUL, WC
Obs. Rm. Seats 10
Obs. Rm. Seats 20

insight europe gmbh

Grosse Friedberger Strasse 33-35
Frankfurt Germany
Ph. 49-69-956366-0
eva@insighteurope.de
www.insighteurope.de
Eva Caspary, Managing Director
Location: Office building
Distance from airport: 12 miles, 20 minutes
1/1, 1/10R, CUL, PUL, VC, WC
Multiple 21x14 Obs. Rm. Seats 11
Multiple 21x14 Obs. Rm. Seats 8
Conference 42x28 Obs. Rm. Seats 19
Multiple 17x17 Obs. Rm. Seats 12

Institut für Marktforschung GmbH

Markt 10
Leipzig Germany
Ph. 49-341-9950-0
info@imleipzig.de
www.imleipzig.de
Location: Shopping mall
1/1, 1/10R, TK, VC
Conference 16x20 Obs. Rm. Seats 10

INTERVIEW + EXPLORATION I+E Berlin GmbH (Br.)

Potsdamer Platz 8-9
Berlin Germany
Ph. 49-30-590-022-0
berlin@interview-exploration.de
www.interview-exploration.de
Barbara Goetz, Managing Director
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Conference Obs. Rm. Seats 15
Conference Obs. Rm. Seats 12
Conference Obs. Rm. Seats 5

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

INTERVIEW + EXPLORATION julia otte GmbH

Barer Strasse 7
 Munich Germany
 Ph. 49-89-59944-0
 info@interview-exploration.de
 www.interview-exploration.de
 Location: Office building
 Distance from airport: 25 miles, 45 minutes
 CL, 1/1, 1/10R, AU, CUL, VC, WC
 Conference 30x18 Obs. Rm. Seats 14
 Conference 25x18 Obs. Rm. Seats 9
 Conference 20x19 Obs. Rm. Seats 12
 Conference 16x20 Obs. Rm. Seats 12

INTERVIEW + EXPLORATION julia otte GmbH (Br.)

Hansaallee 2
 Frankfurt Germany
 Ph. 49-69-959080-0
 info@interview-exploration.de
 www.interview-exploration.de
 Location: Office building
 Distance from airport: 12 miles, 25 minutes
 CL, 1/1, 1/10R, VC, WC
 Conference 23x20 Obs. Rm. Seats 12
 Conference 20x17 Obs. Rm. Seats 8

INTERVIEW + EXPLORATION julia otte GmbH (Br.)

Gerhofstr. 18
 20354 Hamburg Germany
 Ph. 49-40-349-6080
 info@interview-exploration.de
 www.interview-exploration.de
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 CL, 1/1, 1/10R, VC
 Conference 23x26 Obs. Rm. Seats 14
 Conference 20x20 Obs. Rm. Seats 14

INVISIO

Georgstrasse 22
 Hannover Germany
 Ph. 49-511-30-7930
 info@invisio.de
 www.invisio.de
 Frank H. Gehre, Partner
 Location: Shopping mall
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, TK, VC
 Conference 20x20 Obs. Rm. Seats 10
 Conference 20x20 Obs. Rm. Seats 6
 Conference 29x16 Obs. Rm. Seats 12

ipi Institute fuer Produkt-Markt-Forschung

Neckarstrasse 155
 Stuttgart Germany
 Ph. 49-711-931815200
 ipi@ipi.de
 www.ipi.de
 Karl-Heinz Baumann, Managing Director
 Location: Office building
 Distance from airport: 9 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
 Multiple 13x15 Obs. Rm. Seats 8
 Multiple 16x10
 Multiple 13x15
 Multiple 13x17
 Multiple 10x13
 Multiple 12x16

pi Teststudio

Königstrasse 1A
 Stuttgart Germany
 Ph. 49-711-997939-0
 j.rieder@ipi.de
 www.ipi.de
 Eva Blum- Metzger, Studio Management
 Location: Shopping mall
 Distance from airport: 9 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
 Multiple 23x16 Obs. Rm. Seats 12
 Multiple 16x14
 Multiple 15x16
 Multiple 3x4
 Multiple 3x4
 Multiple 3x4

Kramer Marktforschung GmbH

Hansestrasse 69
 Münster Germany
 Ph. 49-2-51-20800-0
 info@kraemer-germany.com
 www.kraemer-germany.com/en/
 Location: Office building
 Distance from airport: 30 miles, 30 minutes
 CL, 1/1, 1/10R, TK, VC
 Conference 16x10 Obs. Rm. Seats 10
 Conference 17x25 Obs. Rm. Seats 6
 Conference 17x25 Obs. Rm. Seats 6

Kramer Marktforschung GmbH (Br.)

Neuhauser Str. 15
 Munich Germany
 Ph. 49-89-232360-0
 studio.muenchen@kraemer-germany.com
 www.kraemer-germany.com
 Anja Teubel
 Location: Shopping mall
 Distance from airport: 45 miles, 60 minutes
 1/1, 1/10R, TK, AU, CUL, PUL, WC
 Conference 26x20 Obs. Rm. Seats 3

Leyhausen Field Services

Friedrich-Ebert-Platz 5
 Leverkusen Germany
 Ph. 49-214-8334-320 or 49-214-8334-324
 b.peters@leyhausen.com
 www.leyhausen.com

Marktforschung Zentzis GmbH

Kaufinger Str. 9
 Munich Germany
 Ph. 49-89-288180-0
 muenchen@mafo-zentzis.de
 www.mafo-zentzis.de
 Location: Office building
 Distance from airport: 18 miles, 45 minutes
 1/1, 1/10R, TK, VC
 Conference 25x17 Obs. Rm. Seats 10
 Conference 14x16 Obs. Rm. Seats 10

Martec GmbH

Bertiner Strasse 219
 Offenbach Germany
 Ph. 49-69-80-90-360
 office@martecgroup.de
 www.martecgroup.com
 Claus Botzem, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, VC, WC

mc markt-consult institut

Bluecherstrasse 11
 Hamburg Germany
 Ph. 49-40-386042-0
 m.seifert@markt-consult.com
 www.markt-consult.com
 Frauke Haeger, Field Manager
 Location: Office building
 Distance from airport: 8 miles, 30 minutes
 CL, TK
 Conference 26x13 Obs. Rm. Seats 15

**Schmiedl Marktforschung GmbH**

A Schlesinger Associates Company

Schmiedl Marktforschung GmbH

A Schlesinger Associates Company
 Neuhauser Strasse 27
 Munich Germany
 Ph. 49-89-231810-100
 info@schmiedl-munich.de
 www.schmiedl-marktforschung.de/munich/english/
 Stephan Schmid, Managing Director
 Location: Office building
 Distance from airport: 25 miles, 45 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 27x17 Obs. Rm. Seats 14
 Multiple 17x15 Obs. Rm. Seats 10
 Multiple 22x16 Obs. Rm. Seats 8
 Multiple 17x9 Obs. Rm. Seats 4

Schmiedl Marktforschung is an independent market research institute. Our Berlin, Munich and Frankfurt test studios offer quantitative and qualitative market research and CATI facilities. We will organize your international fieldwork in Europe and worldwide. Using our know-how and experienced logistics support, we are able to successfully carry out and conclude difficult studies to meet the most challenging quotas and deadlines - always with high-quality results. (See advertisement on inside front cover)

**Schmiedl Marktforschung GmbH**

A Schlesinger Associates Company

Schmiedl Marktforschung GmbH - Berlin

A Schlesinger Associates Company
 Tauentzienstrasse 2-3
 Berlin Germany
 Ph. 49-30-235096-0
 info@schmiedl-berlin.de
 www.schmiedl-berlin.de/english/index.html
 Stephan Lange, Managing Director
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 26x14 Obs. Rm. Seats 10
 Multiple 19x15 Obs. Rm. Seats 18
 Multiple 22x16 Obs. Rm. Seats 8
 Multiple 35x17 Obs. Rm. Seats 20

Schmiedl Marktforschung conducts studio (quantitative and qualitative), CATI and fieldwork market research in our own stylish focus group facilities in Berlin, Munich and Frankfurt. Working together with qualified partners in other cities and countries, we are the one-stop provider for all you need, nationwide and pan-European. Difficult quotas, tight deadlines? Our world-famous German efficiency guarantees successful completion, on time and on budget. (See advertisement on inside front cover)

**Schmiedl Marktforschung GmbH**

A Schlesinger Associates Company

Schmiedl Marktforschung GmbH - Frankfurt

A Schlesinger Associates Company
 Schillerstrasse 5
 Frankfurt Germany
 Ph. 49-69-2197-6780
 info@schmiedl-frankfurt.de
 www.schmiedl-frankfurt.de/english/
 Tim Eglin, Studio Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 20x16 Obs. Rm. Seats 12
 Multiple 20x16 Obs. Rm. Seats 14
 Multiple 18x13 Obs. Rm. Seats 10

Schmiedl Marktforschung is an independent market research institute. Our Berlin, Munich and Frankfurt test studios offer quantitative and qualitative market research and CATI facilities. We will organize your

international fieldwork in Europe and worldwide. Using our know-how and experienced logistics support, we are able to successfully carry out and conclude difficult studies to meet the most challenging quotas and deadlines - always with high-quality results. (See advertisement on inside front cover)

T.I.P. Biehl & Partner

Markt- und Tourismusforschung
Eurener Strasse 15
54294 Trier Germany
Ph. 49-651-948-0030
tip@tip-web.de
www.tip-web.de
Location: Shopping mall
Conference 20x20 Obs. Rm. Seats 1

Greece

GLOBAL LINK International Marketing Research

5 Konitsis Street & Kifissias Avenue
Maroussi, Athens Greece
Ph. 30-210-612-8800
globallink@globallink.gr
www.globallink.gr
Constantine D. Sigalos
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10R, TK, VC
Conference 23x13 Obs. Rm. Seats 14
Conference 18x10 Obs. Rm. Seats 8
Conference 26x13 Obs. Rm. Seats 10

Medi-Mark Ltd.

64 L. Riankour Str., Apollo Tower, 18 B3
Athens Greece
Ph. 30-210-699-0124
medimark@hol.gr
Location: Office building
1/1, 1/10R
Conference 20x13 Obs. Rm. Seats 6

MRC-The Market Research Centre Ltd.

10 Georgoula Street
Athens Greece
Ph. 30-210-6922767 or 30-210-6994803
mrc@ath.forthnet.gr
www.mrc.gr
Zoe Psylla
Location: Office building
Distance from airport: 17 miles, 35 minutes
1/1, 1/10R, CUL, VC, WC
Multiple 24x13
Conference 15x10

Prisma Options Ltd.

25 Alexandroupoleos, Ambelokipi
115 27 Athens Greece
Ph. 30-210-748-2001
info@prisma-options.com
www.prisma-options.com
Marita Sormunen
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/10R, VC, WC
Conference 20x15 Obs. Rm. Seats 4
Multiple 15x12 Obs. Rm. Seats 8

Stohos Ltd.

7 Anastasiou St.
Athens Greece
Ph. 30-210-69-82300
stohos@hol.gr
www.stohosresearch.com
Location: Free standing facility
Distance from airport: 10 miles, 30 minutes
CL, 1/1, TK, TKO, CUL, PUL, VC, WC
Conference 23x10 Obs. Rm. Seats 10
Conference 20x14 Obs. Rm. Seats 10
Multiple 36x16 Obs. Rm. Seats 10
Living 7x7 Obs. Rm. Seats 5
Multiple 10x10 Obs. Rm. Seats 10

Hong Kong

Consumer Search Hong Kong Ltd.

5/F, Island Place Tower, 510 King's Road
North Point Hong Kong
Ph. 852-2891-6687
general@csg-worldwide.com
www.csg-worldwide.com
Ms. Bel Wong
Location: Office building
Distance from airport: 45 minutes
1/1
Conference 18x13 Obs. Rm. Seats 12
Living 18x14 Obs. Rm. Seats 10

Hungary

InsightLab.hu Market Research Ltd.

Kmety György. 19., III/8.
Budapest Hungary
Ph. 36-1-301-0362
info@insightlab.hu
www.insightlab.hu
Eszter Takacs, Senior Researcher
Distance from airport: 30 miles, 45 minutes
CL, 1/1, 1/10R, AU, CUL
Living 13x16 Obs. Rm. Seats 5

India

blueocean market intelligence

Vrindavan Tech Village, Building 2A, Ground Floor,
East Tower
Sarjapur Outer Ring Road
Bangalore India
Ph. 91-80-40578100
info@blueoceanmi.com
www.blueoceanmi.com

Data Search (P) Limited

187, Santoshpur Avenue
Calcutta India
Ph. 91-33-2416-4434 or 91-33-2416-6891
operations@datasearchindia.net
www.datasearchindia.com
Hirak Bhattacharya, Sr. Manager Field Operations
Location: Shopping mall
Distance from airport: miles, 45 minutes
CL, 1/1, 1/10R, TK
Conference 15x15 Obs. Rm. Seats 4
Living 16x10 Obs. Rm. Seats 6
Multiple 18x14 Obs. Rm. Seats 6

Impetus Research Pvt. Ltd.

#108 First Floor, B-7 Extension
Safdarjung Enclave
New Delhi India
Ph. 91-11-4608-7975
consult@impetus-research.com
www.impetus-research.com
Location: Office building
Distance from airport: 12 miles, 25 minutes
CL, 1/1, 1/10R, AU, CUL, VC, WC

Iran

IRC-International Research Consultants

Flat 1, No 5, Shaghayegh Dead end, Corner of
Mokhberi St., Sardar Jangal Highway
Tehran Iran
Ph. 98-21-44-61-76-90 or 98-912-311-3824
info@irc-group.org
www.irc-group.org
Location: Office building
Distance from airport: 5 miles, 30 minutes
CL, 1/1, 1/10R, TK, TKO, VC, WC
Conference 16x10 Obs. Rm. Seats 6

Ireland

The Grafton Suite

30 Grafton Street
Dublin 2 Ireland
Ph. 353-1-671-6000
kate@graftonsuite.ie
www.graftonsuite.ie
Kate Gibson, Managing Director
CL, 1/1, 1/10R, TK, WC
Multiple 26x26 Obs. Rm. Seats 20
Multiple 26x26 Obs. Rm. Seats 0
Multiple 26x26

Italy

Adacta International

Corso Vittorio Emanuele, 122
Naples Italy
Ph. 39-081-7613232
adacta@adactainternational.com
www.adactainternational.com
Location: Office building
CL, 1/1, 1/10R, TK, VC
Conference 20x17 Obs. Rm. Seats 5
Conference 13x13 Obs. Rm. Seats 3

ART s.a.s.

Via Caminadella 2
Milan Italy
Ph. 39-02-72-01-09-89
ricerche@art.it
www.art.it
Ferdinando Boschi
Location: Office building
Distance from airport: 7 miles, 30 minutes
1/1, 1/10R, CUL, PUL, WC
Conference 13x20 Obs. Rm. Seats 10

Brerapoint Research Facility

Viale Elvezia 10 a
Milan Italy
Ph. 39-02-92875821
info@brerapoint.com
www.brerapoint.com
Luca Notari
Location: Office building
1/1, 1/10R
26x16 Obs. Rm. Seats 10
16x13 Obs. Rm. Seats 6

Cristal Research and Meeting Facilities

Viale Brianza 8
Milan Italy
Ph. 39-024-549-5960
info@cristal-rmf.com
www.cristal-rmf.com
Location: Office building
Distance from airport: 7 miles, 30 minutes
1/1, 1/10R, TK, TKO
Living 15x11 Obs. Rm. Seats 8
Multiple 22x16 Obs. Rm. Seats 10

Demoskopea S.p.A

Via Porlezza, 16
Milano Italy
Ph. 39-06-8537521
mariotti@demoskopea.it
www.demoskopea.it
Clara Mariotti, International Research Dir.
Location: Office building
Distance from airport: 29 miles, 40 minutes
1/1, 1/10R, TK, CUL, PUL, WC
Conference 16x16 Obs. Rm. Seats 7

Koi

Via Dei Partigiani 5/7
Bergamo Italy
Ph. 39-35-213528
livia.gervasoni@koiresearch.it
www.koiresearch.it
Livia Gervasoni, CEO
Distance from airport: 19 miles, 30 minutes
CL, 1/1, 1/10R, CUL, PUL, VC, WC

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

Medi-Pragma S.r.l.

Via Vincenzo Lamaro, 51
 Rome Italy
 Ph. 39-06-84-55-51
 medipragmaint@medipragma.com
 www.medipragma.it
 Cristina Mazzoletti
 Location: Office building
 Distance from airport: 30 miles, 50 minutes
 1/1, 1/10R, TK, PUL, VC, WC
 Conference 13x8 Obs. Rm. Seats 5
 Conference 13x8 Obs. Rm. Seats 5
 Living 19x13
 Living 11x14 Obs. Rm. Seats 7

Pragma S.r.l.

Via Bruxelles 61
 Rome Italy
 Ph. 39-06-844-881
 pragma@pragma-research.it
 Leni Avataneo, Project Manager
 Location: Office building
 Distance from airport: 40 minutes
 CL, 1/1, 1/10R, TK, AU, VC
 Conference Obs. Rm. Seats 5
 Conference Obs. Rm. Seats 5

Japan

Japan Marketing Operations

Sankyo Building C
 Building 5F 5-2-2, Edogawa-ku
 Tokyo Rinkaicho Japan
 Ph. 03-6848-7275
 toshio.osato@jsr-group.jp
 www.jsr-group.jp
 Location: Shopping mall
 CL, 1/1, 1/10R, CUL, PUL, VC
 Living 33x13 Obs. Rm. Seats 9
 Living 13x7 Obs. Rm. Seats 7

Nippon Research Center, Ltd.

2-7-1 Nihonbachi honcho, Chuo-ku
 Tokyo Japan
 Ph. 81-3-6667-3400
 kumada@nrc.co.jp
 www.nrc.co.jp
 Location: Office building
 Conference 19x17 Obs. Rm. Seats 15

Sevenseas Marketing Research, Co., Ltd.

Sky Building, 2-11, 501 Sotobori
 Shinjuku, Tokyo Japan
 Ph. 03-5229-8680 or 03-5229-8682
 ssmr@ss-mr.com
 www.ss-mr.com
 Yuki Niwa
 Location: Office building
 Distance from airport: 40 miles, 70 minutes
 CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC
 Conference 19x16 Obs. Rm. Seats 12

Latvia

FACTUM Research Studio

Elizabetes Str. 65-16
 Riga Latvia
 Ph. 371-67-217-554
 info@factum.lv
 www.factum.lv
 Ineta Narodovska, Project Director
 Location: Office building
 Distance from airport: 6 miles, 30 minutes
 CL, 1/1, 1/10R, CUL, WC
 Conference 21x14 Obs. Rm. Seats 6

Malaysia

Joshua Research Consultants Sdn Bhd

7-6, 6th Floor, The Boulevard Mid Valley City
 Lingkaran Syed Putra
 Kuala Lumpur Malaysia
 Ph. 60-3-2297-7700
 info@joshuaresearch.com
 www.joshuaresearch.com
 Alan Tay, Executive Director
 Location: Office building
 Distance from airport: 50 minutes
 1/1, 1/10R
 Multiple 10x11 Obs. Rm. Seats 6

Mexico

EPI Marketing, S.A. de C.V.

G. Gonzalez Camarena 1450-7
 Santa Fe
 Mexico City, Mexico
 Ph. 52-55-1209-6606 or 646-472-5030 (US)
 info@epimarketing.net
 www.epimarketing.net
 Ricardo Escobedo, President
 Location: Office building
 Distance from airport: 15 miles, 40 minutes
 CL, 1/1, 1/10R, TK, VC
 Multiple Obs. Rm. Seats 12
 Multiple Obs. Rm. Seats 12
 Multiple Obs. Rm. Seats 12

Ipsos BIMS

Hegel 221
 Polanco, Mexico
 Ph. 52-55-1101-0000
 info@ipsos.com
 www.ipsos.com
 Location: Office building
 Distance from airport: 10 miles, 35 minutes
 CL
 Conference 20x20 Obs. Rm. Seats 10
 Conference 20x20 Obs. Rm. Seats 10

Latin Field

Nuevo Leon 192, 1st Floor, 3 and 4
 Colonia Condesa
 Mexico City, Mexico
 Ph. 512-55-5250-2799
 diego@latin-field.com
 www.latin-field.com
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, TK, CUL, PUL, VC, WC
 Multiple 12x20 Obs. Rm. Seats 12

Mexico City Focus

The Focus Network
 Bosque de Duranos 75 - 205
 Bosques de las Lomas
 Mexico City, Mexico
 Ph. 52-55-55964040
 info@mexicocityfocus.net
 www.thefocusnetwork.com
 Rony Jerusalem, Managing Director
 Location: Office building
 CL, TK
 Conference 17x19 Obs. Rm. Seats 15
 Conference 16x14 Obs. Rm. Seats 15

Pearson, S.A. de C.V.

Homero 223-4to. Piso, Col. Polanco
 Mexico, Mexico
 Ph. 52-55-5531-5560 or 52-55-5531-5324
 pearson@pearson-research.com
 www.pearson-research.com
 Manuel Barberena, President and CEO
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 16x13 Obs. Rm. Seats 10
 Conference 16x16 Obs. Rm. Seats 10
 Living 10x06 Obs. Rm. Seats 5

Simeon Pickers

Psyma Latina S. A. de C.V.
 Rio Rhin 22-204
 Mexico City Mexico
 Ph. 52-55-5592-0572
 spickers@psyma-latina.com
 www.psyma-latina.com
 Astrid Sotomayor, Facility Manager
 Location: Office building
 Distance from airport: 9 miles, 35 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Multiple Obs. Rm. Seats 10
 Conference Obs. Rm. Seats 5

Cynthia Zelinski Qualitative Research

Paseo de los Laureles 401 casa 35
 Bosques de las Lomas
 Mexico City, Mexico
 Ph. 52-55-5407-4921
 czelinski@prodigy.net.mx
 Cynthia Zelinski, Research Coordinator
 Location: Free standing facility
 Distance from airport: 45 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Conference 18x13 Obs. Rm. Seats 10
 Living 17x15 Obs. Rm. Seats 10

Netherlands

Calls & More

Zwarteweg 30
 Leusden Netherlands
 Ph. 31-85-2010000
 info@callsandmore.nl
 www.callsandmore.nl
 Location: Shopping mall
 Distance from airport: 35 miles, 45 minutes
 1/1, 1/10R, TK
 Multiple 26x20 Obs. Rm. Seats 14
 Multiple 23x20 Obs. Rm. Seats 12

Team Vier b.v.

Veenplaats 19
 Amstelveen Netherlands
 Ph. 31-20-645-53-55
 info@teamvier.nl
 www.teamvier.nl
 Location: Office building
 Distance from airport: 3 miles, 8 minutes
 CL, 1/1, 1/10R, VC, WC
 Conference 32x10 Obs. Rm. Seats 8

Poland

Ipsos sp. z o.o.

Marynarska Business Park
 UL. Tasmowa 7
 Warsaw Poland
 Ph. 48-22-448-77-00
 info.poland@ipsos.com
 www.ipsos.pl
 Agnieszka Kazmierczak
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 CL, 1/1, 1/10R, TK, WC
 Conference 18x13 Obs. Rm. Seats 10
 Conference 15x17 Obs. Rm. Seats 10
 Multiple 18x17 Obs. Rm. Seats 10
 Multiple 17x14 Obs. Rm. Seats 6

Puerto Rico

Custom Research Center, Inc.

1650 De Diego Ave
San Juan, Puerto Rico
Ph. 787-764-6877
parimal@customresearchpr.com
www.customresearchpr.com
Parimal Choudhury, President
Location: Free standing facility
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 12x16 Obs. Rm. Seats 20
Multiple 12x16 Obs. Rm. Seats 10



Gaither International, Inc.

Santurce
San Juan, Puerto Rico
Ph. 787-728-5757
gaither@gaitherinternational.com
www.gaitherinternational.com
Sonia Bengoa
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10R, VC, WC
Conference 13x10 Obs. Rm. Seats 10

Gaither International is a full-service marketing research company in the San Juan metro area in Puerto Rico. We have two in-house moderators with a combined qualitative research experience of over 25 years who have worked on focus groups, IDIs (consumer and corporate), observational techniques, ethnography, in-home and in-store studies, among others. We do our own recruiting and our facilities can accommodate full or mini-groups, one-on-one interviews, taste tests, concept testing and Web usability tests while the clients sit comfortably in our comfortable and spacious viewing room.

IBOPE Inteligencia

PO Box 364146
San Juan, Puerto Rico
Ph. 787-721-1101
marie.quintero@ibope.com
www.ibope.com
Location: Office building
CL, 1/1, 1/10R, TK
Conference
Conference

Romania

MERCURY Research

95, Siret Street, 1st Floor, Sector 1
Bucharest Romania
Ph. 40-21-224-6600
contact@mercury.ro
www.mercury.ro
Ingrid Lambru
Location: Office building
Distance from airport: 5 miles, 30 minutes
CL, 1/1, WC
Conference 19x15 Obs. Rm. Seats 15

Russia

Analytics - Russia

2/4 Luzhnetskaya Naberezhnaya, Bld 12
Moscow Russia
Ph. 7-495-223-0040
Sibirtsev@analytics.ru
www.analytics.ru
Sergei Sibirtsev, General Director
Location: Office building
Distance from airport: 20 miles, 60 minutes
Conference 18x18 Obs. Rm. Seats 10

www.quirks.com

Bazis Intelligence Group (Bazis IG)

M. Sibiryaka 58
Ekaterinburg Russia
Ph. 7-343-350-5836
info@bazisgroup.com
www.bazisgroup.com
Tatiana Barakshina, Research Director
Location: Office building
Distance from airport: 30 minutes
CL, 1/1, 1/10R, WC
Multiple 10x23 Obs. Rm. Seats 8

WorkLine Research

22 Zvenigorodskaya St. Office 233
St. Petersburg Russia
Ph. 7-960-266-21-13 or 7-812-600-36-10
workline@workline.ru
www.workline.ru
Natalia Georgieva, General Director
Location: Office building
Distance from airport: 19 miles, 90 minutes
CL, 1/10R, CUL, PUL, VC, WC
Multiple 4x5 Obs. Rm. Seats 10
Multiple 4x5 Obs. Rm. Seats 10

Singapore

Consulting Group - Asia Insight Pte. Ltd.

20 Kallang Avenue
Pico Creative Centre, Level 3 (Asia Insight Office)
Singapore Singapore
Ph. 65-6735-3788
contact_us@asiainsight.com
www.asiainsight.com
Location: Office building
Distance from airport: 13 miles, 15 minutes
CL, 1/1, 1/10R, VC, WC
Conference 16x16 Obs. Rm. Seats 15
Living 16x14 Obs. Rm. Seats 10

Joshua Research Consultants Pte Ltd

1 Commonwealth Lane #08-31/32/33
Singapore Singapore
Ph. 65-6876-7077
info@joshuaresearch.com
www.joshuaresearch.com
Alan Tay, Executive Director
Location: Office building
Distance from airport: 25 minutes
1/1, 1/10R, CUL
Living 25x15 Obs. Rm. Seats 8
Living 10x11 Obs. Rm. Seats 4
Multiple 10x11 Obs. Rm. Seats 4

Slovenia

GfK Slovenija

Veroskova 55a
Ljubljana Slovenia
Ph. 386-1-472-0300
info-si@gfk.com
www.gfk.si
Lejla Poturovic
Location: Office building
Distance from airport: 16 miles, 30 minutes
Multiple 15x20 Obs. Rm. Seats 10
Multiple 15x23 Obs. Rm. Seats 16

South Korea

ThinkUser Co., Ltd. (Korea)

Artizen Blodg., 3rd F, 532
Shinsa-dong, Kangnam-gu
Seoul South Korea
Ph. 82-2-546-5471
global@thinkuser.com
www.thinkuser.com
Matthew Smith, Global Collaboration Manager
Location: Free standing facility
Distance from airport: 40 miles, 60 minutes
CL, 1/1, 1/10R, CUL, VC, WC
Multiple 12x8 Obs. Rm. Seats 15
Multiple 8x8 Obs. Rm. Seats 12
Multiple 19x13 Obs. Rm. Seats 12
Multiple 17x13 Obs. Rm. Seats 7
Multiple 18x13 Obs. Rm. Seats 7

Spain

A Window

Corcega 366 Principal 1
Barcelona Spain
Ph. 34-93-459-31-03
services@awindow.info
www.awindow.info
Marina Gonzalez
Location: Office building
Distance from airport: 11 miles, 20 minutes
CL, 1/1, 1/10R, WC
Multiple 21x12 Obs. Rm. Seats 9
Living 13x10



ARPO Research Consultants

Caidos de la Division Azul, 1
Portal Oficinas
Madrid Spain
Ph. 34-91-350-52-32
sartiniano@arpo.es
www.arpo.es
Silvia Artinano
Location: Office building
Distance from airport: 5 miles, 15 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Conference 14x14 Obs. Rm. Seats 14
Multiple 12x9
Multiple 10x10
Multiple 6x5
Multiple 6x5

Qualitative and quantitative research in consumer, pharmaceutical and B2B areas. Spanish/English bilingual office staff and moderators. A comfortable, modern and cozy viewing facility equipped with a very large one-way mirror and state-of-the-art technology. FocusVision available. Excellent simultaneous translators specialized in qualitative research. Try us! We'd love to welcome you here!

Block de Ideas

Diputacio 180, Planta 4
Barcelona Spain
Ph. 34-934155228
info@blockdeideas.es
www.blockdeideas.es
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 9 miles, 20 minutes
1/1, 1/10R, TK, PUL, VC, WC
Conference 30x10 Obs. Rm. Seats 12
Living 20x13 Obs. Rm. Seats 10
Multiple 20x10 Obs. Rm. Seats 8
Multiple 18x11 Obs. Rm. Seats 5
Conference 12x8 Obs. Rm. Seats 3

Block de Ideas

Av. Republica Argentina 24, 10-C
Edificio Torre de los Remedios
Sevilla Spain
Ph. 34-955-115096
info@blockdeideas.es
www.blockdeideas.es
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 8 miles, 20 minutes
1/1, 1/10R, TK, PUL, VC
Conference 20x13 Obs. Rm. Seats 14
Conference 16x12 Obs. Rm. Seats 7

Block de Ideas

Luchana 29, Bajo Centro Derecha
Madrid Spain
Ph. 34-914-458877
info@blockdeideas.es
www.blockdeideas.es
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, 1/10R, TK, PUL, VC
Conference 16x10 Obs. Rm. Seats 8
Conference 10x10 Obs. Rm. Seats 0

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Castello Veintitres, S.L.

Calle Castello 23
 Entreplanta
 Madrid Spain
 Ph. 34-91-435-99-85
 international@salascastello23.com
 www.salascastello23.com
 Inma Rodriguez, Project Manager
 Location: Office building
 Distance from airport: 8 miles
 TK, CUL

Estudio Silvia Roca Barcelona

CLValencia 230 2-2
 Barcelona Spain
 Ph. 34-93-451-53-10
 esr@estudiosilviaroca.es
 www.estudiosilviaroca.es
 Ivan Bautista, International Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, PUL, VC, WC
 Multiple 24x16 Obs. Rm. Seats 10
 Multiple 24x12 Obs. Rm. Seats 5
 Multiple 25x16 Obs. Rm. Seats 8

Estudio Silvia Roca Madrid

GOYA, 83 6 DCHA
 Madrid Spain
 Ph. 34-914-324-493
 esr@estudiosilviaroca.es
 www.estudiosilviaroca.com
 Ivan Bautista, International Director
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, PUL, VC, WC
 Multiple 30x18 Obs. Rm. Seats 15
 Multiple 24x15 Obs. Rm. Seats 6
 Multiple 24x15 Obs. Rm. Seats 7
 Conference 24x15

Fieldwork, S.L.

Pelayo, 44-4
 Barcelona Spain
 Ph. 34-934-120-942
 info@fieldwork.es
 www.fieldwork.es
 Location: Office building
 Living 12x14 Obs. Rm. Seats 8
 Conference 16x20 Obs. Rm. Seats 8

Intercampo-Investigacion y Tecnicas de Campo

C/Bravo Murillo n 5
 Madrid Spain
 Ph. 34-91-448-33-12
 intercampo@intercampo.es
 www.intercampo.es
 Location: Office building
 Distance from airport: 6 miles, 40 minutes
 1/1, 1/1OR
 Living 13x10 Obs. Rm. Seats 5

Nueva Investigacion

Raimundo Fernandez Villaverde, 57, 2D
 Madrid Spain
 Ph. 34-91-353-14-90
 nueva@nuevainvestigacion.com
 www.nuevainvestigacion.com
 Location: Office building
 Distance from airport: 15 minutes
 CL, 1/1, 1/1OR, TK, VC, WC
 Living 20x20 Obs. Rm. Seats 12
 Living 16x13 Obs. Rm. Seats 8
 Living 7x7 Obs. Rm. Seats 2
 Living 7x7 Obs. Rm. Seats 2

Rosenthal Research

Marques de Campo Sagrado No. 24, 1, 1a
 Barcelona Spain
 Ph. 34-93-506-6006
 jan_flechsigg@rosenthal-research.com
 www.rosenthal-research.com
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 1/1, 1/1OR, PUL, VC, WC
 Multiple 23x13 Obs. Rm. Seats 6

Sweden

GfK Sverige AB

Erikskatan 44 2nd Floor
 Stockholm Sweden
 Ph. 46-8-791-31-00
 mail.se@gfk.com
 www.gfk.com/se
 Cecilia Platzack
 Location: Shopping mall
 Distance from airport: 65 miles, 30 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC
 Conference 33x20 Obs. Rm. Seats 8
 Living 25x16 Obs. Rm. Seats 6

Switzerland

GfK Research/Institute of Swiss Marketing

Obermattweg 9
 Hergiswil Switzerland
 Ph. 41-41-632-91-11
 info.ch@gfk.com
 www.gfk.ch
 Location: Office building
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/1OR, TK, VC
 Conference 20x10 Obs. Rm. Seats 10
 Conference 10x07
 Living 26x16 Obs. Rm. Seats 10
 Living 23x16 Obs. Rm. Seats 10

Taiwan

Opinion Research Taiwan

Ziyun Street, #77, 1F,
 Hsin-Yi District 110
 Taipei Taiwan
 Ph. 8621-5301-5481
 ort@ort.com.tw
 www.ort.com.tw
 Kevin Meyer
 Location: Office building
 Distance from airport: 2 miles, 15 minutes
 CL, 1/1, 1/1OR, WC
 Conference 25x15 Obs. Rm. Seats 15
 Living 15x15 Obs. Rm. Seats 15

Viewpoint Research

2/F No. 71 Sung Chiang Rd.
 Taipei Taiwan
 Ph. 886-22-500-7111
 stephaniellen@vov.com.tw
 www.vov.com.tw
 Location: Office building
 Distance from airport: 50 miles, 40 minutes
 1/1, 1/1OR, VC
 Conference 30x15 Obs. Rm. Seats 15

Ukraine

GreenWell Ukraine

72 Krasnoarmeyskaya Str
 Kiev Ukraine
 Ph. 38-044-207-01-16
 info@greenwell.at
 www.greenwell.com.ua
 Irina Kovaleva, Director
 Location: Office building
 Distance from airport: 25 miles
 TK, CUL, VC, WC
 Conference 20x16 Obs. Rm. Seats 7

United Kingdom

ABA Market Research Ltd.

Hart House, 6 London Road
 St. Albans, Hertfordshire United Kingdom
 Ph. 44-1727-837322
 mark@abaresearch.co.uk
 www.abaresearch.co.uk

all global viewing

Victoria House
 64 Paul St.
 London United Kingdom
 Ph. 44-20-7920-7780
 info@allglobalviewing.com
 www.allglobalviewing.com
 Kate Grady, Director
 Location: Free standing facility
 Distance from airport: 20 miles, 45 minutes
 CL, 1/1, CUL, VC, WC
 Multiple 19x13 Obs. Rm. Seats 15
 Multiple 20x17 Obs. Rm. Seats 20
 Multiple 22x14 Obs. Rm. Seats 15

Armadillo Studio

STRC House, 87 Wembley Hill Road
 Wembley United Kingdom
 Ph. 44-20-8782-1715
 info@armadillo-studio.co.uk
 www.armadillo-studio.co.uk
 Vernon Osborne, Studio Manager
 CL, TK
 Multiple 19 x 15 Obs. Rm. Seats 10
 Multiple 18 x 8 Obs. Rm. Seats 10

Aspect Viewing Facilities - Cheshire

Bank House, 147 Buxton Road,
 Stockport, Cheshire United Kingdom
 Ph. 44-161-482-2500
 cheshire@aspectviewingfacilities.com
 www.aspectviewingfacilities.com
 Deborah Morgan, Facilities Director
 Location: Free standing facility
 Distance from airport: 5 miles, 20 minutes
 CL, 1/1, 1/1OR, WC
 Multiple 19x16 Obs. Rm. Seats 10
 Multiple 21x16 Obs. Rm. Seats 20
 Multiple 16x18 Obs. Rm. Seats 12
 Multiple 19x15 Obs. Rm. Seats 8

Aspect Viewing Facilities - Manchester

3 Canal Street, The Village
 Manchester United Kingdom
 Ph. 44-161-242-7858
 manchester@aspectviewingfacilities.com
 www.aspectviewingfacilities.com
 Diane Morgan, Facilities Manager
 CL, 1/1
 Multiple 19 x 15 Obs. Rm. Seats 15
 Living 21 x 16 Obs. Rm. Seats 15
 Multiple 18 x 16 Obs. Rm. Seats 15

Attitudes

7 East Park
 Crawley, West Sussex United Kingdom
 Ph. 44-1293-601900
 info@attitudesviewing.co.uk
 www.attitudesviewing.co.uk
 Studio Manager
 Distance from airport: 10 minutes
 CL, TK
 Multiple 12 x 15 Obs. Rm. Seats 10
 Multiple 12 x 14 Obs. Rm. Seats 10

Bristol Focus

165 Luckwell Road, Ashton
 Bristol United Kingdom
 Ph. 44-117-963-9918
 info@bristolfocus.co.uk
 www.bristolfocus.co.uk
 Emma Powell, Studio Manager
 CL, TK
 Multiple 14 x 11 Obs. Rm. Seats 10

The Conservatory

42, Calthorpe Road
 Edgbaston, Birmingham United Kingdom
 Ph. 44-121-456-1188
 info@theconservatorystudio.com
 www.theconservatorystudio.com
 Amanda Fairfax, Jo-Anne Smith
 Location: Free standing facility
 Distance from airport: 8 miles, 25 minutes
 CL, 1/1, 1/10R, WC
 Multiple 18x14 Obs. Rm. Seats 12
 Multiple 17x16 Obs. Rm. Seats 8
 Multiple 16x10

Crown House

Manchester Road, Winslow
 Cheshire United Kingdom
 Ph. 44-1625-543710
 sarah.raeburn@4discussion.info
 www.4discussion.info
 Sarah Raeburn
 Location: Office building
 Distance from airport: 5 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC

Croydon Focus

8-10 Crown Hill, Church Street
 Croydon, Surrey United Kingdom
 Ph. 44-20-8668-7873
 roscores@roscores.co.uk
 www.croydonfocus.co.uk
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10R, TK
 Conference 34x13 Obs. Rm. Seats 12
 Conference 12x10 Obs. Rm. Seats 12
 Conference 16x13 Obs. Rm. Seats 9

The Front Room - Central London

359 City Road
 London United Kingdom
 Ph. 44-20-7837-7700 or 44-20-7833 2880
 islington@thefrontroom.uk.com
 www.thefrontroom.uk.com
 Christine Edwards
 Location: Office building
 CL
 Conference 16x12 Obs. Rm. Seats 20

The Front Room - North London

Durkan House, 155 East Barnet Road
 Hertfordshire United Kingdom
 Ph. 44-20-8449-6404 or 44-20-8447-1051
 barnet@thefrontroom.uk.com
 www.thefrontroom.uk.com
 Sharmaine Morgan, Associate Director
 Location: Office building
 CL
 Multiple 22x22 Obs. Rm. Seats 20

Home Sweet Home

41-42 Eastcastle Street
 London United Kingdom
 Ph. 44-207-436-8033
 info@homesweethome.org.uk
 www.homesweethome.org.uk
 Brigitta Lokin, Studio Manager
 Location: Office building
 CL, WC
 Living 18x24
 Conference 14x16 Obs. Rm. Seats 14
 Living 15x15
 Multiple 11x10 Obs. Rm. Seats 9

InnerVisions

Concept House
 Sandbeck Way, Wetherby
 West Yorkshire United Kingdom
 Ph. 44-1937-543690
 info@swift-research.co.uk
 www.swift-research.co.uk
 Julia Wilson

Invision Studios

88 North Street
 Leeds, West Yorkshire United Kingdom
 Ph. 44-113-815-0011
 info@invision-studios.co.uk
 www.invision-studios.co.uk
 John Constantinou, Studio Manager
 Multiple 19 x 16 Obs. Rm. Seats 16
 Multiple 12 x 13 Obs. Rm. Seats 10
 Multiple 31x16 Obs. Rm. Seats 16

Leeds Roundhay Research Centre

Roche House
 452 Street Lane, Moortown
 Leeds United Kingdom
 Ph. 44-113-266-5440
 info@roundhay-research.com
 www.roundhay-research.com
 Location: Free standing facility
 Distance from airport: 5 miles, 20 minutes
 CL, 1/1, 1/10R, TK, VC, WC
 Multiple 18x14 Obs. Rm. Seats 9
 Multiple 16x13 Obs. Rm. Seats 10



London Focus

The Focus Network
 Colet Court
 100 Hammersmith Rd.
 London United Kingdom
 Ph. 44-20-8563-7117
 info@londonfocus.net
 www.thefocusnetwork.com
 June Cooper, Managing Partner
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 1/1, 1/10R, VC, WC
 Multiple 18x14 Obs. Rm. Seats 20
 Multiple 18x14 Obs. Rm. Seats 20
 Multiple 20x14 Obs. Rm. Seats 20
 Multiple 18x14 Obs. Rm. Seats 20
 Conference 10x08 Obs. Rm. Seats 6

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The Look Inn

Cippenham Lodge, Cippenham Lane
 Cippenham
 Slough, Berkshire United Kingdom
 Ph. 44-1753-694100
 info@thelookinn.co.uk
 www.thelookinn.co.uk
 Carol Thompson, General Manager
 Location: Free standing facility
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC
 Multiple 18x18 Obs. Rm. Seats 10
 Multiple 18x19 Obs. Rm. Seats 10
 Multiple 18x13 Obs. Rm. Seats 10

Lookout Viewing Facility

Top Floor, 205 Chalk Farm Road
 London United Kingdom
 Ph. 44-20-7284-4296
 david@outlookres.co.uk
 www.outlookresearch.co.uk
 Location: Free standing facility
 Distance from airport: 20 miles, 60 minutes
 1/1, 1/10R, CUL
 Living 16x14 Obs. Rm. Seats 8
 Conference 16x12 Obs. Rm. Seats 10
 Multiple 16x12 Obs. Rm. Seats 10

M3 GLOBAL RESEARCH

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M3 Global Research and Studios (London)

Galena House, 8-30 Galena Road, Hammersmith
 London United Kingdom
 Ph. 44-20-8741-6200 or 44-7775-932-509
 cpowell@eu.m3.com
 http://research.m3.com/
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Multiple 20x26 Obs. Rm. Seats 8
 Multiple 12x13 Obs. Rm. Seats 10
 Multiple 8x10
 Multiple 20x16 Obs. Rm. Seats 15

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Marketlink Research Ltd.

37 Warple Way
 London United Kingdom
 Ph. 44-20-8740-5550
 info@marketlinkresearch.co.uk
 www.marketlinkresearch.co.uk
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, 1/1, 1/10R
 Conference 10x15 Obs. Rm. Seats 8
 Conference 11x07 Obs. Rm. Seats 3

The Observatory Studios

45/46 Poland St.
 London United Kingdom
 Ph. 44-207-437-2823
 michelle@theobservatorystudios.com
 www.theobservatorystudios.com
 Michelle Sivyver, Marketing Manager
 Multiple 16x16 Obs. Rm. Seats 10
 Multiple 16x16 Obs. Rm. Seats 10

Perspective Research Services

Including Holborn Focus
 Kingsbourne House
 229/231 High Holborn
 London United Kingdom
 Ph. 44-20-8896-4400 or 44-20-7400-0370
 info@perspectivemr.co.uk
 www.perspectivemr.co.uk
 1/1, 1/10R, WC
 Conference 7x16 Obs. Rm. Seats 20

Pioneer Suite

3 Canal Street, The Village
 Manchester United Kingdom
 Ph. 1-61-242-7859
 info@pioneersuite.com
 http://pioneersuite.com
 Deborah Morgan
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 1/1, TK, CUL, PUL, WC
 Multiple 31x31

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

Pi-Space

Custard Factory - Zellig, Gibb Street
Birmingham United Kingdom

Ph. 44-07795-311190

mary@pi-space.co.uk

www.pi-space.co.uk

Location: Shopping mall

Distance from airport: 11 miles, 20 minutes

CL, 1/1, 1/10R, TK, PUL, VC, WC

Multiple 25x25 Obs. Rm. Seats 20

Multiple 14x18 Obs. Rm. Seats 10

Multiple 16x15 Obs. Rm. Seats 8

Scott Porter Research & Marketing

31 Bernard Street

Leith, Edinburgh United Kingdom

Ph. 44-131-553-1927

info@scottporter.co.uk

www.scottporter.co.uk

Multiple Obs. Rm. Seats 10

Profile In View

5 St. Andrew's Court, Wellington Street

Thame, Oxfordshire United Kingdom

Ph. 44-184-421-5672

mail@profile-view.com

www.profileinview.com

Michelle Blackwell-Baker

Location: Office building

Distance from airport: 36 miles, 45 minutes

Conference 18x18 Obs. Rm. Seats 10

Conference 13x08 Obs. Rm. Seats 8

QED Studios

2A Frederick Road

Selly Oak

Birmingham United Kingdom

Ph. 44-121-471-3434

enquiries@qedstudios.com

www.qedstudios.com

Lisa Wootton

The Qualitative Lab - London

Brook House

35a South Park Rd. Wimbledon, London United Kingdom

Ph. 44-020-8254-4444

info@plus4.co.uk

www.thequalitativelab.co.uk

Jane Allen, Facility Supervisor

Location: Free standing facility

Distance from airport: 45 minutes

1/1, 1/10R, WC

Multiple 18x12 Obs. Rm. Seats 8

Living 12x6 Obs. Rm. Seats 3

The Qualitative Lab - Manchester

21 Mellor Road, Cheadle Hulme

Greater Manchester United Kingdom

Ph. 44-020-8254-4444

info@plus4.co.uk

www.thequalitativelab.co.uk

Jane Allen, Facility Supervisor

Location: Free standing facility

Distance from airport: 10 minutes

1/1, 1/10R

Multiple 15x12 Obs. Rm. Seats 8

**The Research House**

A Schlesinger Associates Company

The Research House

A Schlesinger Associates Company

124 Wigmore Street

London United Kingdom

Ph. 44-20-7935-4979

bids@research-house.co.uk

www.schlesingerassociates.com/

Laura Haxton, Director

Location: Free standing facility

Distance from airport: 15 miles, 40 minutes

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

Conference 25x20 Obs. Rm. Seats 14

Multiple 25x20 Obs. Rm. Seats 14

Multiple 15x20 Obs. Rm. Seats 20

Multiple 15x15 Obs. Rm. Seats 14

Living 15x25 Obs. Rm. Seats 10

Ideally situated in central London, our high-specification facilities and unrivalled client service have led us to be repeatedly rated among the best viewing facilities in the world. As a Schlesinger Associates company, we provide recruitment and full project management to the U.K., Europe and the rest of the world. Qualitative services: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; Web site usability; eye tracking; convention research studies. Market sectors: medical; consumer; business-to-business; IT.

(See advertisement on inside front cover)

**The Research House**

A Schlesinger Associates Company

The Research House, Wimbledon

A Schlesinger Associates Company

Ridgway Mews, 18-20 Ridgway

Wimbledon Village London United Kingdom

Ph. 44-20-8971-1250

Laura@research-house.co.uk

www.research-housesw.co.uk

Laura Haxton, Director

Location: Free standing facility

Distance from airport: 16 miles, 35 minutes

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

Living 22x22 Obs. Rm. Seats 9

Living 18x18 Obs. Rm. Seats 9

Multiple 18x18 Obs. Rm. Seats 12

Situated in the ideal catchment area of Wimbledon Village in the attractive southwest suburbs of London. As a Schlesinger Associates company, we provide recruitment services and full project management to the U.K., Europe and the rest of the world. Qualitative: focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; Web site usability; eye tracking; convention research studies. Market sectors: medical; consumer; business-to-business; IT.

(See advertisement on inside front cover)

Rosco Research

4 Katherine Mews, Godstone Rd.

Whyteleafe, Surrey United Kingdom

Ph. 44-20-8668-6168

roscores@roscores.co.uk

www.roscoresearch.co.uk

Location: Office building

Distance from airport: 20 miles, 25 minutes

1/1, 1/10R, TK, PUL

Sensory Dimensions/Sensory Visions

Southglade Business Park, Cowlairs

Hucknall Road

Nottingham United Kingdom

Ph. 44-115-975-8720

tracey@sensorydimension.com

www.sensoryvisions.com

Tracey Hollowood

Location: Office building

Distance from airport: 30 miles, 50 minutes

1/1, 1/10R, TK, PUL

Multiple 21x21 Obs. Rm. Seats 8

Sensory Dimensions/Sensory Visions

Earley Gate, Whiteknights Road

Reading United Kingdom

Ph. 44-118-935-7000 or 44-118-935-7350

sensoryvisions@sensorydimensions.com

www.sensoryvisions.com

Jo Sheldrake

Location: Office building

Distance from airport: 30 miles, 25 minutes

CL, 1/1, 1/10R, TK, PUL

Conference 12x20 Obs. Rm. Seats 8

60 Watt Research

4 West Maitland Street

Edinburgh United Kingdom

Ph. 44-131-220-8231 or 44-131-625-8254

pete@60wattresearch.co.uk

www.60wattresearch.co.uk

Peter Mill

Location: Office building

Distance from airport: 7 miles, 20 minutes

1/1, 1/10R

Living 20x15 Obs. Rm. Seats 8

Spectrum Leeds

43 Park Place

Leeds, Yorkshire United Kingdom

Ph. 44-20-7467-5440

info@spectrumview.co.uk

www.spectrumview.co.uk

Location: Free standing facility

Distance from airport: 10 miles, 20 minutes

Multiple 23x16 Obs. Rm. Seats 20

Living 16x16 Obs. Rm. Seats 10

Spectrum London

25 Gloucester Place

London United Kingdom

Ph. 44-20-7467-5440

donal@spectrumview.co.uk

www.spectrumview.co.uk

Donal Kelly

Location: Free standing facility

Distance from airport: 15 miles, 40 minutes

CUL, VC

Living 23x15 Obs. Rm. Seats 25

Living 23x15 Obs. Rm. Seats 25

Living 25x15 Obs. Rm. Seats 20

Multiple 25x15 Obs. Rm. Seats 10

Multiple 16x13 Obs. Rm. Seats 8

Summit Studios

2-4 Spring Bridge Mews, Spring Bridge Road Ealing

London United Kingdom

Ph. 44-20-8840-2200

summitstudios@btconnect.com

www.summitstudios.co.uk

Kelly Morley

Location: Free standing facility

Distance from airport: 6 miles, 15 minutes

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

Living 17x15 Obs. Rm. Seats 10

Multiple 17x15 Obs. Rm. Seats 10

Conference 26x13 Obs. Rm. Seats 20

Talkback Viewing Studios Ltd.

Ground Floor, Humber House, 132a Queens Rd. East

Beeston, Nottingham United Kingdom

Ph. 44-115-925-5566

info@talkbackstudio.co.uk

www.talkbackstudio.co.uk

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, TK, CUL

Multiple 15x14 Obs. Rm. Seats 12

Multiple 12x10 Obs. Rm. Seats 10

The Talking Shop

87-89 Chapel Street

Manchester United Kingdom

Ph. 44-161-834-3396

ktw@thetalkingshop.co.uk

www.thetalkingshop.co.uk

Katherine Thomas-Wilson, Joint Managing Director

Location: Free standing facility

Distance from airport: 12 miles, 30 minutes

1/1, 1/10R, CUL, WC

Multiple 25x13 Obs. Rm. Seats 15

Multiple 16x13 Obs. Rm. Seats 10

Living 13x8 Obs. Rm. Seats 7

Taylor McKenzie Research & Marketing Ltd

The Glasgow View
107 Douglas Street
Glasgow United Kingdom
Ph. 44-141-221-8030
info@taylormckenzieuk.com
www.taylormckenzieuk.com
Marie Taylor, Managing Director
Multiple 42 x 28 Obs. Rm. Seats 20
Multiple 36 x 23 Obs. Rm. Seats 10
Multiple 36 x 20 Obs. Rm. Seats 10

The Treehouse

Olympia Mews, Queensway
London United Kingdom
Ph. 44-20-7243-2229
enquiries@thetreehouse.org
www.thetreehouse.org
Jessie Cronheim
Location: Free standing facility
Distance from airport: 8 miles, 30 minutes
CL, 1/1, 1/10R, TK, VC, WC
Multiple 17x17 Obs. Rm. Seats 14
Multiple 17x17 Obs. Rm. Seats 14

12 Charlotte Mews

12 Charlotte Mews
London United Kingdom
Ph. 44-207-436-1664
helen@12charlottesmews.co.uk
www.12charlottesmews.co.uk
Helen Bradley
Multiple 13 x 18

2CV Research

35 King Street, Covent Garden
London United Kingdom
Ph. 44-20-7655-9900
mail@2cv.co.uk
www.2cv.co.uk
Eva Arnold, Studio Manager
Location: Free standing facility

User Vision Focus

55 N. Castle Street
Edinburgh United Kingdom
Ph. 44-131-225-0850
info@uservisionfocus.co.uk
www.uservisionfocus.co.uk
Amy Matthews, Office Manager
Location: Office building
Distance from airport: 7 miles, 20 minutes
CL, 1/1, 1/10R, CUL, PUL, WC
Conference 21x15 Obs. Rm. Seats 14
Multiple 10x12 Obs. Rm. Seats 10
Multiple 10x12 Obs. Rm. Seats 8
Living 12x9 Obs. Rm. Seats 5

VideoCall Studios

27-29 Station Way
Cheam Village, Surrey United Kingdom
Ph. 44-20-8642-8181
videocallstudios@btconnect.com
www.theresearchstudio.co.uk
Graham Lawlor
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/10R, TK, TKO, VC
Multiple 17x15 Obs. Rm. Seats 10
Multiple 18x13 Obs. Rm. Seats 10

Viewing Options

Suite B Astor House
282 Lichfield Road, Four Oaks
Sutton Coldfield, West Midlands United Kingdom
Ph. 44-121-323-4560
viewingoptions@totalfocus.co.uk
www.viewingoptions.co.uk
Julie Guy, Finance Director
Distance from airport: 16 miles, 34 minutes
Multiple 18 x 12 Obs. Rm. Seats 20
Multiple 18 x 12 Obs. Rm. Seats 10

Wardle McLean Strategic

Research Consultancy
7 Maidstone Buildings Mews
72-76 Borough High Street
London United Kingdom
Ph. 44-20-7234-9340
info@wardlemclean.co.uk
www.wardlemclean.co.uk
Multiple 16x9 Obs. Rm. Seats 10

West Midlands Viewing Facility

86 Aldridge Road, Perry Barr
Birmingham United Kingdom
Ph. 44-121-344-4848
info@wmvf.co.uk
www.wmvf.co.uk
Trudy Walsh or Fiona Walsh
Location: Free standing facility
Distance from airport: 17 miles, 30 minutes
1/1, 1/10R
Multiple 20x13 Obs. Rm. Seats 10
Multiple 20x13 Obs. Rm. Seats 8

West 2 View

1 Craven Hill
London United Kingdom
Ph. 44-2072-629-646
info@west2view.com
www.west2view.com
Maureen Heron, Facilities Manager
Multiple 16x16 Obs. Rm. Seats 10



WorldOne Studios

11 Weymouth St.
London United Kingdom
Ph. 44-207-908-6600
studio@worldone.com
www.worldone.com
Cedric Degraeuwe, VP, Global Head Qual
Location: Free standing facility
Distance from airport: 14 miles, 30 minutes
1/1, 1/10R, TK, AU, CUL, VC, WC
Multiple 14x19 Obs. Rm. Seats 12
Multiple 14x19 Obs. Rm. Seats 12
Multiple 19x19 Obs. Rm. Seats 12
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WUP Studios

Unit 15 Lansdowne Court, Bumpers Farm
Chippenham, Wiltshire United Kingdom
Ph. 44-1249-450-960
info@wupstudios.co.uk
www.wupstudios.co.uk
Jenny Kelly, Studio Manager
Multiple 16x16 Obs. Rm. Seats 15
Multiple 16x12 Obs. Rm. Seats 10
Multiple 14x9 Obs. Rm. Seats 10
Multiple 8x6 Obs. Rm. Seats 5



Wyoming Studios London UK

72 Margaret Street
London United Kingdom
Ph. 20-7436-7000
lucy@wyoming.co.uk
www.wyoming.co.uk
Lucy Bolingbroke, Studio Director
Location: Office building
Distance from airport: 14 miles, 30 minutes
CL, 1/1, 1/10R, CUL, WC
Multiple 26x19 Obs. Rm. Seats 16
Multiple 19x19 Obs. Rm. Seats 16
Multiple 20x18 Obs. Rm. Seats 16
Multiple 20x16 Obs. Rm. Seats 16
Conference 19x19 Obs. Rm. Seats 16
Multiple 19x19 Obs. Rm. Seats 16
Multiple 10x10 Obs. Rm. Seats 3

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Wyoming Studios Watford UK

Windsor House, 204 Lower High Street
Watford, Hertsfordshire United Kingdom
Ph. 01923-230616
charlotte@wyoming.co.uk
www.wyoming.co.uk
Lucy Bolingbroke, Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
CUL, WC
Multiple 15x15 Obs. Rm. Seats 14
Multiple 18x15 Obs. Rm. Seats 14

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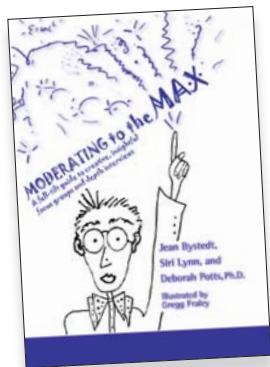
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La Urbina, Caracas Venezuela
Ph. 58-212-241-2605 or 954-607-7977 (US)
info@estimesa.com
www.estimesa.com
Walter Mucchiut
Location: Office building
Distance from airport: 14 miles, 38 minutes
1/1, 1/10R, TK, AU, VC, WC
Conference 14x10 Obs. Rm. Seats 5
Conference 18x18 Obs. Rm. Seats 12
Conference 10x10 Obs. Rm. Seats 0
Conference 10x9 Obs. Rm. Seats 0

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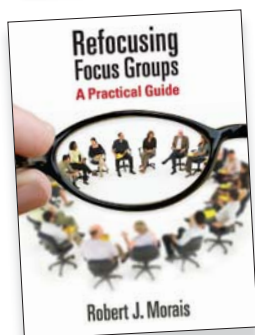
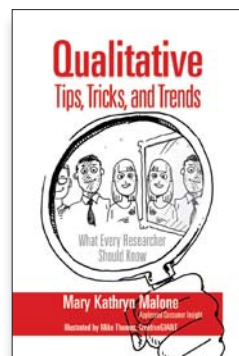
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Chacao, Caracas Miranda Venezuela
Ph. 58-212-918-2100
marketing-ccs@statmark.net
www.statmarkgroup.com
Location: Office building
Distance from airport: 30 miles, 45 minutes
VC
Conference 17x11 Obs. Rm. Seats 5

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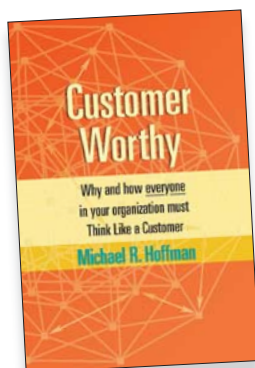
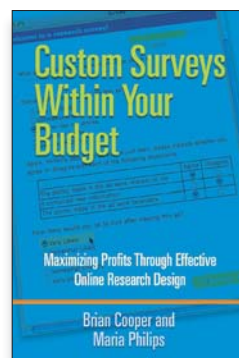
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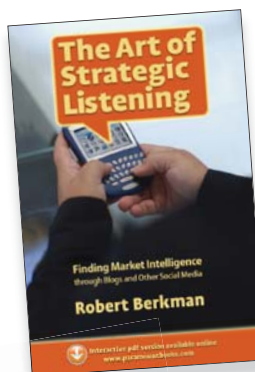
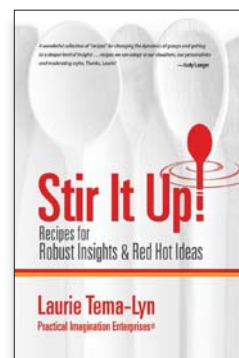
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••• cover-to-cover

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Language over the last three years has dramatically shifted from talking about Apple as "they" to Apple as "we."

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Part of our process was to think of ourselves as movie producers.

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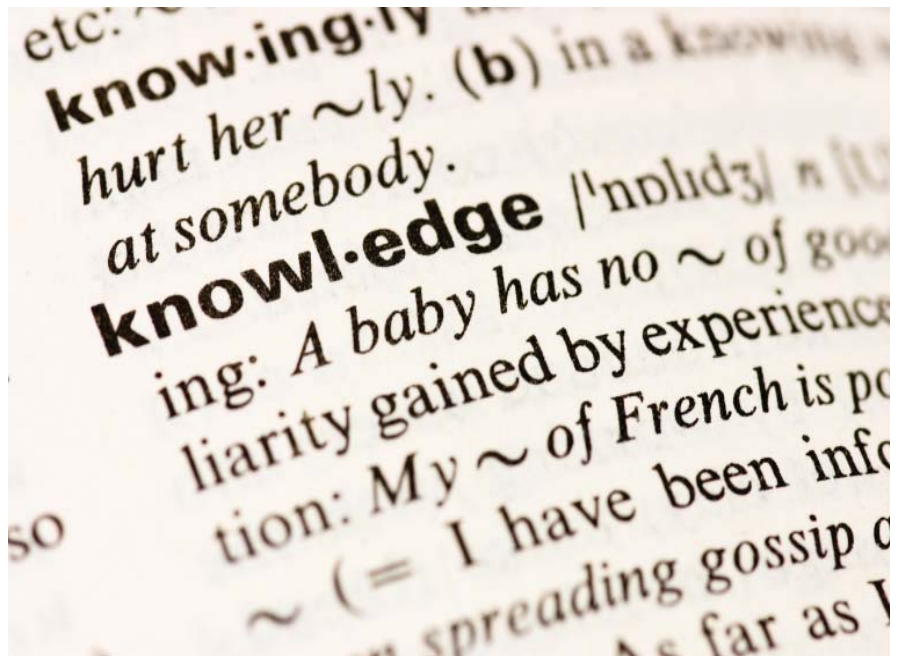
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Rules are important in transforming a (boring) assignment into something more interesting and challenging.

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Benchmarking against one's own brand can be a sign of weakness.



Learn the lingo with Quirk's glossary

There are always new tools and techniques being introduced in the research industry. For some, trying to keep up on MROCs and EEGs can make them feel like they're swimming around in one big bowl of alphabet soup. So whether it's learning what exactly blog scraping refers to or making sure you're not rusty on the most basic research terms, keep sharp with Quirk's glossary, an online database that contains definitions for more than 1,600 marketing research terms. Visit quirks.com/glossary and search by term, definition or by marketing research topic.



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- a) 5
- b) 8
- c) 12
- d) all 16



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