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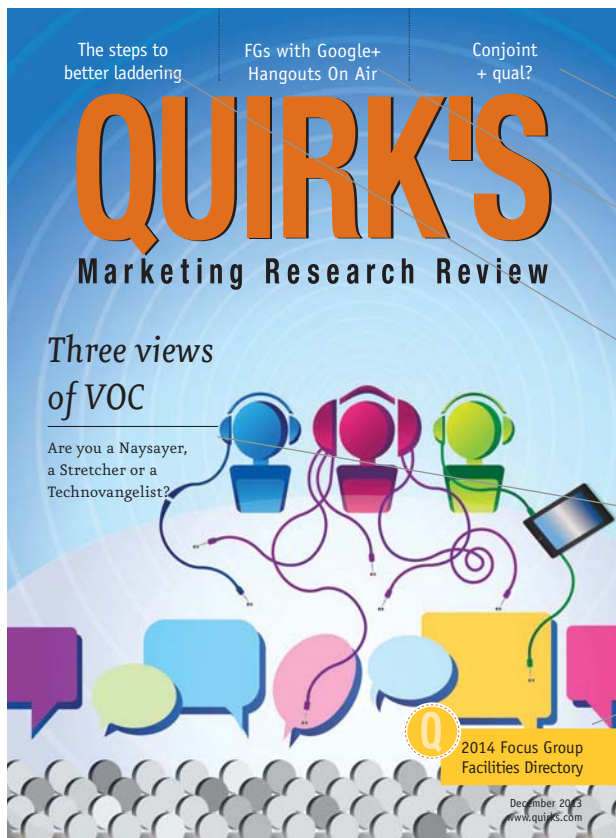
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In Case You Missed It

news and notes on marketing and research

●●● crowdsourcing

It's the flu season – and there's an app for that

Researchers have begun a crowdsourcing experiment to gauge if a smartphone app and social engagement can predict flu outbreaks more quickly than traditional clinic-based reporting. The University of Wisconsin – Madison (UW-Madison) Population Health Sciences Department has partnered with Seattle research company Survey Analytics to develop a smartphone app for students, faculty and staff to track flu activity on campus.

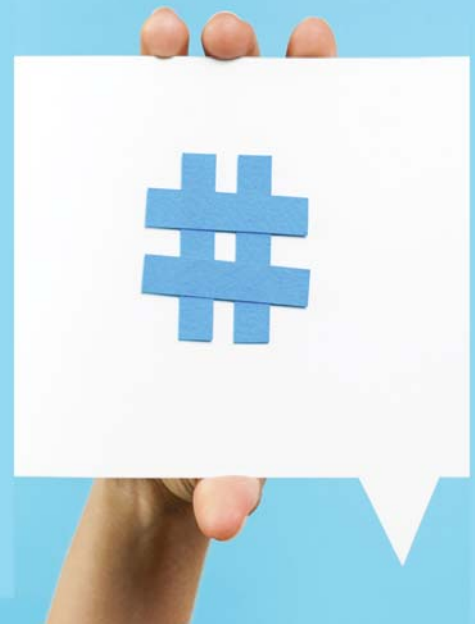
Led by professor Dr. Ajay Sethi and doctoral student Christine Muganda, this experiment is designed to allow real-time flu surveillance data to be captured through an app called OutSmart Flu, available for download through the iTunes and Google Play stores. Participants of OutSmart Flu will be asked to answer general health questions and report if they are feeling well, sick or experiencing flu-like symptoms.

To track the flu in the U.S. currently, the Centers for Disease Control and Prevention (CDC) has partnerships with 3,000 clinics across the U.S. UW-Madison's University Health Services (UHS) is one of the CDC sentinel sites. The CDC method relies on counting the number of students walking into UHS seeking health care for flu-like illness. However, in 2010, Google showed that it could identify epidemic flu in the U.S. two weeks earlier than current CDC methods.

Many people with flu-like symptoms are more likely to go online for health information before seeing a doctor. The data collected in this experiment will be compared to flu activity reports from UW-Madison's UHS.



quirks.com/articles ID 20131201



●●● social media research

Facebook adds hashtags; improves searchability

Facebook and Twitter have long been in competition to be the No. 1 hub for interactive viewing during prime-time television events like the Emmys and *Monday Night Football*. But Facebook has a steep hill to climb, as many have already grown accustomed to turning to Twitter for the latest opinions and breaking news. Over 1.24 million people tweeted about the *Breaking Bad* series finale in September, for example, which clearly shows that an engaged audience is out there. Whether Facebook can appeal to that audience remains to be seen.

So in an attempt to rival Twitter as the go-to place for trending news, Facebook has updated its Graph Search function to allow users to search for conversation topics within status updates, comments and posts. The update aims to make Facebook more conducive to real-time conversations and comes on the heels of Facebook recently adding hashtag functionality.

The update also allows users to search for posts or comments from a certain time period or location (e.g., "posts by my friends from last month") or posts that they already composed or commented on. However, users can only search for content that has been shared with them or that appears in public posts.



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MRA sets new Standards

At the Corporate Researchers Conference in Dallas in October, the board of directors for the Marketing Research Association (MRA) approved what the organization has called a "landmark" revision to its Code of Marketing Research Standards.

The new code establishes 42 ethical and best-practice principles to guide marketing research practitioners in their day-to-day work. Per the association's bylaws, members are obligated to adhere to the principles and, to maximize the global acceptance of marketing research, non-members are encouraged to do so as well.

"The new code addresses the responsibilities of marketing researchers to each other, the media, government officials, the public and anyone benefiting from marketing research," said Jay White, CEO of Baltimore Research and chairman of MRA's standards and ethics committee (SEC), in an MRA-issued statement.

The committee was charged with revising the prior version of the code, last published in 2007, and once an update was deemed necessary, it spent 17 months reviewing unaddressed areas, ambiguous standards, general clarity and structure before

submitting its recommendation to MRA's board for consideration.

"MRA's objective was especially challenging – to create a set of principles that serve the entire profession, rather than segmented principles pertaining only to specialized modes or methodologies," said White. "To answer that challenge, the new code contains broad principles as well as detailed rationale. Both are necessary for a well-formed code that is not overbearing and provides flexibility for practitioners operating with a firm ethical foundation," he said.

(Other SEC members include Elyse Gammer, Cathy Scott and Merrill Shugoll. Additional review was completed by Grant Benson, Patrick Glaser, Paul Richard McCullough, Annie Pettit and Richard Spreng. The MRA's 2013-2014 board of directors also contributed to the code, aided by MRA staffers Howard Fienberg, Linda Pylant, Ann Morgan and David Almy.)

Three main sections

Organized in three main sections – responsibility to respondents and prospective respondents; responsibilities to clients and vendors; professional responsibilities – the code also includes two helpful appendices, one covering mode-specific considerations for data mining, geolocation tracking, mystery shopping and telephone research and one covering best practice,



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Joe Rydholm can be reached at joe@quirks.com

specific law and issue resources.

"The new code is a unique and modern set of principles and rationale based on combined revisions suggested in 2011, 2012 and 2013 as well as legal, SEC and peer reviews," said Amy Shields, MRA's director of research, who steered the new code through its revision process. "There also is an increased emphasis on a streamlined enforcement process. We believe that an enforced code is of greatest value to the marketing research profession."

"The code's principles are designed to promote an ethical culture in which honesty, professionalism, fairness and confidentiality combine to support marketing research's success," said MRA Board Chairman Jill Donahue, a corporate researcher with Nestle Purina PetCare. "The standards any profession adopts can help define its value and, ultimately, its acceptance. The new code sets an appropriately high bar for an evolving and progressive industry."

The code will be published in the December edition of MRA's quarterly *Alert!* magazine and is also available at www.marketingresearch.org/code.



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they sometimes take action, the overall scores demonstrate that, broadly speaking, ads are prompting a reaction.

Quantitatively, Latin Americans reported the highest levels of trust in 13 of 19 forms of advertising. The region also reported the highest percentage of respondents willing to take action on all 16 types of paid/owned advertisements and one of the three types of earned advertising formats (editorial content). Respondents in Asia-Pacific were the most willing to take action based on recommendations from friends and family and opinions posted online. In addition to reporting the most skepticism across all forms of advertising – except consumer opinions posted online – Europeans were also least likely to take action based on ads.

www.nielsen.com

... advertising research

Just do it

Consumers act on ads they trust

While trust in advertising can lend itself favorably to consumers' goodwill toward a company, willingness to take action as a result of exposure to a specific message is good proxy for how effective the advertising is. And, according to New York research company Nielsen's Trust In Advertising report, trust and action often go hand in hand.

Nielsen polled 29,000+ Internet respondents in 58 countries to measure consumer sentiment on 19 forms of paid, earned and owned advertising formats. Not surprisingly, word-of-mouth formats such as recommendations from

family and friends and consumer opinions posted online prompted the highest levels of self-reported action among 84 percent and 70 percent of respondents, respectively. Roughly two-thirds indicated that they take action at least some of the time based on ads shown on TV (68 percent); branded Web sites (67 percent); ads in newspapers (65 percent); consumer-consented e-mails (65 percent); editorial content in newspapers (64 percent); and ads in magazines (62 percent).

For some ad formats, the take-action score even exceeded the trust score, suggesting that consumers may be willing to check out a product even if they didn't find the ad completely credible. While there is a sizeable difference between respondents who said they always take action and those who said



... internet/web

Who's offline and why

A look at the 15 percent of adults who don't use the Net

For many Americans, going without an Internet connection is like going without oxygen. Today's business is conducted largely online and the Internet has also become a main source of entertainment. Forget baseball – Facebook is America's pastime! But things are



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not always as they seem. According to the Pew Research Center, Washington, D.C., as of May 2013, 15 percent of American adults over the age of 18 do not use the Internet or e-mail at all.

When asked why they do not use the Internet, 34 percent of non-Internet users think the Internet is just not relevant to them, saying they are not interested, do not want to use it or have no need for it. Another 32 percent of non-Internet users cite reasons tied to their sense that the Internet is not very easy to use. These non-users say it is difficult or frustrating to go online, they are physically unable or they are worried about other issues such as spam, spyware and hackers. This figure is considerably higher than in earlier surveys. Nineteen percent of non-Internet users cite the expense of owning a computer or paying for an Internet connection and 7 percent of non-users cited a physical lack of availability or access to the Internet.

Internet use remains strongly correlated with age, educational attainment and household income. One of the strongest patterns in the data on Internet use is by age group: 44 percent of Americans ages 65+ do not use the Internet and these older Americans make up almost half (49 percent) of non-Internet users overall.

Though they themselves do not go online, non-Internet users often report that the Internet touches their lives. Forty-four percent of offline adults have asked a friend or family member to look something up or complete a task on the Internet for them and almost one-quarter of offline adults live in a household where someone else uses the Internet at home – a proportion that has remained relatively steady for over a decade. Fourteen percent of offline adults say that they once used to use the Internet but have since stopped.

Overall, most adults who do not use the Internet or e-mail do not express a strong desire to go online in

the future. Just 8 percent of offline adults say they would like to start using the Internet or e-mail, while 92 percent say they are not interested. Pew also asked offline adults whether they would need assistance going online if they did wish to do so and found that only 17 percent of all non-Internet users say they would be able to start using the Internet on their own, while 63 percent say they would need assistance.

www.pewinternet.org



●●● online research You text your mother with that mouth?

Consumers bolder behind the cyber curtain

If you're looking for candid responses from research participants, consider asking them to open up via text or e-mail. Forty-three percent of global respondents admit they say things in text and e-mail that they would not say voice-to-voice or person-to-person, according to a global poll conducted by Ipsos OTX, a Los Angeles research company.

Strong majorities in China (90 percent) and South Korea (80 percent) say they text or e-mail things they would not say over the phone or in person, which presents an oppor-

tunity for online research in these regions where respondents can be overly polite and reserved. Seven in 10 of those in Indonesia (76 percent), India (69 percent) and Saudi Arabia (67 percent) say they do so. Following next are Turkey (58 percent), Brazil (48 percent), Japan (46 percent), South Africa (45 percent), Argentina (42 percent), Mexico (42 percent) and Russia (39 percent).

Only one-third or less in most of the countries surveyed say they reserve some communication for text or e-mail: Canada (34 percent), Australia (33 percent), France (33 percent), Great Britain (32 percent), Poland (32 percent), Belgium (31 percent), Italy (31 percent), the United States (30 percent), Germany (25 percent), Hungary (24 percent), Spain (24 percent), Norway (22 percent) and Sweden (22 percent).

Demographically, age appears to be the most significant variable, as those under the age of 35 (54 percent) are considerably more likely than those ages 35-to-49 (41 percent) and those 50-to-64 (26 percent) to text/e-mail things they won't say out loud.

Education is also a significant factor. Half of those with a high level of education say they do so (38 percent), compared with four in 10 among those with low education. Similarly, income appears to be a factor: 46 percent of those with a high level of household income will engage in the behavior compared with 43 percent of those with medium or low income. Women (44 percent) appear slightly more likely than men (42 percent) to say so. www.ipsosotx.com



●●● television research
Have it both ways

Ideal TV service must satisfy many important, conflicting desires

TV viewers are looking to maximize control, minimize cost and streamline the TV-viewing and subscription

experience and cord-cutting is just one avenue viewers are taking to satisfy a long list of important and sometimes conflicting desires. MarketCast, a Los Angeles research company, has released TV Re-Packaged: How Viewers See the Future of the Medium, a study conducted among American TV viewers that looks at what television viewers want from their television service and the role that the cord plays (or does not play) in how consumers view the future of television.

When thinking about the ideal package of television services, a la carte programming is the most desired feature, second only to low cost. In an ideal world, consumers would have total access to all content but pick and choose (and pay for) only the programming they want.

But consumers don't want to disaggregate to get there. Just over half

of cord-cutters (i.e., those who don't subscribe to a traditional, wired TV service) say that the chief reason for ditching is that they no longer wanted to pay for channels they don't watch. But at the same time, their biggest frustration with Internet-based TV (e.g., Netflix, Hulu, Amazon Instant, etc.) is the hassle of maintaining multiple subscriptions. The specter of disaggregating – and paying multiple bills – is also the No. 1 reason why cord-connected consumers stick with their existing services, despite their being plenty vocal about other problems with their provider. This is the disconnect that is opening the door for disruption.

The cost of sports programming is disproportionately shared by all TV viewers. But for 82 percent of TV viewers, live sports does not feature prominently in their ideal TV package. Only 18 percent of TV viewers value

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live sports access more than they do other features but for this small group, sports trumps everything else – including the desire to pay a low monthly subscription cost.

TV viewers overwhelmingly prefer the freedom to choose when they consume their favorite programs to being able to choose where they consume, such as on multiple devices or outside their home. As a specific selling point, the idea of making TV more mobile is likely to be a more attractive proposition when positioned as time-shifting rather than as place-shifting.

While only 25 percent of consumers think that traditional TV service subscribers are in the minority today, 53 percent think that those who subscribe to this model will be in the minority in five years.

Around four in 10 of those who currently subscribe to a traditional service say that they are extremely or very likely to cancel in the future. However, the near-term threat to traditional providers is much less severe. Seven in 10 of these Cord Considerers admit that their bundled package remains a major tether to their existing provider. Additionally, concerns about a lack of programming variety from online services coupled with a reluctance to manage multiple subscriptions continue to play a large role. Most interesting though, 60 percent of Cord Considerers admit that they simply lack the conviction to follow through.

While cost factors into the decision for why they stopped subscribing to traditional TV services, Cord Cutters are not low-value consumers when it comes to paid media. Compared to other groups, Cord Cutters demonstrate the highest average annual consumption for paid media. Their advantage over other TV viewer subgroups is most pronounced in television consumption, where they are spending more on episodes and entire seasons via purchases and rentals of DVDs, Blu-ray discs and digital downloads.

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... trends/forecasting
What's coming in 2014

Global study looks at trending consumer behaviors

The year is wrapping up and many marketers are already well into planning for 2014. Still, only time will tell what the new year may bring. Chicago research company Euromonitor International's Global Consumer Trends study explores consumer spending intentions, shopping attitudes, consumer technology, meal and snack preferences, healthy living patterns, personal values and household demographics in nine developed and emerging markets.

So what can we glean from 2013 that will inform the future? One key area where information, values and economics intersect is eco-conscious buying. Consumers pay the most attention to environmentally- or ethically-conscious features when purchasing products they are going to personally apply, eat, drink or touch. Not only do consumers pay attention, they are willing to pay at least a little extra for such features. Nearly two-thirds of respondents in the U.S. are willing to pay extra for such green features in packaged food (62 percent), though only 8 percent are willing to pay a lot more. Half of Brazilian respondents will pay at least a little more for sustainably-produced apparel

and footwear (51 percent).

As for consumer spending intentions, fast food is out, travel is in. Nearly 40 percent of consumers plan to decrease their spending on fast food in the next 12 months, while one-quarter anticipate increases in their travel budget. Even in developed markets, where economies have been hit hard, younger consumers are twice as likely as their older counterparts to anticipate increasing their spending in the next 12 months (20 percent of those under 45, compared with 11 percent of those over 45).

Consumers continue to be interested in value in the form of high quality, especially as represented by strong brands and low prices. Independent consumer reviews are eclipsing traditional media, such as TV ads, as the most influential marketing channel in consumers' minds. One-third of Internet-connected consumers now own a tablet computer and online shopping continues to gain traction among consumers. Over 80 percent have now purchased apparel, shoes or consumer electronics online at least once, if not more frequently.

Although the availability and acceptance of ready meals and take-out is increasing, consumers are still sitting down to home-prepared meals daily. When shopping for food, consumers look for added vitamins or fiber on labels and shun artificial ingredients, particularly in emerging markets. Overall, global online consumers tend to have positive perceptions of their health, especially in emerging markets. Weight management and dieting is also on the radar for global consumers, as 44 percent actively monitor their weight and 23 percent are on a formal diet.

In this hyper-connected era, Internet-connected consumers are nearly all looking for ways to simplify their lives and maximize time with family.

www.euromonitor.com



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IN FOCUS

Product and Service Update

●●● facial coding

Adding face value

Ipsos adds facial profiling to understand in-store shopper behavior

Milton Keynes, U.K., research company Ipsos Retail Performance has launched Shopper Profile, a solution that uses facial profiling technology designed to help retailers understand the makeup and behavior of their customers. Shopper Profile combines sensors and software to analyze shoppers' faces in-store and allow Ipsos Retail Performance to provide data to retailers.

Detailed, non-personal information is collected on how consumers respond to visual messaging, how they move through stores and how they engage with messages throughout their in-store experience. The technology highlights several different facts about individual consumers, including gender and age range, as well as providing information on what content was viewed and for how long.

Shopper Profile provides data that is immediately actionable. It can also be used for immediate staff call-to-action to help customers shop.

There are two main aspects of Shopper Profile: Audience Counter and Opportunities to See (OTS) Counter.



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●●● advertising research

New MediaInsights

InsightExpress debuts new media accountability platform for audience measurement

Stamford, Conn., research company InsightExpress has launched MediaInsights, an approach for audience measurement and post-buy campaign validation designed to help advertisers and agencies audit media purchases, optimize in-market campaigns and inform future campaigns.

MediaInsights aims to provide a summary of key audience accountability indicators, such as total impressions, unduplicated reach and frequency, GRPs and targeting efficiency; a profile of demographics; and behavioral data, including Web site visitation information and inventory run through ad networks, trading desks and data management platforms.

www.insightexpress.com



The Audience Counter is designed to automatically identify the profile of a person from a digital image or a video frame and convert it into anonymous analytical data. Video sensors categorize and log facial patterns of shoppers who are looking at any specified item. Data is then captured and logged, including demographic details (age and gender), viewing-time duration, face position and distance.

The OTS Counter is designed to use sensors to log shoppers as they move through specific areas of a retail environment. By analyzing this data, retailers can learn more about shopper demographics, footfall and time patterns, as well as the consumers' overall opportunity to see messaging.

No personal image or data is stored in systems and the anonymity of shoppers is assured.

www.ipsos-retailperformance.com

●●● mobile research

Stay Relevant

Improved platform offers panel access and geo-targeting

Research Now, Plano, Texas, has released version 3.2 of its Research Now Mobile platform, featuring its Mobile Access Panel and Relevant Movement technology.

Mobile Access Panels aims to allow researchers to tap into Research Now's mobile panel while continuing to program surveys on the platform of their choice. Mobile Access Panels also allows users to take advantage of native app capabilities and launch mechanisms like geo-location.

Clients can include everything from mobile-only to a mix of mobile and online sample and control the percentage of mobile respondents. Qualified panelists complete each survey through an integrated, in-app window linked to the client's questionnaire – enabling

researchers to gather data from a global network, in real time, in their preferred formats, on their own system.

Additionally, Research Now Mobile has added Relevant Movement technology to its location-based research functionality. Recent upgrades made to its innovative geo-fencing technology and in-the-moment survey capabilities are designed to allow clients to target and engage respondents immediately upon entrance and/or exit of a fenced location; minimize false positives to help ensure that surveys are sent only to those who have visited a fenced location long enough to qualify for a survey – and not to those who have simply broken the fence; enhance consumer follow-ups so that only those who respond within a specified time frame are qualified to complete a survey upon exiting a fenced location; and segment by single or repeat trips within the same fence to help ensure that respondents only receive one survey invitation within a set amount of time and not each time they trip that location's fence.

www.researchnow.com

●●● qualitative research Media for chat

Chat software added to itracks' online qual

Saskatoon, Saskatchewan, research company itracks has added itracks Chat to its portfolio of online qualitative offerings.

Itracks Chat aims to allow feature-rich research tools to be used during live discussions to maximize interaction. The platform is designed to capture immediate reactions to concepts, media and discussion goals from participants and preserve the focus of research on interaction by minimizing content administration. Participants can use markup tools to provide feedback on images or videos streamed directly to the software

whiteboard area. Chat transcripts are available immediately.

Other expansions to the itracks research toolbox include single- or multiple-choice polling in the live environment. In addition, discussion-guide programming supports the option of uninfluenced questions where respondents must post their responses before viewing the responses of others.

www.itracks.com

●●● brand research Looking to steal?

App aims to identify brand growth opportunities

London research company TNS has launched an express version of its ConversionModel brand equity tool. ConversionModel Express is designed to allow businesses to quickly calculate exactly where they could steal market share by altering their marketing strategy.

ConversionModel Express, which TNS is launching in partnership with online market research platform ZappiStore, aims to enable brand owners to conduct rapid surveys of consumer behavior to gather topline insights on their growth opportunities. The app is available in the U.K., U.S., France, Germany, China, Australia and Canada, with other markets planned.

ConversionModel Express quantifies the gap between a brand's equity and its market share to show the size of the opportunity the brand has to grow – or the share that is at risk. It also identifies which competitors pose the greatest threat or offer the biggest opportunity to gain market share.

www.zappistore.com

●●● online communities Is your community an IdeaHub?

Co-creation tool brings businesses and customers together for innovation

Vancouver, B.C., research company Vision Critical has released IdeaHub, a co-creation solution designed to capture, process and present meaningful consumer ideas to businesses looking to increase the pace of innovation and make customer-centric business decisions.

By using members of an existing insight community, market panel or internal online group, IdeaHub aims to enable organizations to generate new ideas from up to tens of thousands of customers, prospects and employees. Through IdeaHub, ideas are funneled down to the most actionable ones, reducing the time, effort and cost spent on concept creation for an organization.

The IdeaHub features a four-step process:

Generation. Existing communities of customers, employees or groups of interest are presented with an outline explaining the innovation challenge. From there, members generate and submit ideas via text, images, audio or video.

Evaluation. Ideas with potential are identified and sent back to the community to evaluate.

Refinement. Ideas with the highest IdeaHub index scores are presented in an online forum and the community is invited to comment and suggest improvements.

Selection. The revised ideas are presented to the community for reevaluation, rescoring and a final decision.

www.visioncritical.com/ideahub

●●● concept testing

Profit from MarkUp

Dub debuts ad and concept testing tool for online qual

London research company Dub has released MarkUp, a concept testing tool designed to help researchers, designers and planners unearth emotional insight and improve ads and concepts. MarkUp is available as an add-on to IdeaStream, Dub's online qualitative and insight community software.

To use MarkUp, clients can recruit their target audience. Then they can upload the stimulus (i.e., graphics, posters, ads, videos, etc.), program the questions they want to ask and select the style of response (including emoticons). Then, respondents weigh in via open-ended and/or emotive response and clients can review responses via heat maps and verbatims.

www.dubishere.com

●●● survey software

Acuity4 gets V5

Voxco adds mobile and social to survey solution

Montreal research company Voxco has launched Acuity4 Survey V5, the latest version of its feedback management solution. The new version features intelligent rendering for mobile devices; mobile user statistics; integrated panel management; a user interface for end-to-end project delivery; new, advanced APIs for enterprise system integration; and the ability to send a survey via Twitter, Facebook and Web site pop-up.

www.acuity4survey.com

●●● panel research

Beyond self-reporting

Tool targets panel members based on online behavior

Research Now, Plano, Texas, has launched Behaviorally Targeted Surveys, a solution designed to target members of Research Now's U.S. research panel for surveys based on online behavior. Clients can target panel members based not only on what they say (self-reported survey data) but also on what they do online (Web site visitation data).

Over the past couple of years, Research Now has enhanced its profile information by passively collecting different types of behavioral data on a large proportion of its panel member base. Through collaboration with Experian Marketing Services, New York, Research Now has access to a regular data set that reports daily Web site visitation for members of its U.S. panel who have opted in to participate. The specific target sample can then be formed on the types and categories of Web site visits – defined by Experian Marketing Services – to gather survey insights.

Other information available on Research Now's behaviorally-targeted survey respondents includes any top-level URL or customized set of URLs; Web site category levels; URLs visited for a group of segmented respondents; and delivery of a count and list of anonymous member IDs who have visited in the last 30 days.

www.researchnow.com

●●● customer experience

E-mail mining

Using e-mail data to identify and reengage loyal customers

Experian Marketing Services, a New York marketing information company, has introduced Email Insights, a retention-based e-mail solution designed to give marketers a more holistic view of their customers by linking traditionally-siloed databases and insights (e.g., in-store shoppers, loyalty program members and mobile app users) to their e-mail marketing list. Email Insights is compatible with any e-mail service provider (ESP), offering members access to a more comprehensive database of e-mail activity information.

The Email Insights model aims to allow marketers to gain insights about their e-mail subscriber database through access to a broader, privacy-protected database consortium to verify inactive and active subscribers. With this information, marketers can focus on reengaging these subscribers.

A key feature is the ability to append additional data in a privacy-protected platform for an omni-channel perspective of e-mail subscribers. Marketers can link online and offline purchasing patterns, e-mail response behavior (open activity and recency of engagement), category-level interests, demographics and attitudinal or life stage information to improve the relevance of product recommendations and upsell opportunities.

www.experian.com/emailinsights

●●● television research

TV meets Twitter

Solution to measure TV-related Twitter activity

New York researcher The Nielsen Company has launched Nielsen

Twitter TV Ratings, a measure of the total activity and reach of TV-related conversation on Twitter. Nielsen Twitter TV Ratings measures “authors” – the number of people tweeting about TV programs – and the “audience” of people who view those tweets.

Nielsen Twitter TV Ratings aims to enable TV networks to measure the full Twitter engagement surrounding their programs, to measure the effectiveness of Twitter TV-related audience engagement strategies and to better understand the relationship between Twitter and tune-in. Additionally, Nielsen Twitter TV Ratings assists agencies and advertisers in making data-driven media planning and buying decisions that incorporate the full impact of Twitter TV.

Built on the SocialGuide platform, Nielsen Twitter TV Ratings are available for TV programming across 215+ English-language U.S. broadcast and cable networks. Nielsen is working with Twitter to measure and report Spanish-language networks.

www.nielsen.com

••• diy research

Video with VID-OE

Software puts video to use for online research

Toronto research software firm Q-FI Solutions has launched VID-OE, a DIY software tool designed to allow users to integrate Webcam videorecordings into Web surveys, Web sites and online communities. The solution can also be used to verify the identity of participants, obtain testimonials, conduct interviews and recruit and screen panelists and focus group participants. The tool’s reporting module provides access to the resulting videos and organizes the captured recordings.

www.qfisolutions.com

www.quirks.com

••• shopper insights

Follow the shoppers of mini-America

Free beta for analytics dashboard

InfoScout, a San Francisco research company, has launched the free public beta of InfoScout.co, an analytics dashboard designed to showcase consumer insights collected from 125,000+ panelists who represent a mini-America. Panelists use InfoScout’s smartphone apps Shoparoo and Receipt Hog to submit pictures of receipts from 40,000 shopping trips per day and answer trip-specific surveys about items they’ve purchased. InfoScout then converts the receipt images and survey responses into purchase data associated with products and retailers.

<http://infoscout.co>

••• qualitative research

Live interpretation on-demand

Tool helps manage global and multilingual online focus groups

InsideHeads, a St. John, Virgin Islands, research company, has partnered with New York human translation company VerbalizeIt to offer clients the opportunity to hear live audio interpretation of online chat-based discussions.

For as low as \$2.50 per minute, InsideHeads offers backroom observers of online focus groups an audio line to hear a professional from VerbalizeIt interpret, word-for-word, as live participant chat scrolls on the screen. VerbalizeIt interpreters are available in nearly a dozen languages, includ-

ing Arabic, French, German, Hindi, Italian, Japanese, Korean, Mandarin, Portuguese, Spanish and more.

www.insideheads.com

••• mobile research

An app for TV analysis

Kantar debuts audience analysis app

London research company Kantar Media has rolled out the first in a suite of applications designed to allow broadcast audience data to be viewed on mobile devices. The mobile app version of InfoSys+, Kantar Media’s TV audience analysis software, aims to provide 24-hour access to TV-viewing analysis on the move.

The app provides overnight TV ratings information, as well as top-level historical analysis of specific program and channels for comparison. Predefined reports are also available, allowing users to demonstrate analysis trends whenever they require.

Additionally, Kantar Media has launched Kantar Media Audience Advisor, a syndicated television audience measurement service that aims to provide second-by-second data projectable to a national footprint of nearly 100 million households representing subscribers across multichannel program distributors.

www.kantarmedia.com

●●● customer experience

Follow the Customer Journey

Mopinion launches online retail insights tool

Rotterdam, Netherlands, research software company Mopinion has launched its Online Customer Journeys Program, which aims to enable companies to capture, analyze and act on direct feedback from customer's online activities.

The program is designed to analyze what information is searched for and highlight what is missing; monitor why customers may be leaving retail pages and flag any ordering or registration difficulties with the online channels; monitor the customer experience of online services to make them easier to optimize; integrate with existing self-service and event-driven tools such as FAQ pages, chat facilities, forums and contact forms to gather data; and assess behavioral data.

www.mopinionlabs.com

●●● Briefly

■ Windsor Heights, Iowa, research company Quester has added social media listening to its language analytics capabilities. Quester linguists will analyze thousands of consumer verbatims and pair them with the fundamentals of social media listening, such as sentiment analysis, media influence and geographical location.

www.quester.com

■ Boston research company Millward Brown Digital has launched Conversion Tracker, a tool designed to allow marketers to see competitors' on-site activity; identify and learn from best-in-class performers; isolate key issues impacting their own per-

formance; and manage resources.

www.millwardbrown.com

■ Norrköping, Sweden, research software company Dapresy has made its Dapresy Pro research reporting solution mobile- and tablet-compatible. This latest release automatically detects when users are viewing reports on a mobile device and takes them to a mobile-optimized version of the Dapresy Pro reports page.

www.dapresy.com

■ New Orleans research company Federated Sample has optimized Fulcrum, its sample management and exchange platform, Fulcrum, to detect, route and render on almost any device, including desktop, tablet and mobile.

<http://bit.ly/mobilerouting>

■ Burbank, Calif., firm ThinkNow Research's Hispanic Research Panel has been verified by San Francisco third-party validation company TrueSample.

www.thinknowresearch.com

■ Chicago research companies IRI and SPINS have partnered to create SPINS NaturaLink, a segmentation of the total U.S. population, focused on how shoppers think about, purchase and use natural/organic/eco-friendly products.

www.iriworldwide.com

■ Waban, Mass., research company Temkin Group has published a series of posts called 50 CX Tips: Simple Ideas, Powerful Results on its blog Customer Experience Matters. These tips are available for free download as an infographic and e-book, both called 50 CX Tips.

experiencematters.wordpress.com

■ Golf Datatech LLC, an Orlando, Fla., research company, has released the results of the second Serious Golfers and Modern Media Study. The study includes attitudes toward monthly and weekly print publications, network and cable golf television, Internet usage, digital golf weeklies,

social networking and newspapers.

www.golfdatatech.com

■ Chapel Hill, N.C., research company Best Practices LLC has released its Consumer Marketing Research Innovation: Assessing New Tools, Technologies, and Approaches to Understand and Communicate with Consumers report, which presents data on three segments: pharmaceutical companies, non-pharmaceutical companies and the total benchmark class.

www.best-in-class.com

■ The CASRO Institute for Research Quality, Port Jefferson, N.Y., has awarded certification to Buenos Aires, Argentina, research company TNS Argentina for compliance to the ISO 20252 standard for market, opinion and social research. Processes outlined in ISO 20252 are designed to produce transparent, consistent, well-documented and error-free methods of conducting and managing research projects.

www.casro.org

■ Ipsos Healthcare, a London research company, has launched its syndicated Hyperlipidemia Therapy Monitor, the latest addition to its Global Therapy Monitor Portfolio.

www.ipsos.com

■ Research Now, Plano, Texas, has launched its Diabetes Panel, designed to offer access to over 336,000 profiled panelists in the U.S. and Canada who have been diagnosed with either type 1 diabetes, type 2 diabetes, high blood pressure or obesity.

www.researchnow.com

■ Research Panel Asia Inc., Tokyo, has launched a panel in Taiwan.

www.researchpanelasia.com

■ Greenwich, Conn., research company Civicom has rolled out its Qualitative Text Analytics service for clients in the U.K. and Europe.

www.civi.com

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An evaluation of quality-control questions

| By Keith Phillips

snapshot

A report on a research-on-research study that examined the impact of various types of in-survey quality-control measures.

How do we, as researchers, decide on quality data? We usually look at the behavior of participants within a questionnaire itself. We look at how long they took to complete the survey, what they wrote in the open-ended questions, whether they gave the same answer option through a grid question, if they gave consistent answers and we look at quality-control questions. These quality-control questions are designed to measure attentiveness and remove participants who are not paying attention.

There are different types of quality-control questions. Some are simply inserted within a grid and ask participants to select a specific punch; others measure quality by allowing participants to contradict themselves. Some intentionally misdirect participants, so that the question being asked is in the detail of a long instruction and the question is not at all what it seems to be.

Quality-control questions assume that participant misbehavior in a particular moment is indicative of misbehavior throughout the entire survey. For this reason, the data quality is improved with the omission of this participant. An alternate assumption is that a degree of inattentiveness is normal throughout a survey and participants may be attentive during the trap question but not during key measures. Conversely, those failing the trap may not have been paying attention in the moment but are contributing elsewhere, meaning many are no different than the participants that are being kept.

First hypothesis

Working at a sample provider, I see many questionnaires for a variety of industries conducting an array of research. One thing I have noticed is the variety of quality-control measurements used to validate the online self-completion surveys; in particular, the varying amount of participants being excluded due to poor data quality, which was specifically dependent on the quality-control questions.

This led to my first hypothesis: Design of the quality-control question has a large impact on the number of participants flagged for having poor data quality and it is more a measurement of question effectiveness than participant quality.

Knowing that these quality-control questions threw out such a wide range of participants, I formulated a second hypothesis: Exclusion based on quality-control measurements would result in a variety of sample compositions and some of these would be more accurate than others.

The test

In order to test my theories, I designed an online survey that looked at 15 different quality-control measurements: 12 quality-control questions, speeding, straightlining and an open-end assessment. The survey was administered among 2,100 online participants in the U.S. The survey covered a mixture of topics including entertainment, social issues, lifestyle and general behavior questions. The survey used 12 offline benchmarks as measurements of quality to compare the data against. The median survey time was 12.5 minutes; short enough not to encourage fatigue.



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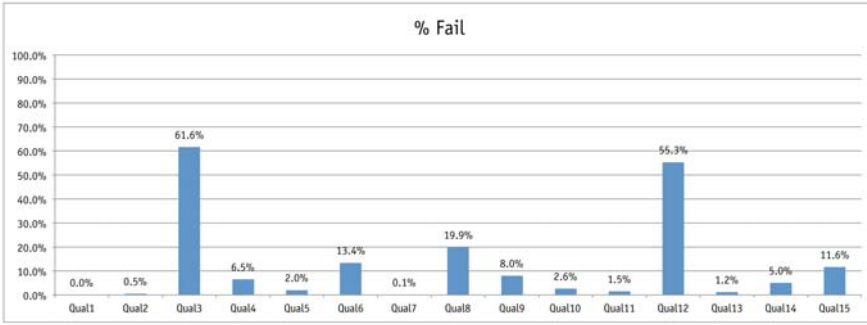
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Marketing
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Group

Figure 1



The results

As illustrated in Figure 1, my first hypothesis proved true: the design of the question itself has a large impact on the amount of participants being excluded from the sample. Shown here is the percent of the same sample that failed each of the quality-control measurements. There is a large distribution that goes from 0 percent failing at Qual1 to 61.6 percent failing at Qual 3. More detail on each of these quality-control measurements will be given later in this article.

Each quality-control measure was developed with the intention of measuring the amount of poor data quality in the data set. Yet, each measure produces a different quantity of poorly-behaving participants and therefore is not capturing the badly-behaving individuals who are corrupting an entire data set. Instead, it is measuring the ability of the participant to do the right thing in

the exact moment, which is completely dependent on the task at hand and not on an inherent inability of the participant to provide quality data.

Although my first hypothesis proved to be true (the design of the quality-control questions greatly impacts who is flagged as having poor data quality), my second hypothesis did not prove true. Although each of these quality-control questions did remove a different group of individuals it does not appear that it improved the overall data set against offline benchmarks. In fact, the data stayed flat regardless of how I removed participants.

Figure 2 illustrates the percentage of households that own a gun. The results of our study remain the same (between 28.3 percent to 31.5 percent) regardless of which quality control measure we use to exclude participants. It may appear as though the second-to-last segment, which is made of

participants who passed all 15 quality-control measurements, displays a slight uptick towards the benchmark, but the Figure 2 shows that the quality is not necessarily better within this segment. (Benchmark taken from the 2012 General Social Survey from NORC.)

The chart in Figure 3 shows offline benchmark data for illnesses. This graph indicates that the group of participants that passed all 15 quality-control measurements actually moves away from the benchmark. However, no statistical significance can be found regardless of which quality-control measurement is chosen. (Data for the benchmarks is based on information taken on the American Heart Association, Lupus Foundation of America and Anxiety and Depression Association of America Web sites, along with the 2011 National Health Interview Survey. In some instances estimated figures were provided and the percentage was created against census adult population figures. These are just estimates for a point of comparison within this research.)

So why is the data so consistent regardless of which quality-control measurement is used for exclusion?

- Some of the quality-control measurements exclude too few to impact the sample.
- The quality-control measurements that exclude a large proportion of participants appear to do so at random.

Figure 2

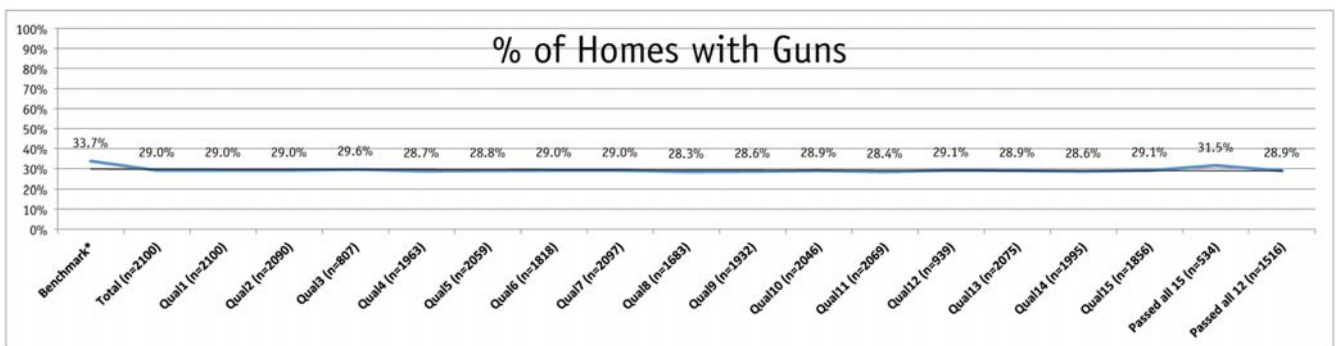


Figure 3

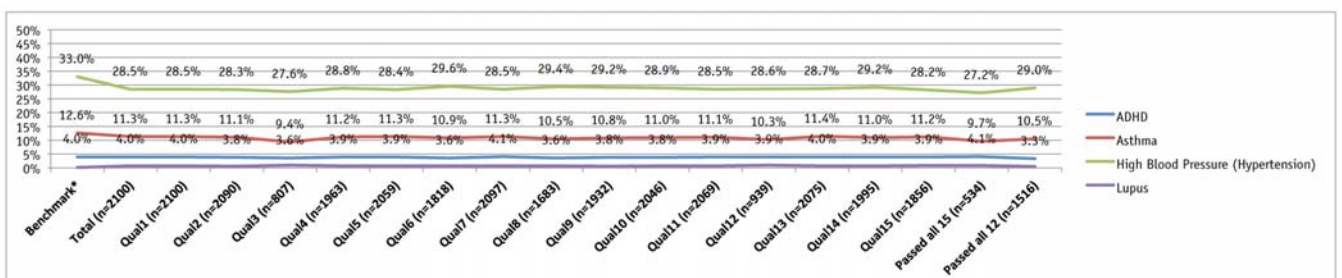


Figure 4

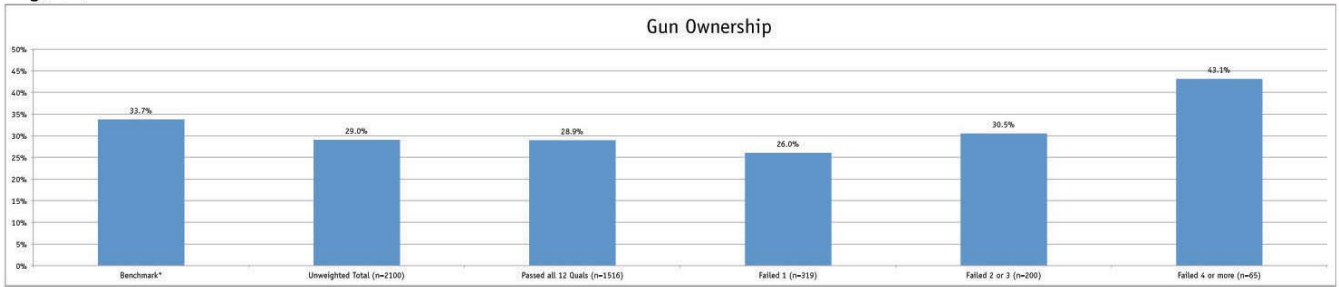
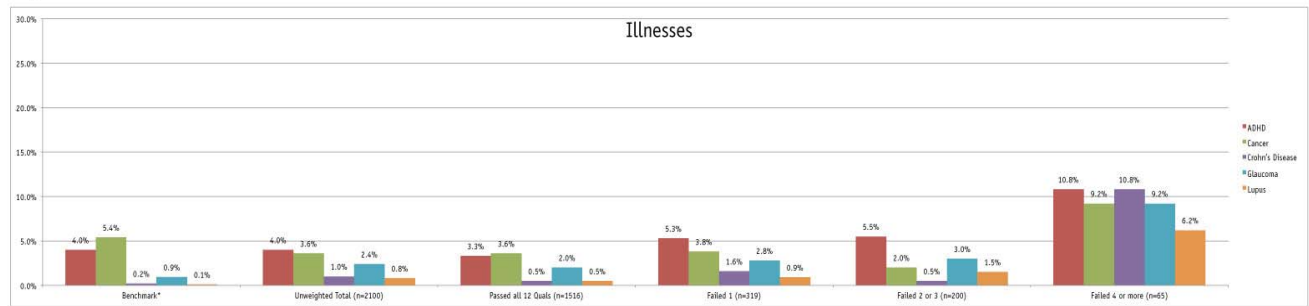


Figure 5



Knowing that each quality-control measurement removed a different group of participants and yet achieved a similar result compared to the offline benchmarks, I decided to segment the data by varying levels of poor behavior. When creating the segments used in Figure 4 I excluded the three quality-control questions that were misdirection/traps, as these removed such a large proportion of individuals, I did not feel like they were an accurate barometer. I will evaluate these types of quality-control measurements later in this article.

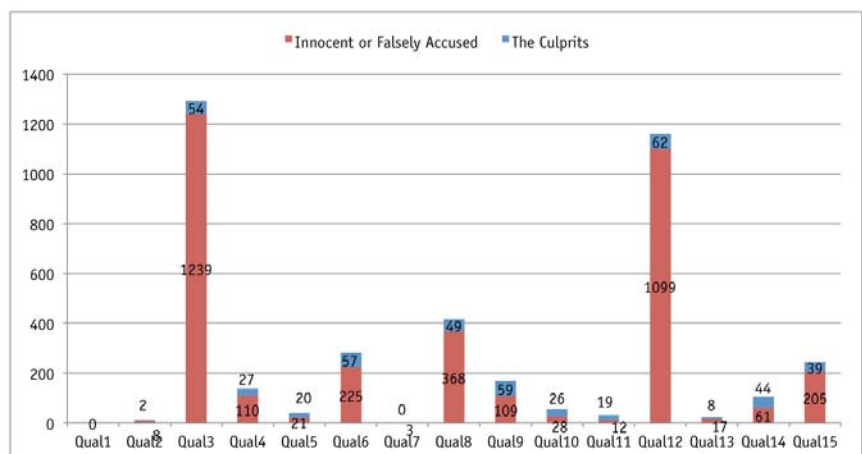
Figure 4 shows that those failing four or more quality-control measurements out of 12 are statistically different than the overall sample. (Benchmark taken from the 2012 General Social Survey from NORC.) Although at 65 this segment of culprits is small, it is an important consideration to remove them from the data set, as they could over-index within a particular segment during analysis.

The variation across segments is even more pronounced among the illnesses. Although a majority of the participants within the segment failing four or more quality-control measurements did not select these illnesses, there is a statistically significant increase in the volume of selections among this group as illustrated in Figure 5. (Data for the benchmarks is based on information taken on the American Cancer

Society, the Lupus Foundation of America, Living with Crohn's Disease, the Glaucoma Research Foundation and Anxiety and Depression Association of America Web sites. In some instances estimated figures were provided and the percentage was created against census adult population figures. These are just estimates for a point of comparison within this research.)

With an established criteria for the culprits (those actually behaving poorly in the survey by failing four or more out of 12 quality-control measures), I went back and reevaluated each quality measurement to see what proportion of the 65 culprits they captured as well as how many of the innocent or falsely accused (participants that were not found to be culprits) they throw out of the data set (Figure 6).

Figure 6



An evaluation of quality control measures

In this next section, I evaluate each of the quality-control measurements based on the definition of the culprits created from my segmentation.

Traps/misdirects (Qual 3, Qual 8 and Qual 12)

Appropriately named, these questions seek to identify inattentive individuals. The problem is they are poorly designed for survey research and many people who have good data quality throughout the remainder of the survey end up failing them. They assume a greater level of attentiveness than most people are willing or able to give, in the context of a market research survey. A questionnaire writer's main goal is to

design a questionnaire that answers the questions posed by the client while at the same time reducing the risk of bias by making the questions as easy as possible to answer. These types of traps do not do that.

See the Quality 3 question below, which is failed by 61.6 percent of participants:

One aspect of this study is to understand how people process the questions that are being asked to them. This information is useful when doing analysis. There are many aspects of a person's behavior that are related to the way they answer questions. One aspect is their ability to stay engaged throughout a survey and a person's willingness to read the directions fully. To make sure you are currently engaged, we would like you to answer "None of the above" to the question below.

Which of the following adjectives would you use to describe yourself?

[Randomize]	Depressing	Boring
Intelligent	Interesting	Plain
Caring	Fun	Adventurous
Passionate	Fashionable	Generous
Honest	Thoughtful	None of the above
Inquisitive	Anxious	[Anchor]

Most people will see this as a question about adjectives they would use to describe themselves. They believe they do not need to read the full instruction in order to answer the question. However, the full instruction commands the participant to select "None of the above." The participant has to read the instruction fully and have the sense to follow the instruction rather than to answer the actual question (which comes after the instruction).

Qual 8 used the content of a section as a misdirect question. The section is about amusement parks. During the section, midway through a question, the topic changed. An instruction was presented to select a specific punch (19.8 percent of participants failed). Because previous questions in the section were similarly worded about different amusement parks, it is no wonder some participants would answer the question before reading it fully.

Qual 12 failed 55.3 percent of participants and was the last quality-control measurement of the survey. This misdirect presented a short paragraph and at the end, participants were instructed not to answer the question below but to select the next button and continue answering questions on the next page.

Then an easy question was presented and answered by 55.3 percent of individuals, all of whom are considered as poor-quality respondents for doing so.

These types of trap/misdirect questions have no place in evaluating data quality.

Conflicting answers (Qual 1, Qual 7, Qual 10 and Qual 13)

There were four types of conflicting-answers questions given during the questionnaire. These types of questions are usually masked, as they were in this survey. These questions did not do a great job of capturing all of the culprits because they generally flagged too few people.

Qual 1 asked dog owners how many dogs they owned. Only dog owners got the follow-up question and only those answering 0 to the follow-up were flagged. No one in this study was flagged based on this question.

Qual 7 only flagged three people, all of whom were falsely accused according to the criteria defined above. This measurement looked at participants who said they had not been to a movie in the theater in the past 12 months but then flagged them if they mentioned they went to the theater this past week-end in a later question. In between the questions there were several movie titles presented so it's easy to see how someone could have changed their mind.

Qual 10 was the most effective at capturing culprits but really this was more of a straightline/grid check. Within a short grid, participants were presented with both of the following attributes "I love to go shopping at the mall" and "I hate shopping at the mall." If participants selected "agree completely" or "disagree completely" for both they were flagged for poor data quality.

Qual 13 was an age validation from the age given at the beginning of the questionnaire, with the one collected at the end. It flagged 17 falsely accused while flagging eight culprits. Perhaps annoyance, inattentiveness or error would cause someone to put in the wrong age.

Out of 2,100 participants, these are small numbers.

Fake names check (Qual 4)

Inserting fake brands into an awareness question is not a new technique

and has the downside that someone selecting a fake brand is not necessarily satisficing through the survey. Perhaps they believe they know the name or perhaps they feel they should know it. In my survey I inserted foreign names of made-up individuals in an awareness question for famous actors. The names Edward Bersalote, Emelie Suganob and Lorraine Gusinallem flagged 110 falsely-accused, while only capturing 27 of our 65 culprits.

Open-end check (Qual 5)

For this check I used the three open-ended questions asked to everyone. I looked for participants who did not contribute to any of the three open-ends (those putting in nonsensical answers or simply typing in random text). This check only flagged 21 of the 2,035 falsely-accused, while also flagging 20 of the 65 culprits.

Speeders (Qual 14)

Surveys can take a varying amount of time to complete. For this reason, it is better to look at the standard deviation when considering a speeding definition. Each survey path must be evaluated, especially if these paths have varying lengths. It is not fair to hold participants to the same length standard, if one received 30 questions and another received 50. This questionnaire was roughly the same length for all participants. At first, I looked below two standard deviations from the mean after removing a couple of the longest outliers (those outliers appear to have paused during the survey). That definition only left us with one participant. For this reason, we used a "bottom 5 percent" rule for speeders, specifically for this test, but this is not something we would recommend for all survey types. This check identified 61 falsely-accused, while grabbing 44 of the 65 culprits.

Selecting low-incidence items (Qual 2 and Qual 11)

Qual 2 asked participants to check which illnesses among a list of 11 they have been diagnosed with by a doctor. Those checking off three or more illnesses among the eight illnesses that had an incidence of 5 percent were

flagged for potentially poor data quality. This quality-control measurement was not effective. The question was the ninth in the survey and the check flagged only eight falsely-accused and two culprits.

Qual 11 was the most efficient at removing culprits relative to the amount of falsely accused but was not thorough enough to remove all the culprits. The general thought process is that culprits will be rushing through the survey without fully reading the question or answering honestly. This check identifies someone as behaving poorly, because they are checking off too many items to be realistic. However, an argument is easy to make that some culprits do not check off enough items to begin with and simply answer the question as quickly as possible.

Qual 11 presented participants with a list of eight activities and asked if they had done any in the past weekend. The most likely item on the list (watch TV) was ignored. Anyone saying they have visited the remote location of Alaska was flagged for potential poor data quality. Anyone who selected three or more of the remaining six items was flagged for poor data quality. This check flagged 19 culprits, while flagging only 12 falsely-accused.

Qual 11

Which of the following have you done over the past weekend? Please select all that apply.

Flew in a helicopter	Watched TV
Visited McGrath, Alaska	Went skiing
Played poker	Visited a flea market
Went geocaching	Went bungee jumping
None of the above	

Grid checks (Qual 6 and Qual 9)

Grid checks – asking someone to select a specific item within a grid – vary in efficiency. If I were to ask a participant to select a 6 on a scale from 1 to 10, then I would expect everyone to select 6. If I were to do this in a 100-item grid, then I would expect a higher proportion of participants to not be reading the attribute, due to the fatigue that was inspired by the design of the question itself.

Furthermore, if a participant can answer multiple items in a grid without reading through the attributes, then they may be inclined to do that. For instance, I asked participants to evaluate how interested they are in seeing each movie in the theater

among a list of 18 films (Qual 6) with a five-point definite interest scale. If a person does not like going to the movie theater and knew they did not want to see any of the films in the theater, what would prevent them from answering “definitely not interested” to each answer option without thoroughly reading through them? And if they did, are they doing anything wrong, based on the design of the question and what is being asked?

This is why position of the quality-control attribute (the attribute that tells the participant to select a specific punch) is important within the grid. If it comes as the first attribute fewer participants will fail it, but once the process of filling in the grid is established, a higher proportion of participants will fail the quality-control attribute. Research from my colleague Pete Cape found that within a grid, the average item response speed is under 500 milliseconds, which is hardly time to fully process the implications of the item being presented. If the desire is for participants to take their time when answering questions, why put them into a grid, which encourages just the opposite?

I asked a movie grid check (Qual 6) as the 15th question in the survey. It was failed by 13.4 percent of the sample. It flagged 225 falsely-accused and 57 culprits for not selecting “definitely not interested” when instructed to do so.

Qual 9 was the 26th question asked in the survey. It used a 10-point likelihood scale to evaluate six activities and instructed participants to select the number six among these. Qual 9 failed 109 falsely-accused (half as many as the movie grid) but failed 59 of the culprits (making it just as impactful as the movie grid).

Keeping grid questions short results in a more accurate quality-control measurement. This check can be useful but it also needs to be in the context of a question that forces participants to read each attribute. I do not recommend the grid check, because it is not masked from the participant (a small percentage will not follow it intentionally to see what will happen) and unless it appears as the first attribute in the grid, it will capture a higher proportion of innocent individuals than culprits.

The solution

A researcher’s desire should be to remove all the culprits from the data set, while trying to remove as few of the falsely-accused as possible. None of the quality-control measurements removed all of the culprits but almost all of the quality-control measurements removed some of the falsely accused.

The solution is to use multiple quality-control measurements that are efficient and remove participants who fail one or more of these measurements. In my study, I used: Quality 11 (low-incidence items done in the past week/travel to remote location); Quality 5 (the open-end check); Quality 10 (conflicting answers in a short grid); Quality 14 (speeders check); and Quality 9 the grid check (told to check 6 within a short grid).

If I flagged every participant who failed one of these questions, then I would have failed 195 falsely-accused and have captured all 65 culprits. By removing people who fail only two out of the ideal five, I am only flagging 35 falsely-accused and capturing 60 of the 65 culprits.

One limitation of this test is that I intentionally tested a wide variety of quality-control questions for evaluation purposes. Because the actual solution is to use more than one, it stands to reason that different variations of the most efficient quality-control measurements could be used throughout a survey experience to evaluate data quality.

In summary, researchers should not be using badly designed quality-control questions, which hurt feasibility and create a poor user experience. Misdirects or true traps fall into the category of quality-control questions that researchers should not use. To further this point, this article illustrates that quality-control measurements that throw out a large number of participants do so at random and do not improve data quality. Researchers should also keep in mind that any survey participant can become disengaged in the moment and fail a single quality-control question. Removing these participants does not improve data quality. For this reason, participants flagged for removal should have failed multiple quality-control measurements. ①

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The top five mistakes in marketing statistics



| By William M. Briggs

snapshot

From asking too many questions to falling for the latest technique, here is a statistician's take on marketers' common statistics-related mistakes.

Statistics isn't as easy as it looks. Mastering the subject isn't equivalent to "submitting the data to software." From my perspective as a statistician, these are the top five mistakes I have seen marketers and researchers make. Do any of them seem familiar to you?

1. Asking too many questions

Data drives statistics: If there isn't any, few questions can be answered. Yet too much data causes problems just as too little does. I don't mean big data, defined as rich and plentiful data, but of such size that it's difficult to handle in the usual manner. Too much bad data is what hurts.

Who's been in a survey-design meeting where a client wants to know what makes his product popular, where everybody contributes a handful of questions they want asked? And those questions lead to more questions, which bring up still others.

The discussion ranges broadly: Everybody has an idea what might be important. A v.p. will say, "I feel we should ask, 'Do you like the color blue?'," while a rival v.p. will insist on, "About blue, do you not like it?" Gentle hints that one of these questions could and should be dropped might be taken as impolitic. The marketing analysis company, wanting to keep its contract, acquiesces.

Statisticians are rarely invited to these soirées but if one were present he would have insisted that duplicate or near-duplicate data cannot provide additional insight but can cause the analysis to break or give absurd answers.

If there is genuine uncertainty about a

battery of questions, then a test survey should be run first. This trial analysis works out bugs and sets expectations. The process can be iterated until the suite of questions are manageable and where there is now high likelihood each piece of data will be useful. This also prevents situations where an analytical method has been promised but where the survey design did not include the necessary questions (this often happens; see Mistake 5).

This simple yet rare procedure, if used routinely, would eliminate most of the mistakes listed below and save money in the long haul.

2. Failing to appreciate limitations

Not everything you want to know can be answered. The best brain, programming the fastest computer running the most sophisticated algorithm, can't discover what isn't there. Even if you ask Ph.D.s from the best universities or if you write large checks to a company with a reputation for doing the impossible.

Probability and statistical algorithms are not magic. Software spits out answers but answers don't imply the results are what you hope or believe they are.

Example: driver models, where drivers of some outcome are input into an algorithm which orders the importance and gives the strength of each driver. Now, clients often insist that each driver be positively associated with the outcome and that negative associations are either impossible or unacceptable. Pleas for positive "correlations" become so earnest that some analysts, concerned about their paycheck, provide the client what he wishes.



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But sometimes negative results which don't make sense are still found. This always means the wrong method of analysis has been used or, *pace* Mistake 1, too much bad data has been used.

Or it means that a driver has nothing to say about the outcome after all the other drivers have been taken into account. These superfluous drivers should be expunged from the model. But then comes politics: Whichever driver is tossed will be somebody's favorite. What's worrying is when, under pressure, statisticians "discover" ways to keep problematic drivers.

Other common instances where a statistician is asked to "make it work" are when an old analysis doesn't match a current one, when a decline in some measure "should be" an increase or when somebody doesn't want to deliver bad news.

3. Not understanding regression

Regression or regression-like techniques are the backbone of marketing statistics. Yet most folks don't have a good handle on their interpretation and limitations.

Here's the setup: We have something we want explained, like custom-

er purchase intent or money spent; any number. Call that number Y. It's also called the outcome, or, in older terminology, the dependent variable.

We also have other data which we hope are probative of Y. These are called drivers or correlates, or, in the same old words, independent variables. Call this potential explanatory data X. Since we might have more than one piece of explanatory data, we call them X_1 , X_2 , and so forth.

You see equations written like this

$$Y = b_0 + b_1 X_1 + b_2 X_2 + \dots$$

where the ellipsis indicates we could go on adding terms and go on and go on some more – you get the idea. People who use regression certainly grasp this trick: They add terms like there's no tomorrow, figuring, "Why not?" Because the equation is wrong, that's why. Here's the real math:

$$Y \sim N(b_0 + b_1 X_1 + b_2 X_2 + \dots, \sigma)$$

where the tilde indicates it is our uncertainty in Y – and not Y itself – which is characterized by a normal distribution with a central parameter (which tells where the

peak of the bell-shaped curve goes) which is dependent on values of the Xs. The " σ " describes the width of the bell-shaped curve.

The b_i are called parameters, coefficients or sometimes betas (they are occasionally written using the Greek alphabet). Inordinate interest is given to these creatures, as if they were the reason for regression. They are not.

It turns out that in classical statistics you can make guesses for the parameters (Bayesians do this less often). These guesses fascinate marketers in several ways, though they shouldn't. Remember the intent of the model was that once we knew what value X took, then we would know the likely values – plural – Y might take. Who cares about a parameter? They can't be seen, tasted or touched.

It's rare to see uncertainty accompany parameter guesses but it should. Or ideally, as said, we should eschew the parameters altogether and speak of the relationship between the Xs and the subsequent uncertainty in Y. But the methods to do this (Bayesian predictive analytics) are not well-known.

Now you can appreciate Mistake 2 in more detail. Sticking dozens of Xs (drivers) into a regression equation, which are not designed to say things about parameters, but about Xs and Ys, practically guarantees some parameters will be negative. Such is life.

The discrepancies between understanding and usage occur everywhere, incidentally, not just regression.

4. Falling for the latest gee-whiz approach

Every year some new algorithm is touted which will solve all conceivable statistical problems. Remember neural nets? Genetic algorithms? How about partial least squares, permutation tests, support vector machines, trees, smoothing, machine learning, Bayesian nets, Markov chain Monte Carlo? Now it's big data (which isn't even a technique). Add your favorite to the list.

Once the new algorithm is re-

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leased from academia into the wild, somebody invariably writes a hagiographical article which catches the imagination of marketers, who then beg statisticians to have the slick new wonder applied to their data. Doesn't make any difference if the method is appropriate or not or that it is like applying a sledge hammer to a tack; the algorithm is hot, it's sexy and it must be used.

Believe it or not, sometimes the best and fairest analysis is no analysis at all. Simple summaries and descriptions of data are often superior to the fanciest model. This is because statistical models are not meant to tell you about what you've already seen but what you will see in the future, given conditions are this or that.

We don't need to model old data, we need to predict new data. We don't need to guess (using p-values or hypothesis tests) whether this X

is associated with that Y, we can just look. If the relationship is real, then given the simplest model the situation allows, knowing X will give the uncertainty in new Ys. In this way models can actually be validated with new data.


5. Not coming to a statistician (soon enough)

Too often statisticians are called at the same time coroners are called to murder scenes. What they can do at that point is the same, too: identify the cause of death.

I don't want to hurt anybody's feelings but the next topic is rather sensitive. Let me put it to you in the form of a question: Would you board a jumbo jet piloted by a man whose only experience comes from operating remote-control models? What if he learned his techniques from older experienced hobbyists? What if he possessed a certificate showing he

knows all about model planes? What if he had a Ph.D. (proving his intelligence) in a subject not related to piloting? Still no?

I am anxious to agree that it is possible that those who have had a statistics class or two from a psychologist as they study for their Ph.D. in the same subject can understand fully the complexities and nuances of probability and are just as facile with computation as any statistician and sometimes are even more so.

But – and don't get mad – it doesn't happen that often. And just think: How many statisticians try to practice psychology, politics, sociology, etc., or all those other fields which contribute much to marketing science? 

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Advancements in interviewing technologies: Bringing confidence to qualitative

| By Garrett McGuire, VP, Product Marketing
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I should admit my relationship with quantitative research: It's complicated. As a corporate researcher, I liked how quickly quantitative research results were received. A conversation I faced frequently as a corporate researcher was the general validity of qualitative research, but there seemed to be little doubt in anything that had a percentage next to it. If it had a letter indicating significance, even better. I believe, however, the business's confidence in quantitative research was not immediate. In fact, it probably took a generation or two of CEOs and CMOs for it to really take hold. It probably took an army of highly-qualified statisticians who also excelled in marketing and branding.

When companies started transitioning to the 21st century (like really leveraging the Internet), quantitative researchers were right behind them. They started doing online surveys, leveraging panels and providing results at lightning speed (well, at least compared to paper surveys).

Of course, qualitative research is still around and widely employed. But as research timelines get shorter and budgets get smaller, we (as researchers) have gotten smarter about how to stretch our dollars. In our relentless pursuit of making research (regardless of method) the trusted source for each business initiative, we've turned to quantitative methods even when we knew qualitative research was a better option. We did this because we knew the company would take it more seriously.

Some companies have the luxury of employing a two-pronged approach (Phase 1: qualitative; Phase 2: quantitative) to achieve depth and confidence, but many do not.

We think it's time to start thinking about qualitative research differently: How can we make our CMOs and CEOs feel as confident in qualitative research as they do in quantitative

research? How can we leverage technology to talk to more consumers, more quickly, without losing our sense of quality? The answer, we believe, is with new technologies and a fresh look at how communication has changed over time.

Evolving to text-based communication

How communication evolves over time should also impact how we conduct research. Text-based interviewing (chats, instant messaging, texting, etc.) has received criticism over the years. But just as technology has changed, the way we communicate has too. It may have started with the keyboard, with the Internet, with blogs, with Microsoft Word, with Myspace or an online dating Web site. We may never know. But I do believe Facebook and texting made self-expression through text-based communication the new norm; it changed how we use technology to communicate, to self-express, and the relationships we have.

Quester's role in the advancement of interviewing

Quester's founder, Dr. Charles Cleveland, believed that people's words reflect patterns that are the result of attitudes. Those attitudes, if they can be discovered, are much more revealing than the answers to standard surveys. During his time, this made him different from other corporate researchers, whose data often are based on surveys that use multiple-choice questions that are easy to quantify. The problem with multiple-choice questions, Cleveland always said, is that a lot of communication is based on nuances, and preselected choices eliminate nuances.

Over 35 years ago, Dr. Cleveland had an idea that he believed would change the way we view research. The tools he sought to develop were based on linguistics and statistics. He would eventually spend about 25 years teaching computers to conduct interviews that would go on to make qualitative research more efficient, more widely available and with a higher degree of confidence than ever experienced.

Researchers trained by Dr. Cleveland when Quester was still conducting traditional methods of interviewing are still guid-



ing research at Quester today. Their intensive training with Dr. Cleveland regarding interviewing techniques and linguistic analysis is passed down to new analysts, who learn to actively listen to what respondents say.

The two pieces of technology developed have been coined as “Socrates” (a conversational simulator) and “Aristotle” (a natural language analysis tool).

Technology as an unbiased interviewer

Socrates is an online conversational simulator designed by the Quester team of IT and computational linguists that facilitates conversational topics and multiple-choice, true-false and short-answer questions. Like a human interviewer, Socrates is able to engage a person in a conversation by using topics of conversation rather than just asking questions. “When was the last time you had trouble with your car,” is a question. “Tell me about the last time you had trouble with your car,” is a topic. Topics generate natural language conversation.

Socrates is then able to “listen” by scanning the text-based, natural language response to the topic and probe to gain a full understanding of the person’s thoughts and feelings on the topic. Socrates probes for elaboration, definition or clarity, using processed based on psychiatric interviewing techniques. Closed-end questions can be integrated into the conversation as well.

Socrates is being used successfully in projects today that would have normally required face-to-face or telephone-based interviewing and can deploy qual across a larger sample so statistical inference can be determined.

This interviewing process creates natural language that contains clarity and depth, the kind of responses that allow Aristotle to generate knowledge from the text.

Technology as a data analysis tool

Aristotle software is able to break natural language down into its component parts while still maintaining the meaningful relationship between the parts. Our technology helps us identify the representative conversations among a representative population but it’s up to our linguists to identify the deep-rooted meanings behind the words people use. Based on the scale of language we are collecting, we are then able to report frequency of language and key ideas across the language – with confidence to that frequency that isn’t normally associated with qualitative findings.

The human component

Quester believes that new technologies are only as good as the people using them. While our technology helps us talk with more people at one time and it helps to find representative ideas or themes, it doesn’t understand what people are saying; that’s up to our linguists – who are experts in listening (not hearing) and analyzing language (not text).

Yes, listening is different than hearing. Hearing is what your ears do. Listening is what you do in your head. Quester believes in the power of words and language as a mediator between deep-rooted thoughts, feelings, opinions, perceptions and experiences. We are closely studying word choice,

meaning behind the word choice, the context in which the respondent places the language, even the order in which words are chosen. For example, the subject/verb/direct object construction of a sentence as an expression of motivation is telling: “I will buy this brand of fruit snacks” is a much stronger expression of motivation than “People might like that,” which is distancing language. That’s not the kind of finding you’re likely to uncover from text analysis word frequency counts or an intent-to-purchase score – but it is the kind of thing that will have an impact on how comfortable you might feel with the concept you are creating.

And of course, since Socrates would have probed on both of the responses (“Tell me more about what, specifically, you saw in the concept that leads you to say you will buy this brand of fruit snacks”), Quester’s analysts can pinpoint the language that did and did not resonate with respondents – providing depth and direction in areas that would have otherwise been missed.

In short...

Executives everywhere are latching on to the value that research can bring to their organizations. But they have also been conditioned to believe that multiple phases are needed to feel confident in the results. There is a company that is willing to challenge the status quo of qualitative research; a company that believes strongly in the power of language and confidence.

Just as quantitative research advanced to the 21st century, we believe the time has come that qualitative research do the same. Instead of debating between surveys with forced-choice responses and focus-groups, let’s rely on the individual experiences of people to understand their perspectives more deeply. This can only be done with one-on-one conversations.

With help from proprietary state-of-the-art technologies, we can be geographically representative, we can quantify the ideas of that come from conversation and our trained linguists can study the nuances of language. Using classic psychiatric interviewing techniques and language analysis, we aren’t changing the rigor or the insights that we’ve come to expect from qualitative research; quite simply, we’re making it fast and we’re making it reliable.

Bringing confidence to qualitative and innovation to insight. Quester.

About Quester

Quester believes in challenging how qualitative research is viewed. We believe it’s time that researchers have confidence in their qualitative research. Unlike other qualitative research firms, we conduct and analyze hundreds of one-on-one conversations at a time to understand people and groups. Employing psychiatric interviewing techniques, Quester’s technology guides respondents to tell stories that shed light to the human psyche. Quester is a non-traditional qualitative research firm that marries the brilliance of linguists with the efficiencies of technology to deeply understand thoughts, feelings, opinions, perceptions and experiences.

●●● customer satisfaction

Hijacked again!

Three trending viewpoints in the field of voice-of-the-customer

| By Gerry Katz



snapshot

Gerry Katz chronicles three current takes on the voice of the customer – the Naysayers, the Stretchers and the Technovangelists – and argues that while these views are seen as negative by the field’s purists, there are connections that actually bode well for the future of VOC in all of its various incarnations.

In 2006, I published an article entitled “Hijacking the voice of the customer,”¹ in which I condemned the misuse of the term voice of the customer (VOC) and those who were unfairly criticizing its effectiveness. The way they talked about it felt like a hijacking – forcing it to a destination where it was never intended to go! Well, it’s still happening, although today, it’s not all bad. In fact, some of it is actually welcome.

I observe three major viewpoints in the field of VOC, each with a group of staunch advocates leading the way. I’ve dubbed these exemplars the Naysayers, the Stretchers and the Technovangelists.

Before we explore each of these groups, let’s go back to the beginning. The roots of the term voice of the customer come from a Japanese product development methodology called quality function deployment (QFD). QFD requires a cross-functional team to complete a detailed matrix (referred to as the house of quality) or series of matrices, the purpose of which is to prioritize a large set of potential product development activities. QFD starts with a detailed list of customer needs that make up the rows of the matrix. This list of needs became known as the voice of the customer. The term was institutionalized in a landmark paper of that name by Abbie Griffin and John Hauser and published in 1993 in the journal *Marketing Science*. This paper, inspired by Griffin’s doctoral dissertation at MIT’s Sloan School of Management, empirically identified best practices companies should use to understand customer needs. The paper won many awards and remains the foundational work in the field more than 20 years later.

Griffin and Hauser define VOC as having four parts: a complete set of customer wants and needs; expressed in the customer’s own words; organized by customers into a structured hierarchy; and prioritized by customers for relative importance and current performance/satisfaction.

In short, VOC is and always has been about the study of customer needs, and was intended for: developing new or improved products;



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designing new or improved services; and improving business processes.

Given these roots – specifically intended as a foundation for innovation – the term has now morphed quite a bit over the years, which leads us to our three current trends.

The Naysayers

This first viewpoint is decidedly unwelcome: VOC simply doesn't work. The Naysayers argue thusly:

- "VOC will never let you be more creative than your most creative customer."²
- "Ask your customer what they want and you are bound to get yesterday's product..."
- "If I'd asked customers what they wanted, they'd have said a faster horse!" (Henry Ford³)
- "You should 'ignore' the voice of the customer, because no truly innovative idea has ever come from a customer. The customer is the dumbest guy in the room!" (Michael Treacy)
- "It's hard for [customers] to tell you what they want when they've never seen anything remotely like it." (Steve Jobs)

All of these comments reflect a fundamental misinterpretation of the definition of VOC and, more importantly, a naïveté about how VOC research should be conducted. A common amateur mistake, ironically, is to ask the customer, "What do you want?" When carried out with this kind of direct frontal assault, the customer assumes that they are supposed to describe the exact feature or solution they want. This approach confuses needs with solutions to those needs.

The Naysayers misunderstand the role of market research in innovation. Anyone who thinks that VOC just means "asking customers

what they want" is sadly mistaken and any researcher or product developer who has ever tried this approach understands its futility. Why? Because most customers aren't very good at coming up with innovative solutions. And frankly, that's not their job – it's yours!

Great voice-of-the-customer research focuses on what the customer is trying to do and what makes it hard or easy to get it done. Clayton Christensen and his colleagues describe it in particularly colorful terms: "When customers find that they need to get a job done, they 'hire' products or services to do the job."⁴ He then goes on to make the case that it is better to focus on the job than on the product. Similarly, Griffin and Hauser define a need as "A description, in the customer's own words, of the benefit to be fulfilled by the product or service."⁵ They go on to say that it has nothing to do with the way in which the product or service delivers on that benefit, only with the desired benefit itself. With a combination of observation (ethnography) and probing conversation (lots of "why" questions), the voice-of-the-customer process helps us understand the customer's needs, both articulated and unarticulated. But from there, it is the innovator's job to come up with the new features or solutions that respond to those needs. Most customers simply lack the technical understanding, the creativity or both.

Steve Jobs understood this distinction, even if he didn't articulate it very well, as he went on to say, "It's not the consumers' job to know what they want." In fact, it is their job, usually with some help, to convey their wants and needs – either verbally or non-verbally – in accomplishing jobs or tasks. What is not their job is to come up with the exact solutions.

Whether Jobs did market research or not (Apple insiders disagree on this point), he could innately sense customer needs so that Apple always seemed to be working on the "right" problems. But what really set him apart from other product developers and made him a serial innovator (another term coined by Griffin⁶) were his solutions – clearly more elegant and intuitive than anything the world had seen. But unlike Jobs, most innovators feel relatively unsure about customer needs. In study after study, it's still listed as the No. 1 reason for new product failure. So most innovators still need to do market research. There is no guarantee that they will come up

with good solutions, only that they'll be working on the right problems.

Many product developers are still quick to call the words and success of Steve Jobs as the main pieces of evidence in the case against voice-of-the-customer research and my objection is always the same: If your CEO is as intuitively creative and visionary as Steve Jobs, you don't need anyone's help. If however your CEO is like the rest of us, you could probably benefit a lot and significantly reduce risk and time-to-market by spending some effort and money in the front end of innovation to research your customers' needs. You'll still need to do additional research down the road to test out concepts, evaluate prototypes and fine-tune your messaging but at least you'll be working on the right problems.

The Stretchers

The second viewpoint, while somewhat veering away from the original definition, is actually quite welcome. The Stretchers have broadened the concept of voice-of-the-customer with points like:

- "VOC is just another term for market research. Any interaction with customers is VOC."
- "VOC is about staying more in touch with your customers."
- "VOC is for improving the customer experience."
- "VOC is where we share our new product ideas with customers to see if they like them – just to be sure that we're on the right track."

The Stretchers take VOC well beyond its original definition. For many, VOC has become a euphemism – it sounds better than "market research" or what we once called customer satisfaction measurement (and its more recent incarnation, the Net Promoter Score) and customer relationship management (CRM). These are good things to do but they are far afield from what Griffin and Hauser were talking about, because most of these new VOC initiatives focus on existing products and existing customers, rather than next-generation products and potential future customers. Furthermore, most have a decid-

ed bias toward the customer service and customer experience components rather than on the product itself.

However, this expanded definition of VOC remains true to its origins if the objective is service and/or process improvement. Remember that the goal of VOC is to provide a springboard for innovation, whether it results in better products, better services or better business processes. The major departure is that this new definition places less emphasis on new product development and it typically doesn't include non-customers, competitors' customers or ex-customers – important sources of information for the development of new and better products.

So what about these Stretchers – those who use the term VOC to mean customer satisfaction measurement, customer relationship management or customer experience management? Is there still a connection? There certainly should be, although in practice, this connection is often downplayed or ignored altogether. Whether a company uses overall satisfaction or the Net Promoter Score (i.e., the likelihood to recommend), both have become a sort of report card that indicates how well the company is doing in pleasing its customers. Whenever the score rises, there is much self-congratulation and in many companies, additional bonus payments. A falling score, however, invites enormous hand-wringing and finger-pointing (despite the fact that it might just be statistical noise). This is reminiscent of when Johnny brings home an "F" in reading. Many families reflexively blame the teacher or the grading system instead of asking the more fundamental question: "Why can't Johnny read?" A report card is never prescriptive, it is only descriptive.

Here's where the old and new definitions connect. In addition to the overall satisfaction and likelihood-to-recommend questions, these VOC-centric customer satisfaction programs ask customers to rate a company or product along one to two dozen individual attributes. Whether implicitly or explicitly, these attributes are assumed to be the drivers of overall satisfaction or likelihood to

recommend. And indeed, with many of the more sophisticated systems, there is a formal effort to build an empirical model where overall satisfaction or the Net Promoter Score is used as the dependent variable and the individual attributes are treated as independent variables:

$$\text{overall satisfaction or Net Promoter Score} = f(\text{attr}_1, \text{attr}_2, \text{attr}_3, \dots \text{attr}_n)$$

Although there may be many analytical problems to contend with such as multicollinearity, dealing with discrete, categorical or binary variables, etc., the goal is to come up with a coefficient for each attribute whose relative magnitude is an indicator of how much that attribute is assumed to be driving overall satisfaction or the likelihood to recommend.

Where do these attributes come from? Many companies simply resurrect and tweak an old list from previous research or do some focus groups to come up with a list, with little rigor or deep thought. Here, traditional VOC can make a huge difference, providing a rigorous way to identify those attributes. Why is this important? Because the real drivers of overall satisfaction or likelihood to recommend can be determined by correlating the scores with how well a company or product is addressing those underlying customer needs. Working with companies like Pacific Gas & Electric, Southern Company, United Parcel Service and others, we have been able to show that using a rigorously derived set of attributes from a formal VOC study can dramatically improve a model's fit; that is, it explains far more of the variation in overall satisfaction or likelihood to recommend – proof that they are a better, more realistic set of drivers than the previous set. In doing so, VOC moves customer satisfaction measurement from simply descriptive to deeply prescriptive. As one client bluntly stated at the start of a VOC engagement, "I know how to measure it. What I need to know is how to move it!"

Instead of fueling hysterical reactions over the scores, traditional VOC treats customer satisfaction as a kind of innovation problem.

It provides insights to support the generation of new and better solutions to improve on the customer experience. Of course, there are no guarantees that we'll always come up with better solutions but at least we'll know that we're concentrating on the right problems.

The Technovangelists

This last take on VOC is well-intentioned but a bit poorly reasoned. We all know Technovangelists – those people who believe that new technology is always superior to old and that whatever you're using now will be obsolete in a year or two! They believe that technology will solve all of humanity's problems and that the latest thing is always the greatest thing. But reality has a way of setting in and we often find that new technologies that are great for one application aren't always great for another. In my view, this third view falls into that camp.

The Technovangelists argue:

- "Traditional VOC is obsolete; it's

been replaced by the use of social media."

- "Social media can provide all of the data needed to fully understand the voice of the customer."
- "Social media has completely changed the way that innovation is done, because it allows the customer to replace the inventor and innovate on their own."

Can social media be used as the source from which to gather the voice of the customer? The answer so far is that it can help but with a number of significant constraints:

- First, social media is a far more active phenomenon for consumer products than it is for business-to-business products. Consider dog owners. Millions of dog owners constantly think about products and services to enhance their dogs' health and happiness and their own lives as dog owners. Thousands of them share their thoughts with anyone who cares to listen. By contrast, there are only a handful of

automotive plant managers in the U.S. and they are busy people and necessarily secretive about their work, which they consider confidential and something that they prefer not to share online.⁷

- Second, for better or for worse, social media qualifies as big data, with all of the associated benefits and challenges. Companies like social media because the data is already out there and it is virtually free. Consider the vastness of user-generated content – textual material that is there for all to see such as that found in blogs, discussion boards or social media chatter. The sheer volume demands advanced tools to decipher it. The earliest applications were at consumer products companies who wanted to follow their brand's buzz. They developed text-mining and analysis tools to classify online comments as positive or negative and then longitudinally tracked sentiment, homing in on significant blips in the data that might require attention. For instance, if a company



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can get an early beat on negative chatter about a policy or issue, it may be able to correct it before it goes viral.

Many have attempted, including us, to extract customer needs from user-generated content. We've found that social media is quite good for problem-finding but getting to the actual need requires intelligent probing from a trained interviewer. Achieving a deep understanding of the underlying task and the difficulties in accomplishing it requires asking "Why?" a lot. Moreover, since some needs remain unspoken or unarticulated, observation is often required as well.

Undoubtedly, the tools will improve; technology always does. But for now, we've found two other good ways to make use of social media. First, we examine what people are chatting about in social media to develop a discussion guide of questions and topics to cover in face-to-face VOC interviews. And second, in a number of situations, we have used online communities as a source for recruiting respondents in difficult-to-reach categories. These specialized communities can be particularly useful when they are focused on low-incidence topics such as rare medical conditions, hobbies or users of an unusual product category. Even if participants' comments on social media fall short of the level of detail needed for VOC, social media is already proving to be an interesting new source for recruiting qualified customers for more in-depth conversation. But it has not and probably will not replace traditional VOC research anytime soon.

It is thriving

Regardless of the definition or the methods you're using to gather the data, VOC is hardly obsolete. In fact, it is thriving. Of course, skeptics will continue to offer anecdotes of failure. And even a perfectly-executed VOC project cannot guarantee a winning product or a better customer experience. But that said, there is plenty of empirical evidence of the overall success of VOC's role in all kinds of innovation and product management.

The Product Development and Management Association Foundation conducts a long-running longitudinal study of innovation practice, the Comparative Performance Assessment Study (CPAS). In 2004's installment, the sample of 416 companies was divided into what the PDMA called the best versus the rest. The best were the 24 percent of companies who had the best track record on innovation performance using various financial criteria such as "percent of sales" and "percent of profit from products that were less than two years old." The rest were the remaining 76 percent of companies. The organization then went on to examine what it is that the best do differently or more of than the rest, i.e., what variables best discriminate between the two groups? In every breakdown the organization tried, VOC was always one of the top discriminators. In fact, the best were generally two-to-three times more likely to be using VOC than the rest. The most recent wave of the study (2012) confirms these findings. The best now have more than a 50 percent higher innovation success rate than the rest (82.5 percent vs. 53.8 percent) and VOC is now the single most-used market research technique, with major impact on reductions in cost and time-to-market.


In another study of over 160 companies, NPD experts Robert Cooper and Scott Edgett examined managerial evaluations of 18 different sources of insight and discovery – both their frequency of use and their ultimate effectiveness.⁸ Among the most effective techniques were all of the things used in voice of the customer such as customer visits, ethnography, focus groups, etc. Surprisingly, open innovation techniques were rated among the lowest in effectiveness and techniques like disruptive technologies and communities of enthusiasts were only rated in the middle – considerably less well than had been expected.

These studies clearly refute the claims that voice of the customer is ineffective or obsolete and they verify the potential limitations of social media to replace more tradi-

tional methods of data collection. When done properly, the insights obtained from VOC are often pivotal in providing the foundation for all kinds of innovation and product, service or process improvement.

A connecting point

Still, the hijacking continues. People continue to drag VOC into murky territory where it was never really intended to go. Most of this is not ill-intentioned, just misinformed. But there most certainly IS a connecting point between all of these destinations and the benefits of the journey are quite real.

Fortunately, there are still plenty of objective "passengers" on board to redirect these flights to their intended destinations. And there are plenty of good seats still available! 

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Help me out here

Want better laddering results? Add technology and teamwork.

| By Bernadette DeLamar

snapshot

The author details her techniques for overcoming common barriers to the laddering process.

Several years ago, I was moderating focus groups with IT professionals on the topic of business software selection and loyalty. The client wanted to build communications around scenarios that had an emotional pull, so we agreed to ladder from the “likes” (the rational features and attributes) on up to the emotions and feelings caused by or involved with each feature mentioned.

One late night in New York City, I started the laddering process with the group. As often happens in a group, each ascent up the ladder settled on one individual in the group and was then repeated over other group members. We’d gotten through the benefits and the personal consequences and had reached the last rung of the ladder: “And when you have/are _____, what is the personal value of that to you” or “How does that make you feel?” (Or sometimes, “That gives you a sense of _____?”). This respondent replied: “I have no feelings at work. I am making purely rational decisions about technology. I save my

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Figure 1

Positives: Brand M Cloud Storage			
	1	2	3
What you like about it (its positive characteristics)			
Benefits for you	↓	↓	↓

even in individual interviews.

Bridge the emotive barrier

Technology has benefitted so many aspects of qualitative research. This approach to laddering uses technology to make it much easier for respondents to bridge the emotive barrier and for us as researchers to generate rich information. The process goes as follows:

- refer to the process as an exercise;
- be very specific about the topic to be laddered;
- use specific questions for each step of the ladder (not simply “and why is that important...”);
- complete the initial steps (or rungs) on paper;
- draw the group’s attention to a matrix projected via your laptop or iPad to the wall (or large video screen) to complete the more difficult emotive rungs of the ladder as a group effort to “help me fill in this chart.”

Colleagues and I have used this evolved method very successfully among not only business and IT professionals but also among consumers, examining topics such as teens’ perceptions of smart TVs, consumer selection of e-mail software/services, investor selection of financial products and many other products and services.

A good (fictional) example might be from technology, with the topic being cloud storage. Our interest in this topic could be to uncover not only the positives but also the perceived negatives and the linked emotions to those negatives to find a way around fears or concerns.

After a brief (perhaps written or video) explanation of the concept, and beginning with the positives, we would hand around a paper to each member of the group that resembles Figure 1.

Group participants are asked to write in on the page “those things you like about the idea – its positive characteristics.” Then, for each feature or attribute that you like, follow the arrow and write in below it “what you see as the benefit of that ‘like’ for you as a user.”

Next, we ask the group members to circle the column number of one most important “like” or positive feature to them.

Variations of this first step for par-

feelings entirely for my personal life.”

Well, that was a show-stopper. The proceedings ground to a miserable halt halfway up the subsequent ladders, as others in the group began to echo that same viewpoint.

For those with an interest in behavioral economics, these IT professionals were insisting that their thinking and decision-making regarding business software is deliberate, effortful and rational – an example of the System 2 or “slow thinking” referred to by Daniel Kahneman in his book *Thinking, Fast and Slow*.

Over the many years I’ve been laddering with business and IT people, scientists, librarians, attorneys and so on, individually and in focus groups, I have often encountered this barrier. (I actually may take that back about scientists – at least life scientists. They typically move quite easily up the ladder because there tends to be a strong emotive drive

that inspires them.)

So how do we facilitate and ease the process of laddering to find: the key features driving interest in the product (e.g., the next generation of enterprise servers or database software, etc.) and the motivations or emotions linked to those features that enable marketers to build communication scenarios?

Qualitative researchers who work primarily with consumers may be wondering how this issue applies but I wonder if, indeed, the inhibition to admitting an emotion in a group, or the difficulty of actually finding the precise name to pin on “how I feel” exists to some degree among any population (except perhaps a focus group of psychologists).

Purists may object, but I’ve come across a method that has been very successful in building up the ladders. This method involves using to the PC (or tablet) to facilitate the process in a group or

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

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Figure 2

Positives: Brand M Cloud Storage			
	1	2	3
What you like about it (its positive characteristics)	↓	↓	↓
Benefits for your family/friends	↓	↓	↓
Benefits for you	↓	↓	↓

Figure 3

Positives: Brand M Cloud Storage			
	1	2	3
What you like about it (positive characteristics)	↓	↓	↓
Benefits for your company/business/organization	↓	↓	↓
Benefits for your employees	↓	↓	↓

Figure 4

Negatives: Brand M Cloud Storage			
	1	2	3
What do you <u>not</u> like about it (negative characteristics)	↓	↓	↓
<u>Problems</u> caused for your family/friends	↓	↓	↓
<u>Problems</u> caused for you	↓	↓	↓

Participants might be extended to include intermediary benefits: their perceptions of benefits for their family and friends, elements that are likely to enrich the conversation and provide additional insight into potential scenarios and communications content (Figure 2).

As another example, if we were

to conduct additional groups among business and IT decision makers, variations might look like those shown in Figure 3.

If the research study also seeks to understand the perceived negatives (as a study on this technology well might), it is sometimes better to col-

lect the information on the negatives and problems just after collecting the positives. (Note that for less-contentious topics, it works equally well to hold off on the negative track of the exercise until after completing the positive.) For the negative track, we would hand around another page to each respondent as shown in Figure 4.

Participants are then asked, once again, to circle what they perceive to be the one most troublesome negative aspect.

We then begin the more challenging part of the process – moving from the more rational side of attributes and benefits to the more difficult side of emotions and motivations. For this example project, we would project a matrix something like the one shown in Figure 5 on a wall or a large screen and ask the group to “help us fill out the boxes” (or “help fill in the matrix,” for businesspeople).

The moderator asks for volunteers to pitch in and help fill in the blanks: “What is your most important ‘positive’ – what have you circled as most-liked? And what is the benefit of that to your immediate circle of family or friends? And if your family/friends have that benefit, what is the benefit to you? What have you written down?” If others have selected this same attribute, we can collect their perceived benefits as well, as we type, filling in the boxes as we go.

Then we ask, as we would in any laddering exercise: “When you have that benefit, what is the consequence of that for you? How does it make you feel?” Our experience has been that the question is far less intimidating to participants than it is in a “technology-free” situation. Typically, several participants will pipe in with how they feel. On many occasions, I have had group participants (often in the B2B sector) work together to find the precise word to describe “that feeling that you get.”

As further illustration, a partially-completed matrix – mid-exercise – might look like the one shown in Figure 6.

The unlabeled boxes (bottom row) can be used for additional layers or additional variations in responses or to collect branding information (“What brand do you associate with this feature?”). A negative matrix would


Figure 5

Positives: Brand M Cloud Storage						
What you like about it (positive characteristics)						
Benefits for family/friends (of positive characteristics)						
Benefits for you						
Consequence for you personally . . . "This gives me a sense of _____"						

Figure 6

Positives: Brand M Cloud Storage		
What you like about it (positive characteristics)	<i>Automatic backup</i>	<i>Not expensive/less expensive/don't have to buy extra drives/hardware</i>
Benefits for family/friends (of positive characteristics)	<i>Important documents, photos, recipes, homework – things we care about – are not lost/are safe</i>	<i>We can spend on other things that the family will like – games, education software, etc.</i>
Benefits for you	<i>I don't have to do extra work to back up our files</i>	<i>I am able to stretch our technology budget further. I can afford to buy more books online.</i>
Consequence for you personally . . . "This gives me a sense of _____"	<i>I don't worry about it – I know that everything is secure.</i> <i>Confidence</i> <i>Peace of mind</i>	<i>I feel happy that I can provide better and more useful technology for my family. I am their hero!</i> <i>Happiness</i> <i>Feeling trusted</i>

group is distracting to participants and, indeed, almost insulting. At a minimum, it is said that this activity can work against the bond established in a group. In fact, when the typing is related to amassing group feedback, we have found the opposite to be true. In a sense, all in the group, including the moderator, are working together to complete a task. The very fact that the moderator is working with them to capture their responses accurately in the display actually generates bonding. We have experienced increased group activity and suggestions (“a better word/a better way of saying that...”) and an atmosphere of teamwork. The process itself focuses on the team aspect and redirects attention from an individual who might feel put on the spot. The focus is now on the matrix itself, where everyone can pitch in to make it an accurate and effective representation of their thoughts, perceptions and feelings about the topic.

We have experienced real benefits in using simple grids projected from a PC screen to facilitate and enrich the laddering process: getting at and prioritizing the individual rational features or attributes that really are important to the buyer or user; allowing respondents an easy and less fraught way of identifying emotions; enabling group members to assist in a non-threatening way in finding that precise (or more precise) word that describes the feeling or emotion; building a very rich variety of ladders; working across multiple cultures; and making analysis incredibly easy. 


Based in Washington, D.C., Bernadette DeLamar is vice president of research firm Mozaic Group. She can be reached at 512-551-0088 ext. 110 or at bernadette@mozaic-group.com.

proceed in a similar manner, with the addition of boxes for “desired solutions” and “benefits of solutions.”


Working together

I have heard it argued that typing on a laptop or tablet keyboard during a focus

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Free and (not necessarily) easy

How to do focus groups using Google+ Hangouts On Air

| By Kathy Carroll



snapshot

An overview of the pros, cons and best practices associated with conducting focus groups Using Google+ Hangouts On Air.

A Google+ Hangout is a free video-chat platform that allows up to 10 people to talk online face-to-face. Think of it as an online place to hang out with your friends or, in the case of focus group research, an online focus group room where you can meet with recruited focus group participants. Google+ Hangouts On Air up the ante by allowing you to create instant Webcasts (not so useful for the normally private focus group but see below for ways to get around this) and, more importantly, allow the moderator to record the online focus group for later (private) retrieval.

In other words, Google+ Hangouts On Air is a no-cost way to conduct and record a virtual focus group with up to 10 people in a video-chat environment where everyone can see everyone else. Google+ Hangouts On Air offer unique and cost-efficient opportunities for focus group research. As with any new platform, there is a learning curve. Reviewing some of the pros and cons and best practices may help you decide if this is the right methodology for your project.

Pros

Big cost savings. No focus room rental, no need for a physical place at all, no videoconferencing charges, no client or participant food costs, no equipment charges, no recording fees, no parking fees, no client travel costs, lower incentives since participants do not have to travel.

Convenience for the client and for the participants. Easy viewing by clients from the office or the comfort of home, no need to travel to the focus facility, no need to gather in designated places for expensive videoconferencing. Participants can participate from their homes, so no commuting to a focus facility, which means better show rates.

Geographic diversity. Participants can be drawn from every region across the country, as long as you keep in mind the time zone differences (e.g., 8 p.m. groups in New York are commute-time groups in California).

Almost full-size groups. Unlike other free video call platforms, Google+ Hangouts can accommodate 10 participants (nine participants plus the moderator = 10), so it's possible to do a



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nearly full-size focus group.

Various client observation options. There are three different options for client observation:

1. Clients can actively participate in the Hangout session as one of the 10 participants (either silently observing or actively voicing questions – and there is also a chat feature, which clients can use to send questions to the moderator).
2. Clients can watch the Hangout live on Google+ as long as they know where to find it.
3. Clients can watch a recorded video of the Hangout afterwards and this video can be made private so it is only available to these selected viewers.

Easy to moderate. Once the technical setup issues are addressed, the groups are easy to manage and Google+ Hangouts provide some useful features (e.g., mute capabilities, eject tools) that allow the moderator to control any problems in the group if necessary.

Good video and audio. While some experts suggest that all participants

should be using a headset for the Google+ Hangout, audio is usually fine using the device mic and video is generally fine as well, although participants may need to be directed to move the camera or adjust the lighting in the room to better capture their image (e.g., for the best on-screen image, the light source should be in front of you, not in back of you).

Useful options available for screen sharing and showing videos. Google+ Hangouts offer features that allow for sharing materials, although obviously this can become a sensitive matter given the public/private issue (see the third con below).

Cons

Still need to use a recruiter, with probably no recruitment cost savings.

There's no savings on recruiting if you want traditional focus group recruiting. Even alternative-type recruiting (e.g., Craigslist or Facebook) will not be any cheaper if the recruit includes difficult/low-incidence specs (but very broad specs, e.g., consumers of a specific product, may be easily recruited from

Facebook and probably at a considerably lower recruitment cost).

Sample restrictions. As with all online research, the sample is restricted to online participants, and in this case there are definite hardware requirements: a 2GHz dual-core processor or greater and also, for group video connectivity, Google suggests 1 mbps/2 mbps (up/down). But as Google itself notes, the bandwidth used by Hangouts is adaptive and will vary to provide the best experience for the conditions of the participants' networks. FYI, including the following specification in the screener: "Do you have a computer with a camera and a microphone and a strong broadband Internet connection?" usually is sufficient to recruit participants who are easily able to participate in a Hangout.

Public vs. private. A Google+ Hangout On Air is recorded for future viewing, which is very helpful for both the client and the moderator. And as soon as the Hangout is over, the organizer (moderator) can make the Hangout private so that only people designated by the organizer have access

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to the video. But be aware that while the Hangout is being recorded, it will be available to the public, meaning that if people know how to get to the Hangout organizer's YouTube channel, they will be able to view the Hangout while it's happening. However, as a Google Community Manager explains, "That being said, if you don't advertise the Hangout On Air publicly, the chances of others randomly coming across it are drastically reduced."

No immediate tech help available.

If something goes wrong for one of your participants, it's very hard to troubleshoot the problem while the focus group is getting started or, even worse, while the focus group is in session. Google provides lots of FAQs and online instructions but there's no instant-messaging feature to help you fix a problem on the spot.

Camera control is egalitarian during the session for the participants but can lag. At the bottom of the screen, Google+ Hangouts provide small, live, individual camera shots of all of the participants in the Hangout that all the participants can see, as well as one larger camera shot of one of the participants on the main screen above the bottom individual shots. Using a very easy control function, each participant can determine whose image is on their main screen at any time during the session. Or, if the participants don't want to assume control for themselves, each one can let the Hangout automatic camera control take over, which gives the screen to the person who is talking. There is a little camera lag when it's automatic and there can be some quick back-and-forth shots if more than one person speaks at a time, but not in an excessively distracting way, and to some extent it does help control over-speaking in the group, since it is immediately obvious on screen that too many people are talking at once. The moderator/organizer controls the camera for the recorded video.

Time restrictions. Google+ Hangouts On Air have generous time limits (four hours of total broadcast time, with a check-in by the system at the 150-minute mark to make sure you're still there) but from a useful research perspective it seems like a 60-minute or possibly 90-minute group would prob-

ably be best since the participants are each at home and therefore can be more easily distracted from the discussion.

Lots of technical changes all the time. Since Google+ Hangouts On Air is a relatively new platform, the requirements and setup steps seem to change frequently. Informative articles even just a few months old about using Google+ Hangouts On Air can already be out-of-date, so each new focus group will require vigilance in the setup procedures to make sure that the process has not changed since the last focus group.

Best practices for using Google+ Hangouts on Air for focus groups

Choosing participants with a Gmail account will make it more likely that they will not have problems getting on Google+. Or asking any participant who doesn't have a Gmail account to set one up is also possible.

Participants have to accept the Google+ policies. When you join a Hangout On Air, you'll see a message asking you to accept the Google+ user content and conduct policy. You'll also see a message saying that the Hangout

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On Air you're joining can be broadcast and recorded. So it's a good idea to let the participants know beforehand during the screener that the session will be recorded and public for a short window, so that anyone with privacy concerns can opt-out during the recruitment process and not right before the focus group when they read the Google policy notice.

Before the Hangout session, send everyone a reminder e-mail to the address that you will be using to invite them into the Hangout. In the reminder e-mail, include the Google+ Plugin and ask them to install it immediately. It's easy and very fast to install. While there's conflicting information online about whether participants who are already Gmail account holders need the plugin, better to be safe than sorry when the focus group starts. For example:

Just a reminder that the videoconference is going to happen at 8:30 p.m. EST.

Please be online and on your Gmail around 8:15 p.m. EST.

You'll receive an e-mail with an invitation to the Google+ Hangout and you'll be able to click in to join.

Please make sure that you have the Google Hangout Plugin installed on your browser.

If you don't, you can click this link to download the plugin:

<https://www.google.com/tools/dlpage/hangoutplugin>

Thanks

Do a practice Hangout. Especially if it's your first Google+ Hangout or if you're generally risk-averse when it comes to business, you should consider doing a practice Hangout before you begin the actual focus group, just to make sure you can see and hear everyone. You can practice with each participant individually, which is probably easier for them since you can connect when it's convenient for both you and them or you can ask all the participants to join in a quick mock Hangout at some point before the actual focus group is scheduled. Troubleshooting during the focus group, or even right before the focus group, is definitely something you want to avoid at all costs, since it will eat into your focus group time, not to mention your ability to be cool, calm and collected. Also, if a participant has trouble getting into the Hangout, their repeated trials to join can be very distracting to the other participants because an alert notice will pop up repeatedly announcing that so-and-so is trying to join the Hangout.

Start the Hangout early to get everyone in and set up, but you, the moderator, should not hit the Broadcast button (which records the session) until you are ready to begin the focus group, so that you don't have all of the setup time on the client's video of the session.

Assume everyone's new to Hangouts. Explain how the Hangout

works: camera control; speaking one at a time; when the moderator will direct questions; when questions will be thrown out to the group; if clients are participating in the group, etc., before the focus group begins (and also before you hit Broadcast).

Don't forget to end the broadcast. And then watch for the alert: "Broadcast has been successfully terminated." Also remind the participants that they each have to manually hang up by clicking on the telephone icon in the right-hand corner of the screen.


Make the video private immediately. When the Hangout is over, follow the links to your YouTube channel where the video is stored. The video takes a few minutes to upload but as soon as the video appears, use the Action tools to make it private. Once you do that, the video won't appear on your channel, search results or playlists and will be invisible to other users. You will be able to share the video but no one who is not given specific instructions by you will be able to watch the video.

More to come

There will be more best practices to come, I'm sure, as more and more researchers begin using this method. Here are some other online articles from researchers and marketers who are writing about Google+ Hangouts:

"Leveraging Google+ as a qualitative research platform: case studies and best practices," ARF Rethink 2013. www.google.com/think/articles/google-plus-qualitative-research-best-practices.html

"5 examples of brands using Google Plus Hangouts," by Amie www.ignitesocialmedia.com/google-plus/5-examples-of-brands-using-google-plus-hangouts/

"Using Google Hangouts for interviews: a cautionary tale," by Katrina Noelle www.newqualitative.org/blog/using-google-hangouts-for-interviews-a-cautionary-tale/. 

Kathy Carroll is principal of Carroll Insights, Stamford, Conn. She can be reached at kathy@carrollinsights.com.

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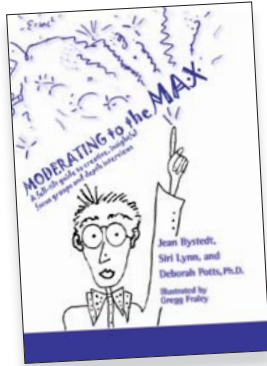
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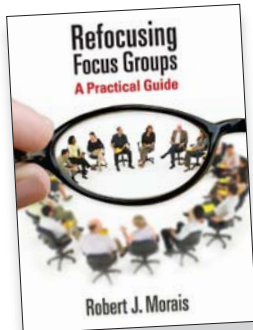
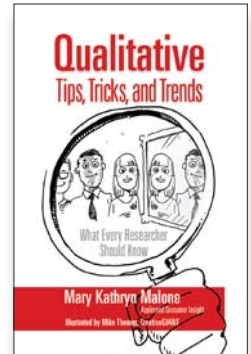


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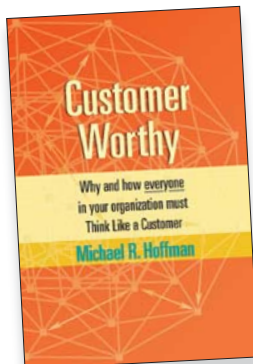
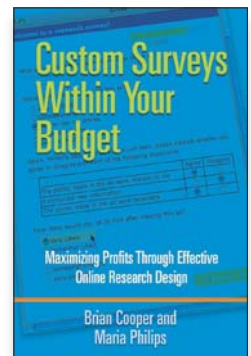


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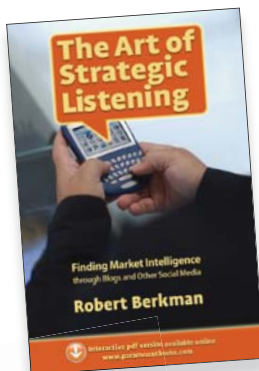
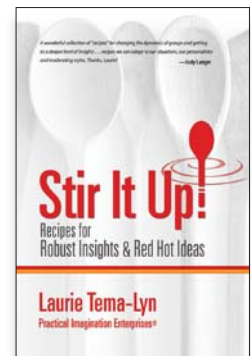
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‘You can’t do that, can you?’

The value of mixing conjoint with qualitative

| By Michael Heasley

snapshot

While acknowledging the limitations of doing so, the author argues that it’s possible to successfully incorporate a conjoint study into the qualitative setting.

As marketing researchers, many of us have found ourselves in the position of wanting to conduct a conjoint exercise in the qualitative setting. The reasons vary. Perhaps we have a limited budget and need to meet multiple goals (a very common problem in our current economic environment). Or maybe the results of a quantitative conjoint study require further explanation. Or, it could simply be that the best way to meet the team’s objectives would be to conduct a conjoint exercise in the qualitative setting. Whatever our reason, many researchers are met with a very familiar response from marketers and senior management alike: “Huh? You can’t do that, can you?”

This type of objection has led us to find other compromises as opposed to convincing others that it can, in fact, be done. These solutions usually take the form of completing a quantitative and a qualitative study in sequence (a sometimes very costly alternative that can lead to contradictory and sometimes confusing results) or choosing a qualitative or a quantitative solution to answer the major questions where neither is completely satisfactory.

However, it is completely possible to accomplish this kind of research as long as the appropriate parameters are put into place to ensure its success.

But how can you garner an appropriate result? How can you conduct what is most decidedly a quantitative exercise in what is very much a qualitative setting? The answers to these questions may seem a bit out-of-the-box but when you stop and think about it, they come from lessons learned in basic marketing research/statistics 101.

In my time in marketing research (both on the client and vendor sides), I have heard a number of objections to conducting this type of research. The two most common have been:

1. You can’t possibly conduct an interview that takes you through, roughly, 12 cards (market scenarios, product profiles, etc.), plus initial interview setup, probing and final questions,



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2. How can you collect quantitative data in a qualitative setting? Obviously the results aren't collected in a quantitative manner and the sample is surely too small.

Let's examine and debunk each of these objections.

Timing. Of course, evaluating approximately 12 conjoint cards (market scenarios, product profiles, etc.) takes time on the parts of the respondent and the moderator. If the moderator is not prepared appropriately, the interview could take more than the usual 45 to 60 allotted minutes or, more embarrassingly, go off the tracks completely. However, if the moderator is well versed in both the methodology and the market of concern, then this exercise should be no more difficult than the average message-testing study. As it is, then, this objection is easily rebutted as long as the right person is on the other side of the glass.

Setting and sample size. The second general objection is not as clear in terms of its solution and focuses on two main points: collecting quantitative data in a qualitative setting; and sample size.

Let's first discuss the idea of data collection. In order for data to be "quantitative" in nature, it must be collected in a structured manner so that the results may be tabulated and reported in terms of statistical parameters or nonparametric measures (mean responses, percentage of respondents, medians, etc.). We do something like this regularly in qualitative research in the form of self-administered questionnaires (SAQs) and report the resultant data to our clients. In fact, SAQs more than meet the criterion to be quantitative. All that is required to meet the "quantitative bar" is to have the same stimuli (such as a questionnaire) shown to all respondents so that they respond in the same exact manner (a number or a binary choice, etc.) and, therefore, an overall parameter estimate can be computed from the sample.

In the question of a conjoint, we know that the stimuli are formalized and structured so that respondents are reacting to a statistical design. Therefore, the structure required to

collect quantitative data is provided via the design inherent in any conjoint study. This inherently structured nature of a conjoint provides the rigor required to collect quantitative data. In other words, all of the respondents are reacting to the same combinations of attributes and providing responses that can be collected and reported quantitatively. As long as the moderator introduces the respondents to the conjoint exercise in the same way every interview and collects the data in a responsible manner, the data collected are "quantitative."

The more, dare I say, controversial matter with regard to this methodology regards sample size. I want to make this one point regarding sample size as strongly and as clearly as possible before proceeding into this discussion: *In no way, whatsoever, do I suggest replacing a large-scale, multi-sample conjoint with a small-sample conjoint executed in the qualitative setting.* That notion simply makes no sense. However, the argument can be made that we can conduct this type of research with the smaller samples associated with qualitative research.

First off, to say that a small, qualitative sample ($n = 24\text{-to-}30$) isn't valid is, on the face of it, nonsense. What then would be the utility of conducting qualitative research in the first place? What's the use of determining the whys of the market if those whys aren't representative? As a group, we have become so ingrained in rules of thumb that we have begun ignoring certain basic concepts tied to marketing research and statistics.

A common misconception is that a sample is not "quantitative" or worse, representative, unless it is greater than or equal to 30 respondents. At first, this limitation on sample size may seem reasonable. However, the notion that a sample is more or less statistically valid or "quantitative" depending on its size is inherently flawed. For the purposes of this article, it is sufficient to note that the idea of a sample minimum of 30 stems from a concept found in high school and college statistics textbooks, that the student's t distribution approximates the normal (or z) distribution when the sample size is 31. This notion has pervaded our industry in a rather reckless and indiscriminately applied manner.

However, discussion of sample size basically revolves around the idea of detecting population differences as well as determining representation. We are mostly concerned with representation when it comes to conjoint analysis. These ideas are more concerned with the variability of the population along certain parameters than anything else. In certain populations (in my case, the physician population), variability is VERY low. As such, representation can be achieved with small sample sizes.

In focusing on my particular area of expertise – pharmaceuticals – physicians are often (and I believe, rightfully so) self-limiting when it comes to the options of treating patients. After all, we don't want our doctors diverging from the norm when it comes to treating us. In terms of marketing research, the notion of doctors staying near to the mean when it comes to their treatment decisions is excellent. In short, there is low variability with regard to physicians' decision processes and, as such, a large sample really is not needed to determine physician behaviors on the large scale, as they generally behave the same when treating patients for particular conditions.

Furthermore, when the physicians become more specialized, their deviation from the norm is greatly reduced and the variability in their responses is also greatly reduced. The effect of reduced variability should be applicable to any population where there are subsamples of greater specialization, such as physicians.

We can, therefore, see that the sample size is not hugely important as long as you meet basic representation standards, randomize your sample (very important) and are representative of your target. The sample size calculation is really dependent on the researcher's knowledge of the market and, as long as variability is generally low, a conjoint is acceptable in the qualitative setting to analyze the market.

Discuss the logistics

Now that we have (hopefully) dispelled any myths regarding the validity of a qualitative conjoint study, let's discuss the logistics of such a study.

First, we need to make sure that the

study is appropriate for the situation. The following are situations in which a qualitative conjoint may be the appropriate route:

1. There is not enough project budget to conduct a conjoint exercise followed by a qualitative study to explain the results.
2. The marketing team wants to know the whys behind customer decisions based on product attributes.
3. The population of concern isn't large enough to conduct a large quantitative conjoint.

If the resources are available to run a large study then, by all means, do so. However, if you find yourself in a situation where you need to kill two birds with one stone due to budget limitations or small physician populations, then this may be an optimal methodology.

Second, you need to sit down with your marketing team and settle on a number of attributes and levels. This discussion must keep the number of attributes and levels manageable so

that there aren't too many cards for the respondents to evaluate. This is more easily said than done. However, you cannot successfully run one of these studies without using the appropriate number of stimuli. If there are too many cards for the respondents to review, you a) will not have enough time to discuss them, and b) will wear out the respondents.


You also want to limit the number of attributes and levels to avoid blocking your design. Basically, the design represents all possible combinations of attributes (and levels of those attributes) and, if there are too many cards in the design to represent the set, you may have to block (or split) the design to appropriately manage the fatigue on the respondent. This situation is not ideal as you would have to double the sample to accommodate even one blocking scenario and simply does not work well with a qualitative study.

Finally, a market researcher needs to find the right moderator to conduct the research. A moderator must be able to maintain the discipline and rigor required of a survey while probing

appropriately on the dependent variable (such as ranking, rating, etc.). The value of this component to the research cannot be underestimated.

To summarize, the necessary considerations in order to appropriately conduct this kind of research boil down to a simple list:

1. A respondent population that is low in variability with regard to their opinions and perceptions of the subject matter.
2. A reasonable number of attributes/levels to feed into the study.
3. A marketing team that has bought into the process.
4. An excellent moderator.

The qualitative conjoint is both a feasible and valuable approach as long as all parties involved are realistic in their expectations and the study is conducted in the appropriate context. 

Michael Heasley is partner and chief research officer at Evolution Marketing Research, Blue Bell, Pa. He can be reached at 267-405-8032 or at mheasley@evolved-mr.com.



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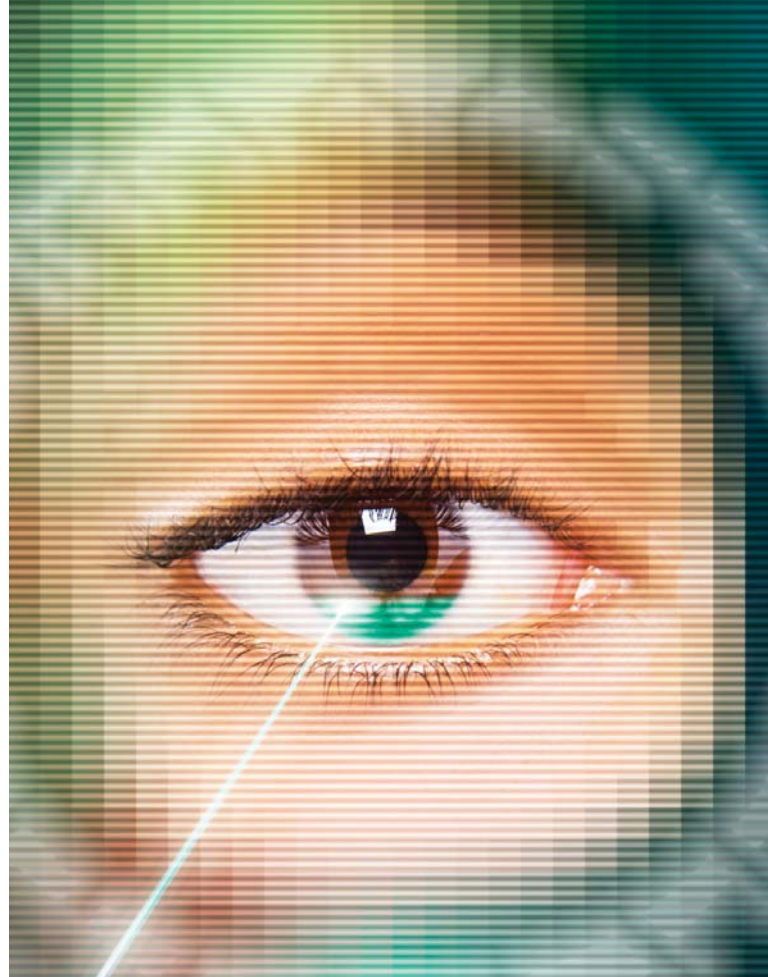
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●●● shopper insights

Linking visual attention to purchase behavior and recall

An application of eye-tracking to shopper insights

| By Brian A. Espin and Colin M. Valdiserri



snapshot

The authors investigated the impact of visual attention on purchase decisions, as well as the relationship between visual attention and stated recall.

Now more than ever, marketers must focus their attention on in-store marketing and brand visibility. A 2012 study conducted by Point of Purchase Advertising International (POPAI) found that 76 percent of all purchase decisions are made in-store – a significant increase from the organization’s 1995 study, which placed this figure at 70 percent. The study also found that visual cues, such as product packaging, displays and point-of-purchase marketing materials, are among the most important factors in the shopper decision-making process. Traditionally studied using shopper recall, these visibility factors are now being examined by many marketers through eye-tracking technology, which provides an objective assessment of where shoppers are placing their visual attention.

Eye-tracking research has proven to be of great value to marketers. It has allowed them to gauge the visual attention given to their products and displays and has aided in improving their visual marketing efforts. But two of their most common questions have remained unanswered: 1) What is the impact on sales of the visual attention given their brand(s)? and 2) Does directly measuring visual attention provide any information above and beyond that of shopper recall? To investigate these questions, we first reviewed the relevant academic literature.

Visual attention and purchase decisions. Studies have looked at whether visual attention impacts product consideration and preference. Pieters and Warlop (1999) used eye-movement data to investigate whether brand preference could be determined by visual attention. They had participants choose among six brands presented in a display. The results revealed that chosen brands were fixated-on significantly longer than non-chosen brands. Similarly, Chandon, Hutchinson and Young (2002) used eye-tracking to study a decision-path model of visual attention and brand consideration. In the study, participants looked at pictures of supermarket shelves containing two product categories (orange juice and laundry detergent) and were asked which brands they would consider purchasing. The



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results showed a strong relationship between purchase consideration and visual attention.

Visual attention and recall. In a study on shelf positioning and facings, Chandon et al. (2009) looked at the potential use of recall as a proxy for visual attention. The researchers had participants look at images of supermarket shelves containing soap and pain relievers and later asked them to recall which brands they remembered seeing. Recall was found to have a weak correlation with attention but was strongly correlated with consideration. According to the authors, "This shows that recall is biased toward preferred brands and provides additional evidence that it may not be a good proxy for visual attention."

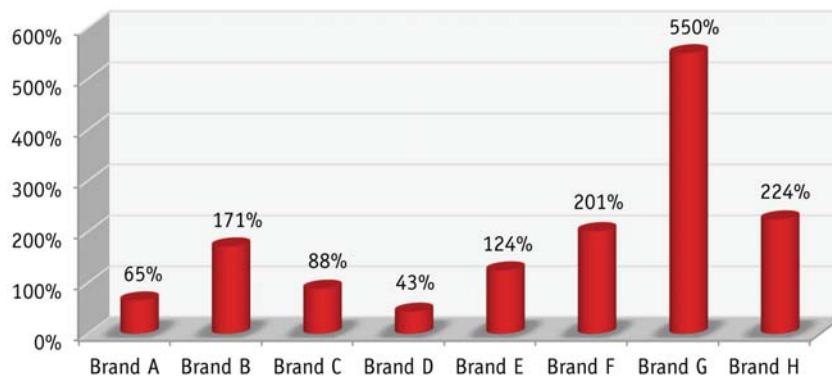
Logical next step

Given the academic findings on how eye-tracking is linked to purchase behavior and recall, testing these results using real-world mobile eye-tracking and purchase data was our logical next step. To accomplish this, we used data collected from an eye-tracking study carried out by Cleveland research firm Informed Decisions Group Inc. The overarching purpose of this research was to provide a framework for answering these commonly asked questions.

The research was executed at one retailer across 12 different locations in the U.S. The 146 participants were pre-recruited using a third-party facility to ensure they were regular shoppers of this retailer. Upon arrival to the retailer, participants were instructed to shop and buy what they normally would for that day. When participants were finished shopping, they were then asked to complete a brief follow-up survey about their shopping experience. The questions used for the analysis in this article include recall of products seen while shopping and recording the items purchased. For confidentiality reasons, brand names have been anonymized as Brand A through Brand T.

The dependent variable used for this analysis was a dichotomous indicator of whether a particular brand was purchased or not (1 = purchased, 0 = not purchased). Each participant's recorded shopping session was viewed to verify that the stated purchases were accurate. There were

Figure 1: Percent Change in Odds of Purchase Per Additional Second of Gaze Time



two measures of visual attention that could have been used as the independent variables: the total number of fixations on each brand or the total duration of the fixations on each brand. Pearson correlations revealed a very strong, if not perfect, relationship between the two variables for each brand. Fixation duration was ultimately chosen, as it seemed more intuitive in explaining how increases in attention would affect behavior as well as its use as a measure of visual attention in previous research.

In order to understand the impact that visual attention given to brands had on shoppers' purchase decisions, bivariate logistic regression was applied in the data analysis. A widely accepted rule of thumb provided by Hosmer and Lemeshow (2000) suggests a ratio of 10 cases per independent variable should be used in order to obtain adequately precise coefficient estimates. Thus, at least 10 participants would have needed to purchase each brand being analyzed in order to adhere to this rule of thumb. The analysis for this study included a total of eight brands of interest to our client.

Separate logistic regressions were run for each of the eight brands. The primary goal of this analysis was to determine the extent to which visual attention given to a particular brand impacted the likelihood that it would be purchased. To simplify the interpretation of the results, the model coefficients were exponentiated to allow us to think in terms of odds rather than log odds. The odds ratio represents the expected change in the odds associated with a one-unit increase in the independent variable. This means that we

can predict how one additional second of gaze time on a brand will impact its odds of being purchased.

For each model, the likelihood ratio test was significant ($p < .001$ to $p < .05$), indicating good model fit. In addition, each Wald statistic was significant ($p < .001$ to $p < .05$), indicating that fixation duration was useful to the model.

Figure 1 visually represents the percent change in odds of purchase per additional second of gaze time for the eight brands of interest.

A suitable substitute

The goal of this analysis was to determine whether participants' stated recall of noticed brands was an accurate reflection of where they actually placed their visual attention while shopping. In other words, it aimed to answer the question: is brand-recall data a suitable substitute for eye-tracking data?

This was assessed by examining the strength of the relationship between brand recall and visual attention. The recall variable was a dichotomous indicator of whether participants remembered seeing a particular brand (1 = recalled, 0 = not recalled). Recall data was obtained from participants' responses to a follow-up survey administered on-site immediately after shopping. Fixation duration was again used as the measure of visual attention. Since the relationship between the two variables was of primary interest here, point-biserial correlations were used to analyze the data. A moderate or weak association would tell us that the variables are not measuring the same thing and thus are not adequate substitutes for each other.

Table 1: Point-biserial correlations between visual attention and participant recall

Brand	r_{pb}	Brand	r_{pb}
Brand A	-.006	Brand K	.236
Brand B	-.065	Brand L	.173
Brand C	.219	Brand M	.082
Brand D	-.008	Brand N	-.078
Brand E	.084	Brand O	-.032
Brand F	.291	Brand P	.129
Brand G	.233	Brand Q	.204
Brand H	.175	Brand R	-.089
Brand I	.120	Brand S	.192
Brand J	.026	Brand T	.042


Correlation is significant at the .01 level (two-tailed).
 Correlation is significant at the .05 level (two-tailed).

Twenty brands of interest were included in this analysis. The results are presented in Table 1. The results show that recall and visual attention had significant positive associations in only eight of the 20 brands analyzed, all of which were weak in strength. The mean point-biserial correlation was .096, indicating a negligible relationship between the two variables. This clearly demonstrates that brand recall is not a sufficient proxy for visual attention.

Answer questions

These relatively simple analyses provide eye-tracking researchers a way to answer some of the most commonly-asked questions by clients. The analysis of visual attention and purchase decisions provides an easy-to-understand and intuitive gauge of how visual attention is impacting shoppers' purchase decisions. In addition to its use in comparing visual attention's impact on purchase decisions among competitors, it can also be used in a variety of package and design testing situations and in assessing the effectiveness of in-store marketing materials.

Demonstrating that brand recall is not an accurate reflection of visual attention could prove useful in a number of situations. Managers may be skeptical of eye-tracking research, believing that traditional methods such as qualitative interviews and surveys could provide the same information.

Prospective clients may be reluctant to embrace eye-tracking research for the same reason. Providing evidence that traditional methods cannot accurately measure visual attention can help to justify the use of eye-tracking. 

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Names of Note

■ Baton Rouge, La., newspaper *The Advocate* has named **Charlene Robert** marketing director. Research will be among her responsibilities.

■ *Majestic MRSS*, a Mumbai, India, research company, has hired **Joseph Epen** as principal consultant and advisor; **Salil Sabnis** as director, health care; and **Rashid Pattakal** as director, client servicing, south.

■ *Infotools*, an Auckland, New Zealand, research company, has hired **Maximiliano Kritz** as client service executive in the company's Latin America office in Buenos Aires, Argentina.



Kritz

Separately, *Infotools* has named **Ian Murray** managing director, *Infotools Europe*. Murray will be based in London.



Murray

■ **Christine Goonan** has joined the *Brand Activation Association*, New York, as membership director.

■ San Mateo, Calif., research technology company *Drawbridge* has hired **Daryl McNutt** as vice president, marketing.

■ *Phoenix Marketing International*, a Rhinebeck, N.Y., research company, has appointed **Jaime Hodges** as executive vice president, *Phoenix Healthcare Group*, and **Dennis Syrkowski** as president, *Phoenix Automotive Group*.

■ **David Mitchell** has been named CEO of *Portland, Ore.*, research company *Webtrends*.

■ *Kantar Media*, a Princeton, N.J., research company, has appointed **Andy Brown** as CEO; **Sarah Sanderson** as managing director, custom research; and **Mansoor Khan** as director, MENA and South Asia, *Kantar Media Audiences*.

■ *The MSR Group*, an Omaha, Neb., research company, has hired **Kellie Murphy** as vice president, business development.

■ *MRops*, a Philadelphia research company, has named **Wander Meijer** global COO. Meijer will be based in Hong Kong.

■ New York media network *Mindshare* has appointed **Bob Ivins** as chief data officer.

■ **Angela "Angie" Jeffrey** has joined *Saliency Insight*, a Dubai, United Arab Emirates, research company, as U.S. managing director.

■ *Blueocean Market Intelligence*, a Scottsdale, Ariz., research company, has hired **Shannon McGuire** as vice president, client development.



McGuire

■ New York researcher *The Nielsen Company's* Vice Chair **Susan D. Whiting** will retire at the end of the month.

■ *Norcross, Ga.*, research company *The Marketing Workshop* has hired **Stephanie Greene** as marketing research manager and **Lena Atanasova** as marketing science analyst.

■ *Curiosity Advertising*, Cincinnati, has hired **Bob Goodwin** as vice president, business strategy and development, of its *InsightStream* research division.

■ **Michel Richez** has been named executive vice president, sales, at *Optimum Solutions Corporation*, a Lynbrook, N.Y., research company.



Richez

■ *Gazelle Global Research Services*, New York, has appointed **Jim Whaley** as general manager, insights and strategy.

■ **Will Gordon** has joined *Kadence International*, a Framingham, Mass., research company, as director, insight development.



Gordon

■ *Maritz Research*, St. Louis, has named **John Schulte** senior director, sector sales/marketing, financial services research group.

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



Lowry

■ **Joanne Elliott** has joined *Stockholm, Sweden*, research company *Cint* as account director in London. In its U.K. office, *Cint* has hired **Joyti**



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Raull as account manager; **Florina Ianus** as sales support supervisor; and **Atalanta Tiley** as sales support executive. **Martin Singleton** has been promoted to account manager.

Additionally, Cint has hired **Bruno Miani** as senior account manager, Spain and Latin America. Miani will be based in Barcelona, Spain.

Finally, in Cint's Princeton, N.J., office, **Christine Lazauskas** has been appointed director; **Kasey Gage** business development manager, East Coast; and **Steve Zawada** sales executive.

■ New York research company *Ipsos Loyalty* has hired **Trish Dorsey** as senior vice president and leader, technology and telecommunications.

■ **Lara Fordis** has joined *ThinkNow Research*, Burbank, Calif., as head of the qualitative research division.



Fordis

■ *IModerate Research Technologies*, Denver, has hired **David Howlett** as senior vice president, innovation, and **Chris Smith** as vice president, sales.

■ **Richard Collins** has been promoted to managing director of *Decrypt*, the London branch of Fresno, Calif., research company *Decipher Inc.*



Collins

■ *OnePoint Global*, a New York research company, has named **Rob Huijboom** chief commercial officer. The company has also appointed **Alex Sänger** as sales director in Germany and **Rania Reda** as sales director in Egypt.

■ **Eric S. Levy** has joined New York research company *GfK* as senior vice president, financial services, Consumer Experiences North America.



Levy

■ Chicago research company *Cardinal Path* has hired **Nate Payne** as senior data architect.

■ **Cristian Ilie** has joined Miami research company *QualMetrix* as CTO.

■ **Artie Bulgrin** of *ESPN* and **Susie Thomas** of *Palisades Media Group* have joined the Council for Research Excellence, New York.

■ London research company *Verve* has hired **Richie Jones** as director, digital communities, and **Tim Martin** and **Lisa Chautard** as associate director.

■ New York research company *Millward Brown* has appointed **Benoît Tranzer** as regional managing director, France, Germany, Italy and Netherlands; and **Jean-Michel Janoueix** as regional managing director, Central/Eastern Europe and the Nordics. Both will join the company's European executive board and be based in Paris.

■ Chicago research company *Mintel* has appointed **Mohamed Omer** as global personal care analyst.

■ **Dave Scott** has been named CMO at *ForeSee*, an Ann Arbor, Mich., research company.

■ **Gary Edwards** has been named chief customer officer at *Agoura Hills, Calif.*, research company *Empathica*.

■ Encino, Calif., research company *uSamp* has hired **Andy Jolls** as senior vice president, marketing.

■ *C+R Research*, Chicago, has hired **Terrie Wendricks** as vice president, *ShopperEyes*.

■ *Worthington*, Ohio, research software company *Prosper Technologies* has appointed **Jim Follett** as strategic advisor for its *InsightCenter* licensing initiatives.

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Research Industry News

News notes

■ On October 17, the board of directors of the **Marketing Research Association (MRA)**, Washington, D.C., approved revisions to the MRA Code of Marketing Research Standards. The revised Code contains 42 principles, culled from ethical and best practices in the marketing research profession, intended to direct marketing research practitioners in their daily operations. The Code is available at www.marketingresearch.org/code. (See Trade Talk, p. 10.)

Acquisitions/transactions

■ Columbus, Ohio, technology firm **Information Control Company** has acquired Columbus, Ohio, research company **Farsite Group** for its decision-making tools based on predictive and advanced analytics.

■ Palo Alto, Calif., research software company **SurveyMonkey** has agreed to sell San Francisco third-party validation company **TrueSample** to a group of investors, led by Five Peaks Capital Management. TrueSample will be independently operated and continue to develop data-quality solutions for market research.

■ New York big data company **XL Marketing Corp.** has acquired the assets of London data services com-

pany **Intela LLC**. XL Marketing will merge Intela's data and customer acquisition businesses with Virtuoso Advertising, XL Marketing's U.K. subsidiary, into a new entity, dubbed XL Marketing Europe. In addition, Intela's e-mail business, based in Colorado, will merge with XL's e-mail services division.

■ **Facebook**, San Francisco, has acquired **Onavo**, a Tel Aviv, Israel, mobile data company.

■ **Target Research Group Inc.**, Nanuet, N.Y., has been purchased by its employees.

■ **L&E Research**, Raleigh, N.C., has acquired **Hatch Global Research**, St. Louis. L&E will take over Hatch's two research facilities in the greater St. Louis area.

■ **Stagnito Media** has acquired **Carbonview Research**, Jupiter, Fla.

■ **Radius Global Market Research**, New York, has acquired **Probit Research**, San Antonio. Probit will continue operating under its own name.

■ New York research company **TNS** has extended its stake in Seattle research software company **Enprecis Inc.**

Alliances/strategic partnerships

■ **Crimson Hexagon**, a Boston social media analytics software firm, has partnered with several academic researchers at public-sector organizations under its Social Research Grant Program. The program is designed to provide academic, not-for-profit and nonpartisan researchers with access to the Crimson Hexagon ForSight platform. Partners include Harmony Institute; Harvard Business School; Harvard Department of Government and Princeton University Department of Politics and Woodrow Wilson

School of Public and International Affairs; Harvard's Berkman Center; Institute for Social Research, Norway; MIT Sloan School of Management; National Democratic Institute; UN Global Pulse; and University of Bamberg, Germany.

■ Research companies **The Data Alliance**, a New York division of WPP, and **FourthWall Media**, Dulles, Va., have partnered to collaborate on data-driven marketing solutions for television advertising effectiveness.

■ New York research companies **Nielsen** and **Experian Marketing Services** have partnered to extend the Nielsen Online Campaign Ratings solution to report campaign audience by including additional demographic and lifestyle segments, such as estimated household income range, family size and education level.

■ Orlando, Fla., research company **Golf Datatech LLC** and **Yano Research Institute of Japan**, Tokyo, have agreed on a joint, ongoing working relationship to develop a worldwide research and retail data platform for the golf industry.

Awards/rankings

■ Atlanta research company **CMI's** paper, titled "Extending Cluster Ensemble Analysis via Semi-Supervised Learnings," was voted Best Paper at the **Sawtooth Software Conference** in October in Laguna Cliffs, Calif.

■ New York research company **Sticky** received the iMedia Next Wave Award at the **iMedia Breakthrough Summit** in October in Austin, Texas. The award recognized Sticky as the best new mobile startup in the media and marketing landscape.

■ London research company



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BrainJuicer Group PLC's paper, titled "Research In A World Without Questions," by BrainJuicer's **Tom Ewing** and Allstate's **Bob Pankauskas**, won the ESOMAR Excellence Award for The Best Paper of 2012-2013 at the 2013 **ESOMAR Congress** in September in Istanbul, Turkey. The award is given to the best paper submitted to any of the ESOMAR conferences throughout the year that most accurately reflects the broad aspects and challenges faced by the market research industry today.

Additionally, BrainJuicer announced that its **John Kearon** received the 2013 NGMR Disruptive Innovator Award in the Thought Leadership category at **The Market Research Event** in October in Nashville, Tenn. The award recognizes individuals and companies that have demonstrated outstanding leadership as change agents and made significant contributions to harnessing disruptive innovation to drive research industry progress.

New accounts/projects

■ **The Audited Media Association of Australia** has selected Reston, Va., research company **comScore Inc.** to provide the analytics platform for an audited Web site measurement service. The account was previously held by New York research company Nielsen.

■ **The Business Marketing Association**, Naperville, Ill., has selected **FORUM: Business Results Through People**, an Evanston, Ill., research center affiliated with Northwestern University, as its research arm.

New companies/new divisions/relocations/expansions

■ Austin, Texas, communications agency **Sanders\Wingo** and Austin, Texas, research company **Somerset Consulting Group Inc.** have partnered to launch **The Behavioral Science Lab**, a brand research center also based in Austin.

■ Oslo, Norway, research software

company **Confirmit** has relocated its London headquarters to the Blue Fin building on Southwark Street. The new location will combine staff from Confirmit's two previous U.K. offices.

■ Norrköping, Sweden, research company **Dapresy** has opened U.S. offices in Boston and San Francisco.

Provo, Utah, research software company **Qualtrics** has opened its European headquarters in Dublin, Ireland. This is the company's first international office.

■ **B2B International**, a Manchester, U.K., research company, has debuted a new look and brand proposition, built around the tagline "Beyond Knowledge."

■ Auckland, New Zealand, research company **Infotools** has relocated its Latin America office to a larger facility in Buenos Aires, Argentina.

■ **The Carlson Group**, a Lombard, Ill., research company, has opened an office in Porto Alegre, Brazil.

■ **Datalogix**, a Westminster, Colo., research company, has renovated its headquarters, including a 20,000-square-foot expansion.

■ Research companies **Significant GfK** and **GfK Audimetrie** have merged to become **GfK Belgium**. All existing contractual rights and obligations between clients and Significant GfK and GfK Audimetrie will automatically be transferred to GfK Belgium.

■ **The NPJ Group Inc.**, a Port Washington, N.Y., research company, has acquired Boulder, Colo., research company **Leisure Trends Group**. The acquisition does not include Leisure Trends' customer relationship management (CRM) business. This business is being spun off as a separate company called **Ascent CRM**. Ascent CRM and Leisure Trends will continue to be located in the same building in Boulder.

■ New York research company **Hall & Partners** has launched a global brand

and marketing team, led by Ashley Walker, director, global marketing and communications.

■ London research companies **FreshMinds Research** and **FreshNetworks** have merged and will move forward as **FreshMinds**.

■ New York research company **OnePoint Global** has announced plans to more than double the size of its development and innovation teams and launch the OnePoint Global Innovation Center (OPIC). OPIC aims to assess and adopt new technologies for mobile research.

■ **Potentiate Australia**, a Sydney, Australia, research company, has opened an office in Kuala Lumpur, Malaysia. Barry Ooi will serve as managing director.

Research company earnings/financial news

■ **Study Hall Research**, Tampa, Fla., reported a revenue increase of 19.7 percent for the third quarter ended September 30, 2013. For the first three quarters, total annual corporate revenues rose 11.4 percent.

■ **GutCheck**, Denver, reported that its third-quarter results were up 400 percent over the same prior-year period.

■ **The Nielsen Company**, New York, reported results for the third quarter ended September 30, 2013. Revenues for the quarter increased 2.7 percent to \$1,387 million. Adjusted net income rose 17 percent to \$193 million.

Nielsen also completed the acquisition of Arbitron, now rebranded as Nielsen Audio.

■ **Ipsos**, Paris, reported third-quarter 2013 results. Ipsos achieved organic growth of 1.8 percent. Revenues totaled 418.6 million euros, down 5 percent year-over-year.

■ **ComScore Inc.**, Reston, Va., achieved record quarterly revenue of \$71.6 million during third-quarter 2013.

CALENDAR OF EVENTS

●●● can't-miss activities

The Research Club will host its Christmas party, themed "The Red Carpet Event - Hollywood Glamour," on **December 5** at 7 p.m. at The Penthouse, Leicester Square, in **London**. Ten percent of all ticket sales will be donated to the Market Research Benevolent Association. Visit www.theresearchclub.com/events/london-xmas-party.

The National Center for Data-Driven Marketing will hold its annual conference, themed "Where Marketing Meets Big Data," on **December 9-11** at Caesars Palace in **Las Vegas**. Visit <http://ncdm.thedma.org>.

Corp Events will host its annual conference, themed "Data Marketing 2013: Unlocking the power of your customer information," on **December 9-10** at the Hyatt Regency Hotel in **Toronto**. Save 20 percent on registration when you register through Quirk's. Visit www.datamarketing.ca/uk-registration.php?promo=20&id=662.

The Belgian Association for Quantitative and Qualitative Marketing Research will hold its annual conference, themed "Unexpected," on **December 12** at the Marriott Hotel in **Ghent, Belgium**. Visit www.baqmar.eu/conferences/unexpected.

The International Quality and Productivity Center will hold its Mobile Marketing Exchange on **January 22-24** in **Miami**. Visit www.mobilemarketingexchange-usa.com.

IIR will hold a conference focused on media insights and engagement on **January 29-31**

at the Mayfair Hotel and Spa in **Coconut Grove (Miami), Fla.** Visit www.iirusa.com/mediainsights/home.xml?registration=MEDIA14QUIRKS.

Satmetrix will hold a conference, titled "Net Promoter Customer Experience," on **January 30-31** at Eden Roc Miami Beach in **Miami**. Visit <http://conference.netpromoter.com>.

The Southwest Chapter of the Marketing Research Association will hold its annual Las Vegas conference on **February 12-14** at the Mirage Hotel and Casino in **Las Vegas**. Visit www.swmra.org/events/vegas2014.

The Merlien Institute will host a conference, themed "Qualitative 360 Europe," on **February 19-20** at the Novotel Istanbul in **Istanbul, Turkey**. Visit <http://qual360.com/europe>.

American Leaders will host a conference, themed "Customer Experience Management in Utilities: The Era of Empowered Customers," on **February 24-25** in **Baltimore**. Visit <http://bit.ly/1acx9dU>.

Marcus Evans will host a conference, themed "Consumer Insights in New Product Design and Delivery," on **February 26-27** in **Miami**. Visit www.marcusevans-conferences-northamerican.com/events.asp.

The American Marketing Association will hold a conference, themed "Analytics with Purpose: Behavioral Insight to Advantage," on **March 2-4** at the Hotel del Coronado in **Coronado, Calif.** Register by February

2 for an early-bird discount. Visit www.marketingpower.com/Calendar/Pages/analytics-with-purpose-II.aspx.

Worldwide Business Research will hold its flagship conference, "eTail West," on **March 3-6** at the JW Marriott San Antonio Hill Country Resort and Spa in **San Antonio**. Visit www.etailwest.com.

The Merlien Institute will hold a conference, themed "Market Research in the Mobile World Asia," on **March 4-7** in **Singapore**. Visit www.mrmw.net.

The Neuromarketing Science and Business Association will hold its annual world forum on **March 5-7** in **New York**. Visit www.neuromarketingworldforum.com.

Alta Plana will hold an event, themed "Sentiment Analysis Symposium," on **March 5-6** at The New York Academy of Sciences in **New York**. Visit www.sentimentsymposium.com.

IRI will hold its annual summit on **March 10-12** at the Gaylord Palms Resort in **Orlando, Fla.** Visit www.iriworldwide.com.

The American Marketing Association will hold a program, titled "Marketing Research Academy for Business Professionals," on **March 18-21** at the University of Georgia Terry College of Business Executive Education Center in **Atlanta**. Visit www.marketingpower.com/Calendar/Pages/2014-Marketing-Research-Academy-for-Business-Professionals.aspx.

Worldwide Business Research will hold a conference, themed "Next Generation Customer

Experience," on **March 18-20** at the Omni San Diego in **San Diego**. Visit www.the-customer.com.

Liveweek Business will hold a conference, themed "Market Research Week 2014: Research to Strategic Insight," on **March 20-21** at the Guragon Exhibition and Convention Center in **Guragon, Delhi, India**. Visit www.marketresearchweek.com.

ESOMAR will hold its annual Central and Eastern European research forum, themed "Research Remix," on **March 23-24** at the Novotel Bucharest City Centre Hotel in **Bucharest, Romania**. Visit www.esomar.org.

The International Quality and Productivity Center will hold a conference, themed "Big Data Retail Forum," on **March 24-26** in **Chicago**. Visit www.bigdataretailforum.com.

Strategy Institute will hold a conference, titled "Customer Experience Strategies Summit," on **March 25-26** at The Ritz-Carlton in **Toronto**. Visit www.customerexperiencecanada.com.

The Merlien Institute will host a conference, themed "Qualitative 360 North America," on **April 2-3** in **Toronto**. Visit <http://qual360.com/north-america>.

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.



Save the date!

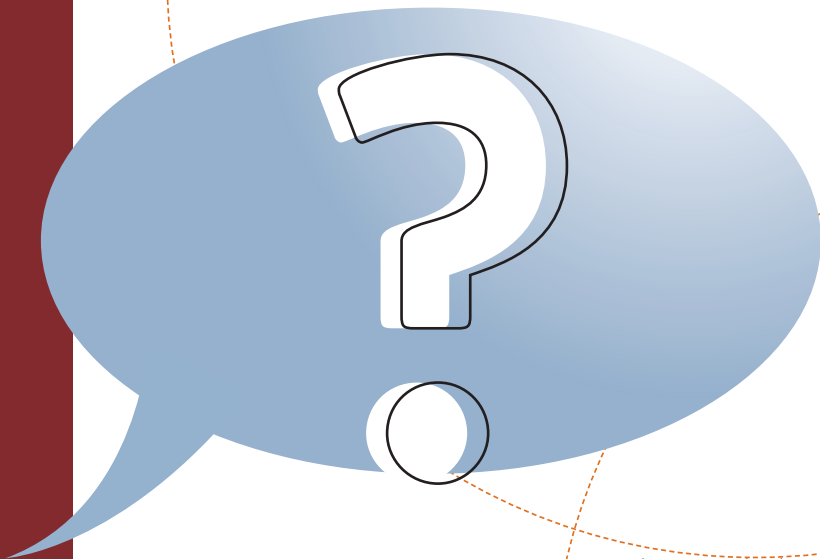
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Questions you should ask when selecting a focus group facility

Facility specs

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

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

Technical and logistical support

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



quirks.com/articles

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

2014

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	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.

Alabama

Birmingham

Graham & Associates, Inc.
 2100 Riverchase Center, Suite 412
 Birmingham, AL 35244
 Ph. 205-443-5399
 gdenton@grahamkmtres.com
 www.grahamkmtres.com
 Glyn Denton, COO
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
 Conference 30x25 Obs. Rm. Seats 20
 Conference 15x20 Obs. Rm. Seats 12
 Conference 23x15 Obs. Rm. Seats 10

Montgomery

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

Alaska

Anchorage

Hays Research Group
 3701 E Tudor Rd, Suite 208
 Anchorage, AK 99507
 Ph. 907-223-2406
 adam@haysresearch.com
 www.haysresearch.com
 Location: Office building
 Distance from airport: 7 miles, 12 minutes
 CL, 1/1, 1/10R, VC, WC
 Multiple 25x35 Obs. Rm. Seats 8

Arizona

Phoenix

C&C Market Research - Phoenix
 Desert Sky Mall
 7611 W. Thomas Rd. #118/G16
 Phoenix, AZ 85033
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 TK
 5x7 Obs. Rm. Seats 2
 (See advertisement on p. 73)

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, 1/10R
 Conference 15x15 Obs. Rm. Seats 6
 (See advertisement on p. 73)

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, 1/10R, TK
 Conference 12x12 Obs. Rm. Seats 8
 (See advertisement on p. 73)

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



Delve Phoenix - A Focus Pointe Global Company
 1225 W. Washington, Suite 113
 Tempe, AZ 85281
 Ph. 800-647-4217 or 602-914-1950
 phoenix@delve.com
 www.delve.com
 Marcia Fairbairn, Assistant Manager
 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards.

Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)



Fieldwork Phoenix
 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, 1/10R, 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 facility has over 9,000-sq.-ft. of efficiency and comfort coupled with decades of the fieldwork experience you trust. Located on the beautifully-landscaped grounds of a major resort, we offer four spacious conference rooms and a one-on-one room, all designed with ample Internet access and other client amenities. Have a free minute? Step out on our balcony and enjoy the beautiful weather and gorgeous views of Phoenix. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and 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 12x12 Obs. Rm. Seats 6
 Multiple 24x21 Obs. Rm. Seats 18

Focus offers a well-designed facility with client amenities and comfort in mind. Full kitchen with two ranges/ovens, two refrigerators and freezers, double sink and commercial wiring for most restaurant equipment. Four-foot doors assure easy access to the kitchen and focus group room for large displays or appliances. Our manager has 23+ years of research experience and brings knowledge and practical know-how to make your project a success. Our recruiting radius covers Phoenix and all suburbs. We excel in CLTs and taste-test logistics. By Scottsdale Fashion Square Mall and better hotels and restaurants.
 (See advertisement on p. 75)

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 18x24 Obs. Rm. Seats 15



Market

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- Programming
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- Panel Augmentation

For more information contact C&C Market Research
| corp@ccmarketresearch.com | 877-530-9688 | 479-785-5637 |
www.ccmarketresearch.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-Phoenix**

2575 E. Camelback Rd., Suite 800
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 jlopez@plazaresearch.com
 www.plazaresearch.com
 Jenny Lopez

Location: Office building
 Distance from airport: 10 minutes
 CL, 1/1, 1/10R, TK, TKO, CUL, WC
 Conference 15x20 Obs. Rm. Seats 15
 Conference 14x19 Obs. Rm. Seats 10
 Multiple 16x23 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. 107)

Schlesinger Associates Phoenix

2355 E. Camelback Rd. Suite 800
 Phoenix, AZ 85016
 Ph. 602-366-1100

phoenix@schlesingerassociates.com
 www.schlesingerassociates.com
 Garth Friedrich, Managing Director
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Multiple 15x20 Obs. Rm. Seats 12
 Multiple 24x17 Obs. Rm. Seats 10
 Multiple 22x17 Obs. Rm. Seats 16
 Multiple 25x16 Obs. Rm. Seats 16
 (See advertisement on inside front cover)

**WestGroup Research**

3033 North 44th Street, Suite 150
 Phoenix, AZ 85018
 Ph. 602-707-0050 or 800-999-1200
 jstuber@westgroupresearch.com
 www.westgroupresearch.com
 Beth Aguirre-Smith
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, 1/10R, AU, WC
 Conference 20x17 Obs. Rm. Seats 12
 Multiple 20x17 Obs. Rm. Seats 15
 Multiple 24x44 Obs. Rm. Seats 20

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

Opinions, Ltd. - Tucson

Park Place Mall
 5870 E. Broadway Blvd., Space 312
 Tucson, AZ 85711
 Ph. 440-893-0300
 www.opinionsltd.com
 Location: Shopping mall
 Distance from airport: 11 miles, 19 minutes
 1/1, TK, VC, WC
 Conference 20x10 Obs. Rm. Seats 8

Arkansas

Fort Smith

C&C Market Research - Northwest Arkansas

Northwest Arkansas Mall
 4201 N. Shiloh Drive, #1820
 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. 73)

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. 73)

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

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

AIS Market Research, Inc.

4930 East Ashlan Suite #103
 Fresno, CA 93726
 Ph. 800-627-8334 or 559-252-2727
 jdawson@aismarketres.com
 www.aismarketres.com
 Jennifer Dawson, Senior Project Director
 Location: Office building
 Distance from airport: 4 miles, 5 minutes
 1/1, TK
 Conference 25x25 Obs. Rm. Seats 20

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., #204
Chatsworth, CA 91311
Ph. 866-882-8351(toll free)
susanp@accentonresearch.com
www.accentonresearch.com
Susan Perl, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1, AU
Conference 19x15 Obs. Rm. Seats 10



Adept Consumer Testing/Beverly Hills
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

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Frozen Food Fast Food
PIZZA Focus Groups CLT

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- SCOTTSDALE OFFERS KITCHEN WITH REMOTE VIEWING

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



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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.

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

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. 73)

C&C Market Research - Los Angeles

Antelope Valley Mall
 1233 Rancho Vista Blvd., #505
 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. 73)

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_escoe@factsnfiguresinc.com
 www.factsnfiguresinc.com
 Steve Escoe, 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@fielddynamics.com
 www.fielddynamics.com
 Location: Office building
 Distance from airport: miles, 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 Delgado, VP Western Region US
 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ). (See advertisement on p. 3)

Health Care Testing, Inc.

15301 Ventura Blvd.
 Garden Office Bldg. B, Suite 500
 Sherman Oaks, CA 91403
 Ph. 818-986-6600
 Steve_Escoe@factsnfiguresinc.com
 www.factsnfiguresinc.com
 Location: Office building
 CL, VC
 Conference 18x20 Obs. Rm. Seats 13
 Conference 18x20 Obs. Rm. Seats 14
 Conference 26x29 Obs. Rm. Seats 19
 Conference 11x14 Obs. Rm. Seats 6



House of Marketing Research

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

Where do you go when you're looking for a leading focus group facility in Los Angeles? House of Marketing Research is LA's premier 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.



Juárez & Associates

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

Juárez & Associates, in business in Los Angeles since 1971, provides management and marketing consulting services, specializing in Spanish/English language market research. We provide full service research, from questionnaire design and recruitment through data processing and analysis, including field, telephone and mail surveys as well as focus groups. Our focus group facility, which includes hosting capabilities, is digitally wired for audio and video recording, with the option of translation voiceover. We also develop marketing strategies and evaluate long-term programs.

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. 818-891-6779
steve_escoc@latinfactsresearch.com
www.factsnfiguresinc.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
wendy@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

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

Opinions, Ltd. - Los Angeles

Topanga Mall
6660 Topanga Canyon Blvd
Canoga Park, CA 91303
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, 1/10R, VC, WC
Conference 20x14



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 minute
CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
Conference 16x22 Obs. Rm. Seats 20
Conference 16x18 Obs. Rm. Seats 20
Conference 16x19 Obs. Rm. Seats 12

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. 107)

Q-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

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

Schlesinger Associates Los Angeles

10880 Wilshire Blvd.
Los Angeles, CA 90024
Ph. 310-295-3040
LA@schlesingerassociates.com
www.schlesingerassociates.com
Garth Friedrich, Managing Director
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
Allyce 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.

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.

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

AutoPacific®

AutoPacific, Inc.

2991 Dow Ave.
 Tustin, CA 92780-7219
 Ph. 714-838-4234
 dan.hall@autopacific.com
 www.autopacific.com

Dan Hall

Location: Free standing facility

Distance from airport: 5 miles, 15 minutes

1/1, 1/10R, AU, PUL

Conference 24x16 Obs. Rm. Seats 12

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, electric vehicle charging station, dedicated focus group room, adjacent viewing room and an outside secure courtyard for viewing up to eight vehicles in natural light or using auto dealership style lighting. No other facility offers this level of comfort and security for your proprietary automotive research.



LA - ORANGE COUNTY

Fieldwork L.A. - Orange County

2030 Main St., Suite 300
 Irvine, CA 92614
 Ph. 949-252-8180
 info@losangeles.fieldwork.com
 www.fieldwork.com

Kami Celano, President

Location: Office building

Distance from airport: 1 miles, 5 minutes

CL, 1/1, 1/10R, TK, CUL, VC, WC

Conference 9x23 Obs. Rm. Seats 12

Conference 22x32 Obs. Rm. Seats 50

Conference 19x21 Obs. Rm. Seats 12

Conference 22x20 Obs. Rm. Seats 18

Conference 22x20 Obs. Rm. Seats 18

Fieldwork Los Angeles is located in sunny Orange County, only five minutes from John Wayne/Orange County airport. Completely remodeled in 2013, the facility has creative spaces and features such as floor-to-ceiling mirrors to make the most of your research experience. The five large conference rooms have viewing rooms that comfortably accommodate up to 50 clients, plus separate client lounges. All with top-ranked recruiting, hosting and project management. E-mail us your research requirements today. And take a vacation while you're here! Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and back cover)

Jury Impact Orange County

3525 Hyland Avenue, Suite 240
 Costa Mesa, CA 92626
 Ph. 714-754-1010 or 888-858-5879
 info@juryimpact.net
 www.juryimpact.net

Location: Office building

Distance from airport: 5 miles, 15 minutes

CL, 1/1, 1/10R, VC, WC

Conference 20x16 Obs. Rm. Seats 5

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

Location: Free standing facility

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/10R, TK

Conference 22x24 Obs. Rm. Seats 8

Conference 22x26 Obs. Rm. Seats 8

The Question Shop, Inc.

2860 N. Santiago Blvd. Suite 100
 Orange, CA 92867
 Ph. 714-974-8020 or 800-411-7550
 info@thequestionshop.com
 www.thequestionshop.com

Ryan Reasor, President

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/10R, TK, CUL, PUL, VC

Conference 18x24 Obs. Rm. Seats 18

Conference 14x18 Obs. Rm. Seats 18

Conference 14x17 Obs. Rm. Seats 7

Quick Test/Heakin (Br.)

Mainplace Mall
 2800 N. Main St., Suite 2088
 Santa Ana, CA 92705
 Ph. 714-547-8300
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK
 Multiple 14x22 Obs. Rm. Seats 6

Trotta Associates (Br.)

5 Park Plaza Suite 200
 Irvine, CA 92614
 Ph. 949-251-1122
 irvine@trotta.net
 www.trotta.net
 Ingrid Robertson, Facility Manager
 Location: Office building
 Distance from airport: 2 miles, 15 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Multiple 25x20 Obs. Rm. Seats 25
 Multiple 18x19 Obs. Rm. Seats 16
 Conference 19x38 Obs. Rm. Seats 20

Sacramento



Elliott Benson Research

1226 H St.
 Sacramento, CA 95814
 Ph. 916-325-1670
 ebinfo@elliottbenson.com
 www.elliottbenson.com
 Jaclyn Benson, Owner/Manager
 Location: Free standing facility
 Distance from airport: 10 miles, 10 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 32x21 Obs. Rm. Seats 20
 Multiple 23x21 Obs. Rm. Seats 25
 Multiple 22x14 Obs. Rm. Seats 14

"Top Rated" facility by Impulse Survey for the last 15 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; premium video streaming through FocusVision. 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 specific research needs - conference, living room, classroom, etc.

Opinions of Sacramento

2025 Hurlay 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

Opinions, Ltd. - Sacramento

Roseville Galleria
 1151 Galleria Blvd, Suite 277
 Roseville, CA 95678
 Ph. 440-893-0300
 www.opinionstld.com
 Distance from airport: 27 miles, 33 minutes
 1/1, TK, VC, WC
 Conference 20x10 Obs. Rm. Seats 8

San Bernardino/Riverside

Athena Research Group, Inc.

3600 Lime Street, Suite 512
Riverside, CA 92501
Ph. 951-369-0800
info@athenamarketresearch.com
www.athenamarketresearch.com
Lynn Diamantopoulos, President/CEO
Location: Office building
Distance from airport: 18 miles, 20 minutes
CL, 1/1, 1/10R, AU, WC
Multiple 19x14 Obs. Rm. Seats 16
Conference 14x14 Obs. Rm. Seats 12
42x28 Obs. Rm. Seats 12

San Diego

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
Craig Cunningham
Location: Shopping mall
Distance from airport: 60 miles, 45 minutes
7x10 Obs. Rm. Seats 2
(See advertisement on p. 73)

CRG/Test America

North County Mall
272 East Via Rancho Parkway, Space 147
Escondido, CA 92025
Ph. 386-677-5644
crgsales@crgglobalinc.com
www.crgtestamerica.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



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 18x22 Obs. Rm. Seats 12
Conference 19x19 Obs. Rm. Seats 16
Conference 20x16 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
info@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

www.quirks.com



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, 20 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, WC
Conference 15x20 Obs. Rm. Seats 15
Conference 15x20 Obs. Rm. Seats 15
Multiple 16x22 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. 107)

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
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

Top Rated by Impulse Survey. Over 50 years in operation. Centrally located with four new state of the art focus group suites featuring the largest multi-purpose room in San Diego. Professional recruiting of consumer, medical, B2B, CLT with touch screen computers and mock jury projects. New state of the art audio / video systems and test kitchen.

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's facility embodies sophistication and fun with a fresh, contemporary design. Spacious, open floor plans encourage communication and creativity while providing comfort and convenience. Amplify evaluates each recruiting project to implement a results-driven plan. Our stringent validation policy with triple screening enables us to deliver highly-qualified respondents. Amplify's Field Management service specializes in the smooth execution of multiphase projects. We coordinate fieldwork from top to bottom, make recommendations and share our experience candidly in order to maximize each project's potential.

Brainfarm, a Tragon Company

350 Bridge Parkway
Redwood Shores, CA 94065
Ph. 650-412-2100 or 800-841-1177
info@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. 73)

Corey, Canapary & Galanis

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

CRG/Test America

Pier 39, Space K-12
Suite 271
San Francisco, CA 94133
Ph. 386-677-5644
crgsales@crgglobalinc.com
www.crgtestamerica.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

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.

ECHO Research Group

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



Fieldwork San Francisco

201 3rd St. Suite 1000
 San Francisco, CA 94103
 Ph. 415-268-8686
 info@sanfran.fieldwork.com
 www.fieldwork.com
 Michelle Fagerholt, President
 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 25
 Multiple 20x21 Obs. Rm. Seats 9

Fieldwork San Francisco is ideally located downtown in the vibrant South of Market (SOMA) district - within an arm's reach of world-class hotels and restaurants. Our location affords us beautiful views of Mission Bay, Yerba Buena Gardens, AT&T ballpark and the rolling hills beyond the city. Our respondent database reflects the rich diversity of this beautiful city by the bay. If you're looking for uber-creative consumers, knowledgeable physicians or IT professionals - even app developers - we have them all! Along with our ever-growing database, Fieldwork San Francisco sets a new and unprecedented level of service. Our friendly project management and client service staff are creative, insightful and proactive.
 (See advertisement on front and 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

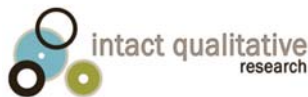
"Top Rated" and conveniently-located focus facility featuring three-room flexible creative studios. New Techsparation Labs are fully loaded for usability and video games. Extremely knowledgeable, experienced staff. Outstanding on-site recruiting, responsive project and field management and data collection - 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, Video InterClipper. Member: First Choice Facilities, MRA, AMA.



Focus Pointe Global - San Francisco

450 Sansome St. 8th Floor
 San Francisco, CA 94111
 Ph. 888-873-6287 or 415-392-6000
 sf@focuspointeglobal.com
 www.focuspointeglobal.com
 Reka Kunos, 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards.
 Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)



Intact Qualitative Research

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

Intact Qualitative Research is a full-service, boutique consumer and B2B market research firm located in

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

The National Food Laboratory, 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. - San Francisco

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

Q & A Focus Suites

925 Ygnacio Valley Rd., #201
Walnut Creek, CA 94596
Ph. 415-382-2890
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. 415-883-1188
info@QAR.com
www.qafocussuites.com
Tom Mabe, Director, Qualitative Services
Location: Free standing facility
Distance from airport: 35 miles, 35 minutes
CL, 1/1, 1/10R, 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 Raymonda, Director
Location: Office building
Distance from airport: 4 miles, 15 minutes
CL, 1/1, TKO, CUL, PUL, VC
Conference 17x21 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 16

Quick Test/Heakin (Br.)

Southland Mall
688 Southland Mall
Hayward, CA 94545
Ph. 510-785-4650
info@quicktest.com
www.quicktest.com
Location: Shopping mall
1/1, 1/10R
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
Pam Lintner, Vice President
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)

VuPoint San Francisco

Formerly Ecker and Associates
220 South Spruce Ave., Suite 100
South San Francisco, CA 94080
Ph. 650-871-6800
becky.ecker@mdcresearch.com
www.vupointsf.mdcresearch.com
Becky Ecker, General Manager
Location: Office building
Distance from airport: 2 miles, 6 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Multiple 27x22 Obs. Rm. Seats 25
Multiple 16x24 Obs. Rm. Seats 10
Multiple 18x16 Obs. Rm. Seats 10
Multiple 8x10 Obs. Rm. Seats 5



watchLAB

201 Post Street, 6th Floor
San Francisco, CA 94108
Ph. 415-956-2302 or 866-EARFULL
heather.mceneany@watchlab.com
www.watchlab.com
Heather McEneany
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
Cynthia D. Robinett, Owner/Director
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.

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.

CRG/Test America

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

**Fieldwork Denver**

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 the ideal location for your "mile high" market research. Our 10,000-sq.-ft. facility (refreshed in 2011) is located in downtown Denver and was designed for total convenience. We have six state-of-the-art work spaces to accommodate groups of any size, from one-on-ones, to focus groups, to usability testing, to a private viewable kitchen. Our facility has 25 years of experience in the Denver market, on-site recruiting and a database of "fresh" respondents. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and back cover)

**INGATHER Research & Sensory**

1614 Fifteenth St., Suite #100
 Denver, CO 80202
 Ph. 303-988-6808
 breta@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
 17x30 Obs. Rm. Seats 16
 19x30 Obs. Rm. Seats 10
 20x10 Obs. Rm. Seats 10
 20x10 Obs. Rm. Seats 10
 52x20 Obs. Rm. Seats 16
 100x32 Obs. Rm. Seats 25

INGATHER is the industry's newest concept in focus group and sensory testing facilities. We are all about "Marketing Research In-Context®." We go beyond fielding research in sterile settings by providing comfortable, real-life settings allowing respondents to be more open, leading to deeper insights and truer results. With our new downtown Denver focus group facility, the industry's first "Reality Research Restaurant™", and the "Reality House™" INGATHER can facilitate your research in the ideal location. Book at INGATHER and see the difference that "Marketing Research In-Context®" can make!

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

Opinions, Ltd. - Denver

Colorado Mills Mall
 14500 West Colfax Ave., Suite 551
 Lakewood, CO 80401
 Ph. 440-893-0300
 Chris@opinionsltd.com
 www.opinionsltd.com
 Distance from airport: 36 miles, 44 minutes
 1/1, TK, VC, WC

**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 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. 107)

Connecticut

Bridgeport

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. 73)

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
director@connecticutconnection.com
www.connecticutconnection.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

Our focus group facilities in Connecticut (Farmington and North Haven) are 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. Video streaming and usability lab are available.



Connecticut InFocus

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



Hartford New Haven Research Center

Connecticut Connection - North Haven

New Haven Research Center
140 Washington Ave.
North Haven, CT 06473
Ph. 203-234-9988
director@connecticutconnection.com
www.connecticutconnection.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

Our focus group facilities in Connecticut (North Haven and Farmington) are 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. Video streaming and usability lab available. Database of over 40,000 respondents, including business, medical and minorities.

GreatBlue Research, Inc.

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

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
Paul Jacobson, Principal
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

RazorFocus is a boutique facility with three large FocusVision-ready suites. Our Stamford, Conn., location, an invigorating alternative to Northern N.J. and Westchester County, is reachable in an hour or less from all area airports and from Manhattan, by car or train. Exceptional recruiting, largely via our 17,000+ B2C and B2B database and a separate medical database, is our top priority and our critical point of difference. Our recruiting area of Fairfield County,

Conn., and Upper Westchester County, N.Y., yields highly diverse socioeconomic groups, life stages, ethnicities and cultures. High Impulse Survey ratings and our better-than-90 repeat rate are the proof!

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

CRG/Test America

Lakeforest Mall
701 Russell Ave., Suite H116
Gaithersburg, MD 20877
Ph. 386-677-5644
crgsales@crgglobalinc.com
www.crgtestamerica.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



EurekaFacts, LLC

51 Monroe Street, Suite PE 10
Rockville, MD 20820
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 have a brand new spacious fully-secure and sound proof multi-purpose focus group room with dual client viewing that can be divided into two separate regular size focus group rooms using a sound proof divider. We feature comfortable, well-appointed client lounges with closed-circuit monitoring of the focus group room from large tiered viewing rooms for 10-20 clients. Other features are two fully equipped one-on-one rooms, with the latest technology for usability studies as well as cognitive and in-depth interviewing and mobile focus group capabilities. Cognitive interviewers and coders are on-site, with the latest version of Morae software to maximize the data gathered from your usability testing sessions.

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.

Home Innovation Research Labs

Formerly NAHB Research Center
 400 Prince George's Blvd.
 Upper Marlboro, MD 20774
 Ph. 800-638-8556 or 301-249-4000
 msmith@homeinnovation.com
 www.homeinnovation.com/services/market_research
 Michael Smith, Marketing Research Manager
 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

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
 sales@mediabarnresearch.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.

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



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

1800 Diagonal Road, Suite 300
 Alexandria, VA 22314
 Ph. 301-656-0310
 info@shugollresearch.com
 www.ShugollResearch.com
 Angela Lorinchak, Sr. VP, Mktg/Bus Development
 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 20x20 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

7475 Wisconsin Ave. Suite 200
 Bethesda, MD 20814
 Ph. 301-656-0310
 info@ShugollResearch.com
 www.ShugollResearch.com
 Angela Lorinchak, Sr. VP, Mktg/Bus Development
 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 two 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.

TMNcorp

8720 Georgia Ave., Suite 606
 Silver Spring, MD 20910
 Ph. 301-565-0770
 nbarrera@tmncorp.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., Suite A
 Ormond Beach, FL 32174
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Location: Free standing facility
 Distance from airport: 14 miles, 15 minutes
 CL, 1/1, 1/10R, TK, TKO, 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@crgglobalinc.com
 www.crgglobalinc.com
 Location: Shopping mall
 Distance from airport: 2 miles, 4 minutes
 1/1, 1/10R, TK, VC, WC
 Multiple 14x18 Obs. Rm. Seats 5

Fort Lauderdale

(See also Miami)

Mars Research

550 W. Cypress Creek Rd., Suite #310
 Ft. Lauderdale, FL 33309
 Ph. 954-654-7888 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
 Multiple 20x25 Obs. Rm. Seats 20
 Multiple 12x22 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: miles, 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. 107)

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 x4004 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.

Miami

(See also Fort Lauderdale)



Ask Miami

2121 Ponce De Leon Blvd., Suite 250
 Miami, FL 33134
 Ph. 305-448-7769
 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!

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

C&C Market Research - Miami

Broward Mall
 8000 W. Broward Blvd., Suite 1124
 Plantation, FL 33388
 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. 73)

Focus99 - The Focus Group Room

25 SE 2nd Ave., Suite 345
 Miami, FL 33131
 Ph. 305-416-0606
 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

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.

20|20

Helping you do better research.

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
 Natalie Ogando, 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. Welcome to Miami!

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
 wacflorida@aol.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
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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, video-streaming, 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

Ideas To Go, Inc.
 200 E. Robinson St.
 Eola Park Centre 1, Suite 1250
 Orlando, FL 32801
 Ph. 407-367-2655
 tina.vatrano@ideastogo.com
 www.ideastogo.com
 Tina Vatrano, Facility Manager
 Location: Office building
 Distance from airport: 12 miles
 CL, 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
 Stephenie Gordon, Vice President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, CUL, VC, WC

Multiple	24x16	Obs. Rm.	Seats 12
Multiple	20x16	Obs. Rm.	Seats 12

 (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
Craig Cunningham
Location: Shopping mall
Distance from airport: 10 miles, 15 minutes
12x16 Obs. Rm. Seats 5
(See advertisement on p. 73)

Oppenheim Research

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

Salter Mitchell

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

Tampa/St. Petersburg



AccuData Market Research, Inc. (Br.)

3815 W. Humphrey St. Suite 105
Tampa, FL 33614
Ph. 866-232-1438 or 813-935-2151
tampa@accudata.net
www.accudata.net
Shannon Hendon
Location: Office building
Distance from airport: 2 miles, 5 minutes
CL, 1/1, 1/10R, TK, VC, WC
Conference 25x15 Obs. Rm. Seats 18
Conference 15x12 Obs. Rm. Seats 16

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

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, 1/10R, 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, 1/10R, TK, CUL, VC, WC
Multiple 15x20 Obs. Rm. Seats 12
Multiple 15x20 Obs. Rm. Seats 12
Multiple 24x28 Obs. Rm. Seats 14
Multiple 18x19 Obs. Rm. Seats 14
10x13 Obs. Rm. Seats 2

Experience the difference with Tampa's most convenient and reliable research facility. Proof is in the top ratings and repeat clients. Best-in-class service and premium amenities with an emphasis on Qualitative in-person research, Pre-recruits and Taste Tests. Over sized well appointed suites, large viewable CLT and a test kitchen along with Hispanic/Latino capabilities. Additional offices in Indianapolis, IN. Extensive National Project Management services with references. Let us show you how easy the research process can be! Trust a team with a proven record!



L & E Research

5110 Eisenhower Blvd., Suite 300
Tampa, FL 33634
Ph. 877-344-1774
bidrequest@leresearch.com
www.leresearch.com
Meredith Geier, Project Manager
Location:
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
32x32 Obs. Rm. Seats 20
17x20 Obs. Rm. Seats 14
17x19 Obs. Rm. Seats 8
"Top Rated" by Impulse Survey for more than a decade, established in 1984. We are in close proximity to the Tampa International Airport. Tampa is home to many attractions, restaurants, sports, entertainment and a vibrant arts scene. We specialize in recruiting to a wide range of audiences with a dedicated team of medical specialists in local and nationwide markets. We provide 24/7 access to real-time project and recruiting updates throughout the entire process. Our project managers are skilled at planning and executing studies at all levels so you can take care of your client and leave the rest to us.
(See advertisement on p. 87)



Plaza Research-Tampa

4301 Anchor Plaza Pkwy.
Tampa, FL 33634
Ph. 813-769-2900 or 800-654-8002
AKirkpatrick@plazaresearch.com
www.plazaresearch.com
Location: Office building
Distance from airport: miles, 5 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC
Conference 15x20 Obs. Rm. Seats 20
Conference 15x20 Obs. Rm. Seats 20
Multiple 16x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole

contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, 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. 107)

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

Relax.
We've got this.



Research doesn't have to be stressful. From recruiting to study completion, you'll have a seamless, worry-free experience at L&E.

Our team is adept at planning and executing Qualitative and Quantitative Research Solutions at all levels; so you can take care of your client, and leave everything else to us!

NATIONWIDE RECRUITING

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ADVANCED TECHNOLOGY

TAMPA

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Call today to discuss
your next project
877.344.1574

leresearch.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.

Schwartz Research & Consulting

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

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. 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. 73)



Compass Marketing Research

3725 DaVinci Court, Suite 100
 Norcross, GA 30092
 Ph. 770-448-0754
 info@cmrcompass.com
 www.compassmarketingresearch.com
 Steven Wyatt, Research Services Director
 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 - A Focus Pointe Global Company

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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)



Fieldwork Atlanta

200 Galleria Pkwy. Suite 1600
 Atlanta, GA 30339
 Ph. 770-988-0330
 info@atlanta.fieldwork.com
 www.fieldwork.com
 Kate Krohn, President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 35x20 Obs. Rm. Seats 18
 Conference 22x25 Obs. Rm. Seats 16
 Conference 21x25 Obs. Rm. Seats 16
 Conference 18x22 Obs. Rm. Seats 25

Remodeled in 2012, Fieldwork Atlanta is now, more than ever, the place to go for your research needs. Come experience southern hospitality and beautiful spaces in this ever-growing metropolitan market. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and 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
 Ron Livers, President
 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)

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
Multiple 22x54 Obs. Rm. Seats 24
Multiple 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



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: miles, 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
Multiple 15x20 Obs. Rm. Seats 20
Conference 20x30 Obs. Rm. Seats 25

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, 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. 107)



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

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

Debbie Hunter, CEO/Owner
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

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

Augusta

AnswersInc.

2743 Perimeter Parkway
Bldg. 200, Suite 220
Augusta, GA 30909
Ph. 706-724-2679
info@answersincresearch.com
www.answersincresearch.com

Mark Alison
Location: Office building
Distance from airport: 10 miles
CL, TK, AU,
Multiple 20x40 Obs. Rm. Seats 25

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.

Hawaii

Honolulu

Market Trends Pacific, Inc.
 1136 Union Mall, Suite 405
 Honolulu, HI 96813
 Ph. 808-532-0733
 wanda@markettrendspacific.com
 www.markettrendspacific.com
 Wanda L. Kakugawa, President
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 1/1, 1/1OR
 Conference 20x11 Obs. Rm. Seats 10

OmniTrak Group, Inc.
 1250 Davies Pacific Center
 841 Bishop Street
 Honolulu, HI 96813
 Ph. 808-528-4050
 aellis@omnitrakgroup.com
 www.omnitrakgroup.com
 Alan Ellis, Vice President
 Location: Office building
 Distance from airport: 4 miles, 20 minutes
 1/1, 1/1OR, TK
 Conference 14x16 Obs. Rm. Seats 9

QMark Research
 1003 Bishop St.
 Pauahi Tower, 9th Floor
 Honolulu, HI 96813
 Ph. 808-524-5194 or 808-544-3020
 barbara.ankersmit@anthologygroup.com
 www.qmarkresearch.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/1OR, AU, VC
 Conference 20x26 Obs. Rm. Seats 15



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/General Manager
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 1/1, 1/1OR
 Conference 14x24 Obs. Rm. Seats 15

With nearly 33 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
 Andrea Weiner, Managing Director
 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
 Andrea Weiner, Managing Director
 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. 888-827-0400 or 847-481-0400
 bids@aim-chicago.com
 www.aimresearchnetwork.com
 Laura Shulman
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, TK, CUL, VC, WC

Multiple 30x20	Obs. Rm. Seats 20
Multiple 20x20	Obs. Rm. Seats 15
Multiple 20x19	Obs. Rm. Seats 10

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

Bryles Research, Inc.
 9405 Enterprise Dr.
 Mokena, IL 60448
 Ph. 708-478-3333 or 877-478-5070
 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, 1/1OR, TK

Conference 15x18	Obs. Rm. Seats 15
Multiple 30x34	Obs. Rm. Seats 15
Conference 18x12	Obs. Rm. Seats 8



C. R. Market Surveys, Inc.
 2255 S. Michigan Ave., Suite 2W
 Chicago, IL 60616-1200
 Ph. 312-376-1250 x70 or 800-882-1983
 bids@crmarketsurveys.com
 www.crmarketsurveys.com
 Cherlyn Robinson, Project Coordinator
 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
 Craig Cunningham
 Location: Shopping mall
 Distance from airport: 10 miles, 30 minutes
 12x12 Obs. Rm. Seats 6
 (See advertisement on p. 73)

Catalyst Ranch
 656 W. Randolph St. - Suite 3W
 Chicago, IL 60661
 Ph. 312-207-1710
 lauren@catalysttranch.com
 www.catalysttranch.com
 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



Chicago Focus
 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.

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

CRG/Test America
 Woodfield Shopping Center
 5 Woodfield Shopping Center, Suite D-128
 Schaumburg, IL 60173
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgtestamerica.com
 Bid Department
 Location: Shopping mall
 Distance from airport: 33 miles, 43 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 20x24 Obs. Rm. Seats 18



Delve Chicago - A Focus Pointe Global Company
 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ). (See advertisement on p. 3)

Energy Annex
 1123 W. Washington
 Chicago, IL 60607
 Ph. 312-733-2639
 mandy@energyannex.com
 www.energyannex.com
 Mandy Capistrone, Director of Project Management
 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

fieldWORK
 CHICAGO-DOWNTOWN
Fieldwork Chicago-Downtown
 111 E. Wacker Dr. Suite 200
 Chicago, IL 60601
 Ph. 312-565-1866
 info@chicagodowntown.fieldwork.com
 www.fieldwork.com
 Megan Pollard, 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

Chicago Downtown: Conveniently located in the heart of downtown Chicago, Fieldwork Chicago-Downtown 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 and digital recording, FocusVision, online focus group hosting and computer usability labs. Impulse-rated "one of the world's best facilities."
 (See advertisement on front and back cover)

fieldWORK
 CHICAGO-NORTH
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, President
 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 offers superior in-house recruiting and versatile accommodations for your research needs. We offer four large conference rooms with spacious viewing rooms and attached food service areas. For a more intimate setting we recommend any of our smaller rooms, perfect for mini-groups or individual interviews. Our fully-equipped kitchen is perfect for taste tests. Just 14 miles from downtown Chicago and less than 30 minutes from O'Hare International Airport. We provide digital audio (complimentary) as well as DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet and transcription services.
 (See advertisement on front and back cover)

fieldWORK
 CHICAGO-O'HARE
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

Come see the brand new Fieldwork O'Hare facility, featuring gorgeous open spaces and first class amenities along with experienced, dedicated staff. O'Hare is ideally located to provide the best of both worlds - easy access to O'Hare Airport (by car or train), and a huge population base from four adjacent counties. We have five large rooms for groups or one-on-ones, all with comfortable viewing capabilities and a dedicated and experienced staff. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and back cover)

fieldWORK
 CHICAGO-SCHAUMBURG
Fieldwork Chicago-Schaumburg
 425 N. Martingale Rd. Suite 2000
 Schaumburg, IL 60173
 Ph. 847-413-9040
 info@schaumburg.fieldwork.com
 www.fieldwork.com
 Colleen 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 over 11,000 sq. ft. of premier accommodations with spectacular conference rooms, seating 12-50 respondents and viewing rooms for up to 20. Six private, well-designed viewing rooms, three of which have an attached lounge. Our database boasts over 100,000 respondents, allowing Fieldwork Chicago-Schaumburg to provide recruiting for consumer, medical and B2B research both on-site and offsite (ethnographies, TDIs, bulletin board and online projects). Capabilities: digital audiorecording (complementary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and back cover)



First Choice Facilities
 515 North State Street, Suite 1920
 Chicago, IL 60610
 Ph. 708-386-5086
 KRooney@focuscope.com
 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.

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
 Samir Ali, 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles;

Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)



FOCUSCOPE, Inc.

515 N. State St. Suite 1920
 Chicago, IL 60654
 Ph. 708-386-5086
 krooney@focuscope.com
 www.focuscope.com
 Kevin Rooney, President
 Location: Office building
 Distance from airport: 11 miles, 25 minutes
 CL, 1/1, 1/1OR, CUL, VC, WC
 Multiple 22x20 Obs. Rm. Seats 16
 Multiple 24x18 Obs. Rm. Seats 12
 Multiple 34x19 Obs. Rm. Seats 20

Chicago's incomparable field service: three spectacular facilities (Chicago, Oak Brook, Oak Park), all Impulse "Top Rated." Featuring the industry's most complete database of virtually all population segments, worked by experienced, well-supervised recruit staff. We emphasize rigorous quality control, proactive service at every level, superb cuisine options, every available technological resource. Offering 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. 46)

FOCUSCOPE, Inc. (Br.)

One Oakbrook Terrace Suite 320
 Oakbrook Terrace, IL 60181
 Ph. 708-386-5086
 krooney@focuscope.com
 www.focuscope.com
 Kevin Rooney, President
 Location:
 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. 46)

FOCUSCOPE, Inc. (Br.)

1100 Lake St., Suite 60
 Oak Park, IL 60301
 Ph. 708-386-5086
 krooney@focuscope.com
 www.focuscope.com
 Kevin Rooney, President
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, CUL, VC, WC
 Multiple 22x15 Obs. Rm. Seats 12
 Multiple 22x15 Obs. Rm. Seats 11
 (See advertisement on p. 46)

GfK

One East Wacker Dr, Ste. 1810
 Chicago, IL 60601
 Ph. 630-320-3900
 catherine.hwang@gfk.com
 www.gfk.com/ux
 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 Multicultural

Qualitative Quantitative Connections
 520 West Erie St., Suite 4E
 Chicago, IL 60654
 Ph. 888-679-9910 or 312-654-9910
 info@market-ease.com
 www.market-ease.com
 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

MFORCER Research

4043 N. Ravenswood, Suite 301
 Chicago, IL 60613
 Ph. 773-525-3385
 steveh@mforcerecsearch.com
 www.mforcerecsearch.com
 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

National Data Research, Inc.

737 N. Michigan Ave. Suite 1310
 Chicago, IL 60611
 Ph. 847-501-3200
 mary.borre@national-data.net
 www.national-data.net
 Mary Borre, Vice President
 Location: Office building
 Distance from airport: 18 miles, 40 minutes
 CL, 1/1, 1/1OR, VC, WC
 Multiple 19x17 Obs. Rm. Seats 20
 Multiple 19x17 Obs. Rm. Seats 15
 Multiple 24x17 Obs. Rm. Seats 20
 Multiple 26x16 Obs. Rm. Seats 15
 Living 12x17 Obs. Rm. Seats 5

National Data Research, Inc.

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. - Chicago West

Harlem-Irving Plaza
 4192 North Harlem Ave., Suite 67
 Norridge, 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

Opinions, Ltd. - Chicago North

Gurnee Mills Mall
 6170 W. Grand Ave., Suite 191
 Gurnee, IL 60031
 Ph. 440-893-0300
 Chris@opinionsltd.com
 www.opinionsltd.com
 Location: Shopping mall
 Distance from airport: 33 miles, 43 minutes
 1/1, TK, VC, WC
 Conference 8x23 Obs. Rm. Seats 12

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
 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. Five minutes to Rivers Casino or Fashion Outlets of Chicago in Rosemont.
 (See advertisement on p. 107)



Precision Research, Inc.

999 E. Touhy Ave., Suite 100
 Des Plaines, IL 60018
 Ph. 847-390-8666
 saa@preres.com
 www.preres.com
 Scott Adelman, President
 Location: Office building
 Distance from airport: 2 miles, 10 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, 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

O'Hare location remodeled December 2013. Look for our new downtown Chicago location. Our four luxury focus suites near O'Hare airport in Chicago are independently climate controlled for ultimate comfort. Recruiting is audio recorded 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, 1/10R, TK, TKO,
 Conference 14x21 Obs. Rm. Seats 10
 Multiple 14x21 Obs. Rm. Seats 10
 Multiple 28x41 Obs. Rm. Seats 12

Quick Test/Heakin (Br.)

Louis Joliet Mall
 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.kern@r5chicago.com
 www.r5chicago.com
 Stacie Kern, Operations Manager
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 1/1, 1/10R
 Multiple 29x18 Obs. Rm. Seats 15



Savitz Focus and More - Chicago

Member of Focus Coast to Coast
 625 N. Michigan Ave., Suite 430
 Chicago, IL 60611
 Ph. 312-377-1200
 information@savitzfocusandmore.com
 www.savitzfocusandmore.com
 Sandra Lewis, Executive Vice President
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Multiple 24x23 Obs. Rm. Seats 10
 Conference 23x20 Obs. Rm. Seats 10
 Multiple 23x20 Obs. Rm. Seats 10
 Conference 24x19 Obs. Rm. Seats 10
 Conference 23x13 Obs. Rm. Seats 10
 Multiple 34x20 Obs. Rm. Seats 12
 Conference 12x11 Obs. Rm. Seats 10
 Multiple 40x20 Obs. Rm. Seats 20

Savitz Focus and More 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. Savitz Focus and More - Chicago facility partnering at National Qualitative Center, 625 N. Michigan Ave., 14th floor. Administrative Offices - Suite #430.

Schlesinger Associates Chicago

625 N. Michigan Ave., Suite 1500
 Chicago, IL 60611
 Ph. 312-587-8100
 chicago@schlesingerassociates.com
 www.schlesingerassociates.com
 Matthew Bahnson
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
 Multiple 17x14 Obs. Rm. Seats 12
 Multiple 20x16 Obs. Rm. Seats 14
 Multiple 20x16 Obs. Rm. Seats 14
 Multiple 20x16 Obs. Rm. Seats 14
 Multiple 25x15 Obs. Rm. Seats 14
 Multiple 20x15 Obs. Rm. Seats 14
 Multiple 20x15 Obs. Rm. Seats 12
 (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, 1/10R, 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)

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.

Smith Research, Inc.

710 Estate Dr.
Deerfield, IL 60015
Ph. 847-948-0440
ksmith@smithresearch.com
www.smithresearch.com
Kevin Smith, President
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC
Conference 26x18 Obs. Rm. Seats 20
Conference 26x16 Obs. Rm. Seats 15
Living 26x16 Obs. Rm. Seats 15
Conference 19x17 Obs. Rm. Seats 20
Multiple 30x75

Smith Research, Inc. (Br.)

1415 W. 22nd St., Suite 220
Oak Brook, IL 60523
Ph. 847-948-0440
ksmith@smithresearch.com
www.smithresearch.com
Kevin Smith, President
Location: Office building
Distance from airport: 16 miles, 25 minutes
1/1, 1/10R, VC, WC
Multiple 22x15 Obs. Rm. Seats 12
Multiple 14x16 Obs. Rm. Seats 10
Multiple 17x17 Obs. Rm. Seats 10
Multiple 26x17 Obs. Rm. Seats 20

Smith Research, Inc. (Br.)

150 E. Huron, Suite 1010
Chicago, IL 60611
Ph. 847-948-0440
ksmith@smithresearch.com
www.smithresearch.com
Kevin Smith, President
Location: Office building
Distance from airport: 15 miles, 45 minutes
CL, 1/1, 1/10R, TK, CUL, VC, WC
Conference 20x24 Obs. Rm. Seats 20
Conference 21x21 Obs. Rm. Seats 20
Living 20x16 Obs. Rm. Seats 20
Conference 24x18 Obs. Rm. Seats 15
Conference 24x18 Obs. Rm. Seats 20

Solutions in Marketing

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

**Survey Center Focus, 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, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
Multiple 25x19 Obs. Rm. Seats 12
Multiple 23x15 Obs. Rm. Seats 15
Multiple 21x18 Obs. Rm. Seats 0

Located in a modern loft space steps from Michigan Avenue, features sophisticated, comfortable facilities. The two suites are flexible and can be arranged in conference, living room, IDI or theater-style settings. 2013 all new HD video. Tiered client viewing, lounges include a fireplace, residential kitchen and bathrooms. Interviews in the kitchen/living room as well as the home-like residential bathroom. Over 35 years of experience with national/international project management, screener design, B2B, C-suite, physician and consumer recruiting. Recruiting managed in-house by highly experienced staff.

**watchLAB**

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

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

Peoria

Scotti Research, Inc.

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

Indiana

Evansville

LK Research, Inc.

4920 Lincoln Ave.
Evansville, IN 47715
Ph. 812-485-2160
jknauff@lkresearch.net
www.lkresearch.net
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, TK
Conference 16x14 Obs. Rm. Seats 8

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 734-272-8119 (Hq.)
davids@advantageresearch.net
www.advantageresearch.net
Darla Keller Meyer, 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.)

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



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 is the ONLY top rated research firm in Indianapolis by Impulse 2012 & 2013! Experienced and reliable. Proof is in the ratings and repeat clients. The Idea Center® offers best-in-class service and premium amenities with an emphasis on Qualitative in-person research, Pre-recruits and Taste Tests. Oversized well appointed suites, large viewable CLT and a full commercial test kitchen. Additional offices in Tampa, FL. Extensive National Project Management services with references. Let us show you how easy the research process can be! Trust a team with a proven record!



IndyFocus, Inc.

1314 N. Meridian St., Suite 100
Indianapolis, IN 46202
Ph. 317-644-5300
quote@indyfocus.com
www.indyfocus.com
Mike York, 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 Dylar
Location: Office building
Distance from airport: 17 miles, 26 minutes
CL, VC, WC
Multiple 22x26 Obs. Rm. Seats 20

Opinions, Ltd. - Indianapolis

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 46415
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



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
Des Moines, IA 50324
Ph. 515-225-6232 or 888-425-6232
doug@midioawainterviewing.com
www.midioawainterviewing.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
zfirlm@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

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.

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. 73)

Topeka

The Topeka Round Table

Located at the Ramada Hotel and Convention Center
 420 SE 6th Ave.
 Topeka, KS 66607
 Ph. 785-783-7900
 valerie@parrishhotels.com
 http://topekaroundtable.com
 Valerie Baker
 Location: Office building
 Distance from airport: 74 miles, 60 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC
 Conference 18x13 Obs. Rm. Seats 12
 Living 12x13 Obs. Rm. Seats 12
 Multiple 14x8 Obs. Rm. Seats 12
 Multiple 15x8 Obs. Rm. Seats 12

Wichita

The Research Partnership, Inc.

125 N. Market, Suite 1810
 Wichita, KS 67202
 Ph. 316-263-6433
 info@trp-ict.com
 www.trp-ict.com
 Robin Mishler
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/1OR
 Conference 22x30 Obs. Rm. Seats 20
 Conference 17x21 Obs. Rm. Seats 8

Kentucky

Lexington

Lexington Opinion Research, Inc.

1218 S Broadway, Suite 510
 Lexington, KY 40504
 Ph. 859-543-8731 or 877-271-8241
 info@lexopinion.com
 www.lexopinion.com
 Bart Borkosky, Owner
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 Conference 12x17 Obs. Rm. Seats 8

**The Matrix Group, Inc.**

525 Darby Creek Rd., #25
 Focus Group Facility at 507 Darby Creek Rd. #65
 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, 1/1, WC
 Multiple 35x15 Obs. Rm. Seats 15
 Conference 13x13 Obs. Rm. Seats 6

25 years as the quality source for market research in the Bluegrass. Dedicated focus group center can accommodate groups up to 25. 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. 502-992-5091
 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
 Multiple 20x38 Obs. Rm. Seats 12

At Horizon InFocus our Single Source Project Management Model assures that clients will deal with only one person from bid preparation through project completion and billing. The HIF manager coordinates the team, so the client does not have to worry about multiple "touch points." Our premier research facility boasts two large focus group suites with private client lounges, T-1 Wi-Fi and full electronic support including FocusVision. Our new 1,500-sq.-ft. multipurpose creativity suite is perfect for consumer connects, briefings and ideation sessions. "Top Rated" by Impulse Survey.

Opinions, Ltd. - Louisville

Green Tree Mall
 757 E. Lewis and Clark Pkwy., Space 346
 Clarksville, IN 47129
 Ph. 440-893-0300
 Chris@opinionltd.com
 www.opinionltd.com
 Location: Shopping mall
 Distance from airport: 12 miles, 19 minutes
 1/1, TK, VC, WC
 Conference 20x10 Obs. Rm. Seats 10

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
 rob@southern-surveys.com
 www.southern-surveys.com
 Doris or Robert Kaberle, Owners
 Location: Free standing facility
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, TK, PUL
 Conference 12x15 Obs. Rm. Seats 12

Louisiana

Baton Rouge

Survey Communications, Inc.

4511 Jamestown Ave.
 Baton Rouge, LA 70808
 Ph. 800-695-0221
 rfp@sciresearch.com
 www.surveycommunications.com
 Stephanie Wald, Research Director
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, TK, WC
 Conference 14x23 Obs. Rm. Seats 19
 Multiple 16x26 Obs. Rm. Seats 19
 Multiple 21x25 Obs. Rm. Seats 19

New Orleans

Focus Group Testing

365 Canal, Suite 1750
 New Orleans, LA 70130
 Ph. 504-558-1820 or 504-571-6350
 morgan@focusgrouptesting.com
 www.focusgrouptesting.com
 Morgan Valerie, Project Supervisor
 Location: Office building
 Distance from airport: 16 miles, 24 minutes
 1/1, 1/1OR
 Multiple 22x13 Obs. Rm. Seats 8

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.

172 Commercial St.
Portland, ME 04101
Ph. 207-772-4011
insights@criticalinsights.com
www.criticalinsights.com/
Location: Free standing facility
Distance from airport: 3 miles, 5 minutes
1/1, 1/10R, TK, VC, WC
Multiple 25x15 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.panatlanticsmsgroup.com
Patrick O. Murphy, President
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/10R, TK
Conference 20x25 Obs. Rm. Seats 10

Maryland

Baltimore

Assistance In Marketing/Baltimore

101 E. Chesapeake Ave., Suite 102
Towson, MD 21286
Ph. 410-337-5000
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

www.quirks.com

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, 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. (See advertisement on p. 11)

C&C Market Research - Baltimore

Arundel Mills Mall
7000 Arundel Mills Center #324
Hanover, MD 21076
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham
Location: Shopping mall
Distance from airport: 7 miles, 10 minutes
10x6 Obs. Rm. Seats 6
(See advertisement on p. 73)

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
Michelle Finzel, President
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
Debora Davis and Mira Davis-Kelly
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
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.

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.

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



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, 1/10R, 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, 1/10R, 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, 1/10R, AU, CUL, VC
 Conference 16x24 Obs. Rm. Seats 13
 Conference 12x16 Obs. Rm. Seats 8
 Conference 15x17 Obs. Rm. Seats 12
 Conference 15x18 Obs. Rm. Seats 12



Fieldwork Boston

880 Winter Street, Suite 330
 Waltham, MA 02451
 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, 1/10R, CUL, VC, WC
 Conference 28x24 Obs. Rm. Seats 24
 Conference 25x30 Obs. Rm. Seats 16
 Conference 23x20 Obs. Rm. Seats 16
 Conference 19x21 Obs. Rm. Seats 8
 Conference 20x19 Obs. Rm. Seats 12
 Conference 15x18 Obs. Rm. Seats 6

Our philosophy is simple: Your success is our success. Your special requests are always handled courteously and precise recruiting is our No. 1 priority. We offer spacious conference rooms, client lounges, one-on-one rooms and convenient phone booth. Staffed with fully-trained professionals, you get both efficiency and attention to detail. We believe our facility sets the standard in the metro Boston area. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and 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, 1/10R, 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, 1/10R, 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial

centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ). (See advertisement on p. 3)

Kadence International

One Clark's Hill, 3rd Floor
Framingham, MA 01702
Ph. 508-620-1222
usafws@kadence.com
www.kadence.com
Location: Office building
Distance from airport: 20 miles, 45 minutes
Conference 18x12 Obs. Rm. Seats 4



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.

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.

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.



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.

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

C&F Market Research

Creative & Focused
24301 Telegraph Rd., Suite 100
Southfield, MI 48033
Ph. 248-352-0434
mbrodsky@candfmarketresearch.com
www.candfmarketresearch.com
Melissa Brodsky, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, TK, CUL, PUL, VC, WC
Multiple 30x20 Obs. Rm. Seats 12

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



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.

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

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

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.

**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 Shifrin-Hayworth videostreaming, 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 734-272-8119 (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 27x31 Obs. Rm. Seats 25
 Multiple 18x28 Obs. Rm. Seats 14

Lansing

Capitol Research Services, Inc.

2940 Lake Lansing Rd.
 East Lansing, MI 48823
 Ph. 517-333-3388
 crs@capitolresearchservices.com
 www.capitolresearchservices.com
 Rachele 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, MobiLab, high-speed wireless, DVD and digital (MP3) recording/archiving.

Comprehensive Research

3055 Old Highway 8, Suite 160
 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
 Carmen Beck, Director of Client Development
 Location: Office building
 Distance from airport: miles, 9 minutes
 1/1, 1/10R, TK, WC
 Multiple 22x18 Obs. Rm. Seats 14
 Multiple 21x16 Obs. Rm. Seats 12

**Delve Minneapolis - A Focus Pointe Global Company**

7300 Metro Boulevard, Suite 250
 Minneapolis, MN 55439
 Ph. 800-526-5718 or 952-858-1550
 minneapolis@delve.com
 www.delve.com
 Chris Tucker, Managing Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, TK, VC, WC
 Multiple 22x22 Obs. Rm. Seats 10
 Multiple 42x21 Obs. Rm. Seats 16

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ). (See advertisement on p. 3)

Diedrich RPM Focus Group Facility

1600 Gervais Ave., Suite 5
 Maplewood, MN 55109
 Ph. 952-373-0805
 mimi@iw-research.com
 www.iw-research.com
 Noel Roos, VP Research and Marketing
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, CUL, PUL
 Multiple 25x17 Obs. Rm. Seats 12

**Fieldwork Minneapolis**

7650 Edinborough Way, Suite 700
 Edina, MN 55435
 Ph. 952-837-8300
 info@minneapolis.fieldwork.com
 www.fieldwork.com
 Denice Duncan-Foldery, 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 generous conference and viewing rooms will accommodate all of your research and business needs. We also have a one-on-one room, test kitchen and six spacious phone booths. Come and find everything you could want in a facility. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services. (See advertisement on front and 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 21x24 Obs. Rm. Seats 20
Conference 20x20 Obs. Rm. Seats 16
Conference 20x20 Obs. Rm. Seats 16

Focus offers you personal service working with experienced managers and staff. Each of our managers has 20+ years in the industry. Family-owned and -operated, our reputation and 40+ years brings you integrity and insight to your projects. Meridian Crossing offers three spacious suites with city views from our client lounges. Double-door access into our largest suite at Meridian Crossings, which is 21x24 - perfect for large displays and appliances. Edina gives you complete privacy with a focus group room and a mini suite for client idea generation or adding on a one-on-one. Exclusive use of the facility. Kitchen offers viewing and is ideal for product prep for tasting.
(See advertisement on p. 101)



Focus Market Research (Br.)

4956 Lincoln Dr.
Minneapolis, MN 55436
Ph. 612-869-8181
minneapolis@focusmarketresearch.com
www.focusmarketresearch.com
Bob Yoerg, Facility Manager
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 in Edina serves the western suburbs and offers you private use of the facility with a full focus group room and a multipurpose mini suite with viewing set up living-room style that is ideal for one-on-ones or client brainstorming. Test residential kitchen with viewing. Focus is the only agency in the Twin Cities that offers the best geographic and demographic representation with two locations and four focus rooms. We excel in executing taste tests and CLT studies. Always top ten in the Impulse Survey! Videoconferencing and streaming. Please ask for our references! Member of First Choice Facilities.
(See advertisement on p. 101)

Food Perspectives, Inc.

13755 First Avenue North, Suite 500
Plymouth, MN 55441-5473
Ph. 763-553-7787
contact@foodperspectives.com
www.foodperspectives.com
Nancy Eicher, Owner
Location: Office building
Distance from airport: 25 miles, 35 minutes
CL, 1/1, 1/10R, TK, TKO, WC
Conference 12x09 Obs. Rm. Seats 8

FRS Research Group, Inc.

formerly Field Research Services
2055 Rice St.
St. Paul, MN 55113
Ph. 651-644-3150
bonnie@fieldresearchservices.com
www.frsresearchgroup.com
Jill Wilkinson, General Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
1/1, 1/10R, VC
Multiple 17x29 Obs. Rm. Seats 10

Ideas To Go, Inc.

1 Main St. S.E. 5th Floor
Minneapolis, MN 55414
Ph. 612-331-1570
tina.vatrano@ideastogo.com
www.ideastogo.com
Tina Vatrano, Facility Manager
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, VC
Multiple 29x22 Obs. Rm. Seats 20
Multiple 28x28 Obs. Rm. Seats 15

Leede Research

5401 Gamble Drive, Suite 100
Minneapolis, MN 55416
Ph. 612-314-4402 or 612-314-4400
dseim@leederearch.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

Medical **SOFT SERVE** **TASTE TEST** **Soda** **Pop** **Wine**
Financial/Banking **Insurance** **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

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 FIRST CHOICE FACILITIES
 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	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.

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
 Holly Hess, Research Manager
 Location: Office building
 Distance from airport: 14 miles, 15 minutes
 1/1, 1/10R
 Conference 14x19 Obs. Rm. Seats 8

Missouri

Kansas City



Delve Kansas City - A Focus Pointe Global Company

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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles;

Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (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

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
 18x17 Obs. Rm. Seats 12
 17x14 Obs. Rm. Seats 12

St. Louis

C&C Market Research - St. Louis

St. Louis Mills
 5555 St. Louis Mills Blvd., #105
 Hazelwood, MO 63042
 Ph. 479-785-5637
 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. 73)



Delve St. Louis - A Focus Pointe Global Company

1650 Des Peres Rd., Suite 110
 St. Louis, MO 63131
 Ph. 800-992-2139 or 314-966-6595
 stlouis@delve.com
 www.delve.com
 Tonie Covelli, 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)



Hatch Research - an L & E Research Company

Maplewood - Central
 7305 Marietta Ave.
 St. Louis, MO 63143
 Ph. 877-344-1774
 bidrequest@leresearch.com
 www.hatchglobalresearch.com
 Lindsay Marsden, Operations Mgr-Midwest Region
 Location: Office building
 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

"Top Rated" by Impulse Survey for more than a decade, established in 1984. We are located close to Lambert International Airport, as well as restaurants, shopping and entertainment. This facility is equipped with an industrial test kitchen. We specialize in recruiting to a wide range of audiences with a dedicated team of medical specialists in local and nationwide markets. We provide 24/7 access to real-time project and recruiting updates throughout the entire process. Our project managers are skilled at planning and executing studies at all levels so you can take care of your client and leave the rest to us. (See advertisement on p. 103)



Hatch Research - an L & E Research Company

Frontenac - West
 10403 Clayton Road, Suite 115
 St. Louis, MO 63131
 Ph. 877-344-1774
 bidrequest@leresearch.com
 www.hatchglobalresearch.com
 Lindsay Marsden, Operations Mgr-Midwest Region
 Location: Office building
 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

"Top Rated" by Impulse Survey for more than a decade, established in 1984. We are in close proximity to Lambert International Airport, as well as beautiful downtown Frontenac, restaurants, shopping and entertainment destinations. We specialize in recruiting to a wide range of audiences with a dedicated team of medical specialists in local and nationwide markets. We provide 24/7 access to real-time project and recruiting updates throughout the entire process. Our project managers are skilled at planning and executing studies at all levels so you can take care of your client and leave the rest to us. (See advertisement on p. 103)



The Insight Lab

In Affiliation with Schlesinger
 1000 Clark Avenue
 St. Louis, MO 63102
 Ph. 314-269-1560
 rberkbigler@schlesingerassociates.com
 www.schlesingerassociates.com
 Rachel Berkbigler, Facility Manager
 Location: Office building
 Distance from airport: 14 miles, 21 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 24x18 Obs. Rm. Seats 8
 15x12 Obs. Rm. Seats 5

The Insight Lab combines a well-designed facility with state-of-the-art technology. The modular viewing room

can be adjusted to comfortably seat any interview configuration from one to eight people. It is set up with two high-def cameras, one for a standard wide shot and one for respondent level close-ups. The Digital Lab offers cutting-edge technology for evaluating and optimizing digital assets including Web sites, mobile apps, online advertising, social media, messaging, e-mail. Schlesinger Associates provide outstanding recruitment and facility management for The Insight Lab along with recruitment for any methodology in the St. Louis metro area.



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 for Best Value by Impulse Surveys 2013. 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 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.
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 been "Top Rated" by the Impulse Survey Guide for 19 consecutive years. We recruit both locally for St. Louis as well as nationally. We offer recruiting and hosting of focus groups, one-on-one interviews, online surveys, in-home usage testing, on-site taste tests and on-location interviews. We offer secure videostreaming in HD. We are St. Louis' leader in qualitative and quantitative marketing research.

Pragmatic Research, Inc.
200 S. Hanley Suite 420
St. Louis, MO 63105
Ph. 314-863-2800
ds@pragmatic-research.com
www.pragmatic-research.com
Paul Hagelstein
Location: Office building
Distance from airport: 8 miles, 10 minutes
CL, 1/1, CUL, WC
Conference 22x16 Obs. Rm. Seats 11

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
Julie Stackhouse, Focus Group Project Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10R, WC
Multiple 26x16 Obs. Rm. Seats 20
Conference 14x10 Obs. Rm. Seats 20

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
Craig Cunningham
Location:
Distance from airport: 10 miles, 20 minutes
CL, TK
16x27 Obs. Rm. Seats 4
(See advertisement on p. 73)

Relax.



We've got this.



Research doesn't have to be stressful. From recruiting to study completion, you'll have a seamless, worry-free experience at L&E.

Our team is adept at planning and executing Qualitative and Quantitative Research Solutions at all levels; so you can take care of your client, and leave everything else to us!

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CLASS A FACILITIES

ADVANCED TECHNOLOGY

ST LOUIS

CHARLOTTE | RALEIGH | TAMPA

Call today to discuss
your next project
877.344.1574

leresearch.com

Proudly serving the St. Louis market as Hatch Research, an L&E Research company.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Consumer 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

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home. (See advertisement on p. 52)

CRG/Test America

Miracle Mile Shops @ Planet Hollywood
 3663 Las Vegas Blvd. S., Suite 185

Las Vegas, NV 89109

Ph. 386-677-5644

crgsales@crgglobalinc.com

www.crgtestamerica.com

Bid Department

Location: Free standing facility

Distance from airport: 4 miles, 7 minutes

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

Gaming Market Advisors Research Center

3167 E. Warm Springs Road, Suite 100

Las Vegas, NV 89120

Ph. 702-549-2225

Andrew@GamingMarketAdvisors.com

www.GamingMarketAdvisors.com

Andrew Klebanow, Principal

Location: Office building

Distance from airport: 4 miles, 5 minutes

1/1, PUL			
Multiple	20x19	Obs. Rm.	Seats 8



Las Vegas Field and Focus, LLC

3909 S. Maryland Parkway, 4th Floor
 Las Vegas, NV 89119

Ph. 800-797-9877 or 702-650-5500

info@lasvegasfieldandfocus.com

www.lasvegasfieldandfocus.com

Eric Souza or 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.



THE MOST TRUSTED NAME IN MARKET RESEARCH.

Precision Opinion

101 Convention Center Drive, P124-125

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

Precision Opinion's Focus+ is Las Vegas' most prestigious research center and focus group facility. Located a mere 100 yards off the world-famous Las Vegas Strip, Focus+ was designed to provide clients, moderators and respondents with the very best. The modern high-tech facility includes 3 large focus group suites / viewing rooms and private client lounges, IDI rooms and a magnificent 48-seat movie theater. Precision Opinion's Focus+ full time staff is ready to conduct your focus groups, product placements, movie/TV testing, IDIs, mock juries, food and beverage tasting and more. In addition to the well-thought out facility, clients find incredibly high levels of service backed by the best recruiting staff in the business. Find out for yourself why Precision Opinion Focus+ is the go-to facility in Las Vegas. Please call 702-483-4018 or email info@PrecisionOpinion.com to discover the Precision Opinion difference.

(See advertisement on pp. 13, 105)

Television City Research Lab

MGM Grand Las Vegas

3799 Las Vegas Blvd. South

Las Vegas, NV 89109

Ph. 702-891-5753

becky.mills@cbs.com

www.tvcityresearch.com

Location: Office building

Distance from airport: 5 miles, 10 minutes

CL, 1/1, 1/10R, CUL, PUL, VC, WC			
Living	10x16	Obs. Rm.	Seats 3
Conference	14x24	Obs. Rm.	Seats 10
Conference	17x25	Obs. Rm.	Seats 10
Conference	17x25	Obs. Rm.	Seats 10

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, VC			
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

CRG/Test America

Freehold Raceway Mall

3710 Route 9, Suite 238A

Freehold, NJ 07728

Ph. 386-677-5644

crgsales@crgglobalinc.com

www.crgtestamerica.com

Location: Shopping mall

Distance from airport: 45 miles, 60 minutes

1/1, 1/10R, TK, VC			
Conference	22x12	Obs. Rm.	Seats 5

STATE OF THE ART FOCUS FACILITY CREATED BY A **TEAM YOU TRUST**



LAS VEGAS' PREMIER FOCUS GROUP FACILITY

IMPULSE'S TOP-RATED FOCUS FACILITY

Precision Opinion has created a premiere focus group facility in a city unmatched anywhere – Las Vegas. For over twenty years they have partnered with Fortune 500 companies, government agencies, Hollywood studios and market research firms in providing uncompromised customized programs.

FACILITIES INCLUDE:

- 3 master focus suites with tiered client viewing & private suites
- Large product demonstration room
- Computer equipped testing laboratory
- Private respondent lounge
- Commercial grade equipped kitchen
- Uniformed field data collection team with CAPI
- 48-seat theater with dials
- 2 IDI suites with viewing
- Mock jury

As founder and President, Jim Medick still takes a very personal one-on-one approach to your research needs. **Call Jim personally at 702.483.4000** to discuss how cutting-edge phone, online and / or focus group facilities can meet and exceed your goals and objectives.

PRECISIONOPINION.COM | 702.483.4000



PHONE | FOCUS+ | ONLINE

THE MOST TRUSTED NAME IN MARKET 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
1/10R - 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 Fort Lee, NJ
 2 Executive Dr., Suite 800
 Fort Lee, NJ 07024
 Ph. 201-585-8200 or 877-993-4353
 info@ftlee.fieldwork.com
 www.fieldwork.com

Becky Harrison, President
 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 20
 Conference 20x20 Obs. Rm. Seats 30
 Conference 20x21 Obs. Rm. Seats 30
 Conference 24x22 Obs. Rm. Seats 30
 Conference 16x14 Obs. Rm. Seats 10

Newly remodeled in 2011, and now under new management, Fieldwork East offers the recruiting and resources to help you take full advantage of the diversity, lifestyles and cultures that make up metro New York. Fieldwork East offers contemporary viewing rooms with client lounges built in. All of our recruiting is in-house and our location lets you combine your research with the many other business endeavors in the commercial and entertainment capital of the world. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services. (See advertisement on front and 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 Fallows, Facility Director
 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 Pointe Global sets the industry standard for high-quality qualitative and quantitative market-

ing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ). (See advertisement on p. 3)

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
 tina.vatrano@ideastogo.com
 www.ideastogo.com
 Tina Vatrano, Facility Manager
 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
 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



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

TOP-RATED NJ/NY metro-area facility (Impulse 2013). We understand your needs and create the environment you're looking for -- from living room to boardroom, mock juries to kid-friendly, Creativity Center, usability lab, dial testing, shop-alongs, ethnographies, quali/ quants and eye-tracking. We offer the latest technologies, including online bulletin boards and focus groups, videoconferencing, videostreaming and digital recording. Our experienced on-premises recruiting, client-focused service team guarantee your success. Our field division, MCC Field, handles all the logistics. Also visit our New York Consumer Center, 28 West 44th Street.

Opinions, Ltd. - NYC/NJ
 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
 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 x11
 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 15x24 Obs. Rm. Seats 20
 Conference 15x24 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 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. 107)

PMcR Research
 4 Century Dr.
 Parsippany, NJ 07054
 Ph. 973-539-5750
 kimberly@pmcrrsearch.com
 www.pmcrrsearch.com
 Kimberly Schwarz, President
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10R, VC, WC
 Multiple 20x18 Obs. Rm. Seats 12
 Multiple 20x20 Obs. Rm. Seats 18

Q Research Solutions, Inc.
 3548 Route 9 South, 2nd Floor
 Old Bridge, NJ 08857
 Ph. 732-952-0000
 eileenl@qrsqglobal.com
 www.qrsqglobal.com
 Eileen Lunny, Sr. Dir., Business Development
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Conference 22x14 Obs. Rm. Seats 12



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 resoures, technology, and information...Cutting edge, Proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, quickly the tightest security controls..Beautifully appointed facilities specifically engineered for qualitative research.

Ask us about....

- Our nationwide quantitative and qualitative recruiting capabilities
- Our online recruiting capabilities
- Our convention or visitor recruiting
- TDI's Nationwide recruiting from one central location



Metro New York
Dallas
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Phoenix
Tampa
San Diego
Metro Philadelphia
Chicago
Las Vegas
Denver (Downtown)
San Francisco (Downtown)
Los Angeles (LAX)
Atlanta (Buckhead)

Call Toll-Free (800) 654-8002 • www.plazaresearch.com

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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

Quick Test/Heakin (Br.)

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
eromano@sensorspectrum.com
www.spectrumdiscoverycenter.com
Erin Romano, Sr. Consumer Project Mgr. 0
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

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.sandiamarketresearch.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.adelmanresearchgroup.com
Susan Adelman, President
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
84 Sweeney Street
North Tonawanda, NY 14120
Ph. 716-743-1988 or -
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
Susan Adelman, President
Distance from airport: 5 miles, 10 minutes
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC

New York City

**Advanced Focus - The Facility**

373 Park Ave. S., 8th Floor
New York, NY 10016
Ph. 212-217-2000
toddb@advancedfocus.com
www.advancedfocus.com
Todd Biederman, CEO
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, 1/1, 1/1OR, 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; all of our four suites are designed to maximize the creative process and include embedded technology and highly-dedicated staff. In 2012 Advanced Focus The Loft was opened, the first non-traditional research venue that was designed with the researcher in mind. In addition to our regional recruiting services (all conducted and managed in house), we also recruit nationwide and offer field management services.

Advanced Focus - The Loft

15 West 39th Street, 14th Floor
New York, NY 10018
Ph. 212-944-9000
toddb@advancedfocus.com
www.advancedfocus.com
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, AU, CUL, PUL, WC
Multiple 37x27 Obs. Rm. Seats 20

C&C Market Research - Long Island

Broadway Mall
884 Broadway Mall
Hicksville, NY 11801
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham
Location: Shopping mall
Distance from airport: 30 miles, 45 minutes
CL
(See advertisement on p. 73)

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: miles, 40 minutes
 CL, 1/1, 1/10R, TK, CUL
 (See advertisement on p. 73)

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

CRG/Test America
 Jefferson Valley Mall
 650 Lee Blvd., Suite K13
 Yorktown Heights, NY 10598
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgtestamerica.com
 Bid Department
 Location: Shopping mall
 Distance from airport: 30 miles, 40 minutes
 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC
 Multiple 18x24 Obs. Rm. Seats 10


fieldWORK
 NY - WESTCHESTER
Fieldwork New York at Westchester
 555 Taxter Rd., Suite 390
 Elmsford, NY 10523
 Ph. 914-347-2145
 info@westchester.fieldwork.com
 www.fieldwork.com
 Tamara Curtis, President
 Location: Office building
 Distance from airport: 26 miles, 45 minutes
 CL, TK, TKO, CUL, VC, WC
 Conference 19x22 Obs. Rm. Seats 15
 Conference 23x16 Obs. Rm. Seats 10
 Conference 18x20 Obs. Rm. Seats 20
 Conference 22x20 Obs. Rm. Seats 20

The northern suburbs of metro New York offer a wide range of cultural, social, occupational and educational characteristics - a great mix for every type of research. Fieldwork New York at Westchester is located in a beautiful high-rise corporate center and provides the best in state-of-the-art services and amenities, from conference and viewing facilities, to office services, to our test kitchen. Refurbished 2012! We offer efficiency, attention to details and commitment to quality. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on front and back cover)

Focus Plus, Inc.
 462 Seventh Avenue, 18th Floor
 New York, NY 10018
 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 20x25 Obs. Rm. Seats 20
 Multiple 15x20 Obs. Rm. Seats 11
 Multiple 15x21 Obs. Rm. Seats 12
 Multiple 20x40 Obs. Rm. Seats 30



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, National Sales 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)

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: miles, 25 minutes
 CL, 1/1, 1/10R, AU, VC
 21x17
 14x16
 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: miles, 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: miles, 30 minutes
 CL, 1/10R, CUL, VC, WC
 Multiple 19x38 Obs. Rm. Seats 30
 Conference 19x19 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15
 Conference 16x20 Obs. Rm. Seats 15
 Conference 19x19 Obs. Rm. Seats 15

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-screen TVs, digital video and audio equipment - Webcasting/videostreaming capabilities.

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

MarketView 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



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
 susan@mhccrc.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

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.



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, 1/1OR, CUL, VC, WC

Multiple	30x28	Obs. Rm.	Seats 30
Multiple	24x20	Obs. Rm.	Seats 20
Multiple	24x20	Obs. Rm.	Seats 18
Multiple	24x20	Obs. Rm.	Seats 25
Multiple	16x14	Obs. Rm.	Seats 10

TOP-RATED (Impulse 2013) New York Consumer Center, in the heart of Midtown Manhattan! Five suites designed for flexibility - from our jumbo suite seating 65+ to our intimate salon, ideal for smaller groups/IDIs. Experienced recruiting, client-focused service, usability lab, dial testing, shop-alongs, ethnographies, quali/quant, eye-tracking, Creativity Center and more. We offer the latest technologies, including online bulletin boards/focus groups, videoconferencing, videostreaming and digital recording. Our field division, MCC Field, handles all logistics. Also visit our NJ location, Meadowlands Consumer Center.

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
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 CL, 1/1, 1/1OR, TK, TKO

Conference	14x22	Obs. Rm.	Seats 15
Conference	14x22	Obs. Rm.	Seats 15

Quick Test/Heakin (Br.)

Sunrise Mall
 855 Sunrise Mall
 Massapequa, NY 11758
 Ph. 516-541-5100
 bid@quicktest.com
 www.quicktest.com
 Location: Shopping mall
 1/1, TK

Multiple	13x16	Obs. Rm.	Seats 5
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Reckner: White Plains, NY
 (New York Metro/Westchester County)
 3 Westchester Park Drive
 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, 1/1OR, TK, TKO, CUL, PUL, VC, WC

Multiple	20x18	Obs. Rm.	Seats 15
Multiple	36x26	Obs. Rm.	Seats na
Conference	20x14	Obs. Rm.	Seats na



Schlesinger Associates

A Marketing Research Corporation

Schlesinger Associates NYC
 500 Fifth Ave., Suite 1030
 New York, NY 10110
 Ph. 212-730-6400
 aj@schlesingerassociates.com
 www.schlesingerassociates.com
 AJ Shaw, Vice President
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC

Multiple	20x19	Obs. Rm.	Seats 10
Multiple	20x15	Obs. Rm.	Seats 15
Multiple	20x15	Obs. Rm.	Seats 15
Multiple	20x16	Obs. Rm.	Seats 5
Multiple	20x20	Obs. Rm.	Seats 22
Multiple	21x16	Obs. Rm.	Seats 15
Multiple	19x10	Obs. Rm.	Seats 8
Multiple	17x13	Obs. Rm.	Seats 11
Multiple	19x15	Obs. Rm.	Seats 10

Schlesinger Associates is the leading full-service data collection company with 23 high-specification focus group facilities across the U.S and in London, Paris, Berlin, Frankfurt and Munich. Our global management solutions services support your international research needs 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; online communities, ethnographic research; usability labs; eye tracking; mock juries. Quantitative: online surveys; telephone interviews; face-to-face interviewing; mystery shopping; merchandising programs; intercept interviewing; product placement; CLT taste tests; store audits. (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, 1/1OR, TK

Conference	18x20	Obs. Rm.	Seats 10
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SIS International Research, Inc.

Worldwide Headquarters
 11 E. 22nd St., 2nd Floor
 New York, NY 10010
 Ph. 212-505-6805
 research@sisinternational.com
 www.sismarketresearch.com
 Ruth Stanat, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 1/1, 1/1OR, TK, CUL, PUL, VC, WC

Conference	25x35	Obs. Rm.	Seats 20
Conference	15x20	Obs. Rm.	Seats 12

SIS's Manhattan 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, multi-cultural and low-incident. (See advertisement on p. 41)

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, 1/1OR, CUL

Conference	20x13	Obs. Rm.	Seats 8
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Union Square Loft

873 Broadway, #408
 New York, NY 10003
 Ph. 212-529-7570
 info@unionsquareloft.com
 www.lexparkstudio.com/Union-Square-Focus-Group-Facility-Gallery.html
 Carlos Montoya, Facility Director
 Location: Office building
 Distance from airport: 9 miles
 CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC

Multiple	30x25	Obs. Rm.	Seats 20
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Rochester

Dixon Schwabl

1595 Moseley Rd.
 Victor, NY 14564
 Ph. 585-383-0380
 research@dixonschwabl.com
 Ellen Morris, Research Manager
 Location: Office building
 Distance from airport: 18 miles, 22 minutes
 CL, 1/1, 1/1OR, VC, WC

Conference	29x17	Obs. Rm.	Seats 14
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Opinions, Ltd. - Rochester

Market Place Mall
 301 Miracle Mile Rd.
 Rochester, NY 14623
 Ph. 440-893-0300
 Chris@opinionsltd.com
 www.opinionsltd.com
 Location: Shopping mall
 Distance from airport: 5 miles, 11 minutes
 1/1, TK, VC, WC

Conference	20x9	Obs. Rm.	Seats 8
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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
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Research & Marketing Strategies, Inc.

15 E. Genesee St., Suite 210
 Baldwinsville, NY 13027
 Ph. 315-635-9802 or 866-567-5422
 info@RMSResults.com
 www.RMSresults.com
 Lauren Krell, QualiSight Facility Manager
 Location: Office building
 Distance from airport: 15 miles, 22 minutes
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC

Conference	21x14	Obs. Rm.	Seats 10
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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. 73)

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 Mimi Rambo
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
Multiple 22x20 Obs. Rm. Seats 20
Multiple 18x15 Obs. Rm. Seats 10

Highest-rated facility in the Carolinas according to Impulse Survey of Focus Facilities, 2013. Specialties include recruiting and implementing large quota taste tests, central location tests, focus groups and IDIs. Expanded in 2013, our facility has four testing rooms and a test kitchen with viewing. Each room is within a private suite with a lounge, office, restroom, exterior entrance/exit and separate HVAC zones for clients and participants. AOC is an owner-operated facility in a secluded office park and a member of our management team is on site to supervise the implementation of every project.



L & E Research

One Parkway Plaza
4824 Parkway Plaza Blvd., Suite 110
Charlotte, NC 28217
Ph. 877-344-1774
bidrequest@leresearch.com
www.leresearch.com
Suzanne Barry, Project Manager
Location: Office building
Distance from airport: 6 miles, 10 minutes
CL, VC, WC
Conference 33x27 Obs. Rm. Seats 12
Conference 20x20 Obs. Rm. Seats 10
Conference 19x17 Obs. Rm. Seats 8

"Top Rated" by Impulse Survey for more than a decade, established in 1984. Located in the "Queen City," Charlotte is home to many attractions, restaurants, sports, entertainment, NASCAR and the Charlotte Douglas International Airport. We specialize in recruiting to a wide range of audiences with a dedicated team of medical specialists in local and nationwide markets. We provide 24/7 access to real-time project and recruiting updates throughout the entire process. Our project managers are skilled at planning and executing studies at all levels so you can take care of your client and leave the rest to us. (See advertisement on p. 111)

www.quirks.com

MarketWise

5500 Executive Center Drive, Suite 126
Charlotte, NC 28212
Ph. 704-817-6613
syarborough@marketwise-usa.com
www.marketwise-usa.com
Stanton Yarborough, VP
Location: Office building
Distance from airport: 14 miles, 20 minutes
1/1, TK, CUL, VC, WC
Conference 22x13 Obs. Rm. Seats 8



Spectrum Discovery Center

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

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

20|20

Helping you do better research.

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
Multiple 14x20 Obs. Rm. Seats 8

Recently expanded to 5th room and updated existing space. 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.

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

Relax.
We've got this.



Research doesn't have to be stressful. From recruiting to study completion, you'll have a seamless, worry-free experience at L&E.

Our team is adept at planning and executing Qualitative and Quantitative Research Solutions at all levels; so you can take care of your client, and leave everything else to us!

NATIONWIDE RECRUITING

CLASS A FACILITIES

ADVANCED TECHNOLOGY

CHARLOTTE & RALEIGH
ST LOUIS | TAMPA

Call today to discuss
your next project
877.344.1574

leresearch.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.

Raleigh/Durham

**First In Focus Research**

4009 Barrett Dr., Suite 101
Raleigh, NC 27609
Ph. 919-510-0445 x25
karan@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.

**L & E Research**

5505 Creedmoor Rd., Suite 200
Raleigh, NC 27612
Ph. 877-344-1774
bidrequest@leresearch.com
www.leresearch.com
Renee Wyckoff, Senior Project Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC
Conference 27x27 Obs. Rm. Seats 14
Conference 21x17 Obs. Rm. Seats 14
Conference 20x16 Obs. Rm. Seats 10
Conference 16x20 Obs. Rm. Seats 10

"Top Rated" by Impulse Survey for more than a decade, established in 1984. Our Raleigh metro office is close to the RDU International Airport and minutes away from historic downtown; shopping, entertainment and eclectic mix of restaurants. We specialize in recruiting to a wide range of audiences with a dedicated team of medical specialists in local and nationwide markets. We provide 24/7 access to real-time project and recruiting updates throughout the entire process. Our project managers are skilled at planning and executing studies at all levels so you can take care of your client and leave the rest to us.
(See advertisement on p. 111)

Opinions, Ltd. - Raleigh-Durham

Triangle Town Center
5959 Triangle Town Blvd., Suite FL-1001
Raleigh, NC 27616
Ph. 440-893-0300
raleigh-durham@opinionsltd.com
www.opinionsltd.com
Jennifer Jackson, Director of Client Services
Location: Shopping mall
Distance from airport: 10 miles, 15 minutes
1/1, 1/10R, VC, WC

Rocky Mount/Greenville

InTandem

1302 E. Firetower Rd.
Greenville, NC 27858
Ph. 252-321-1111
marketing@intandeminc.com
www.intandeminc.com
Georgina Quinn
Location: Free standing facility
Distance from airport: miles, 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. 701-451-9028
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
bids@aim-cincinnati.com
www.aimresearchnetwork.com
Cathy Sarky, President
Location: Free standing facility
Distance from airport: 20 miles, 40 minutes
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, 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 25

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, VC
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
 lkolde@sirsinc.com
 www.sirsinc.com
 Lori Kolde, V.P., Qualitative Services
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, VC
 Multiple 24x18 Obs. Rm. Seats 18
 Multiple 20x22 Obs. Rm. Seats 18

Cleveland

Business Research Services, Inc.
 26600 Renaissance Parkway, Suite 150
 Cleveland, OH 44128
 Ph. 216-831-5200 or 888-831-5200
 BRS@MarketingResearch.com
 www.ClevelandFocusGroups.com
 Ron Mayher, Owner
 Location: Free standing facility
 Distance from airport: 20 miles, 20 minutes
 CL, 1/1, 1/10R, PUL, VC, WC
 Conference 20x25 Obs. Rm. Seats 12

FOCUS GROUPS OF CLEVELAND

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
 Location:
 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 largest centrally located and newly remodeled 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 high end 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. 54)

MarketVision Research® (Br.)
 Crown Centre
 5005 Rockside Road, Suite 1121
 Independence, OH 44131
 Ph. 216-446-2388
 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

National Survey Research Center
 5350 Transportation Blvd. Suite 19
 Cleveland, OH 44125
 Ph. 800-837-7894 or 216-518-2805
 laurens@nsrcc.com
 www.nsrcc.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. - Cleveland
 South Park Center
 500 South Park Center FL632
 Strongsville, OH 44136
 Ph. 440-893-0300
 Cleveland@opinionltd.com
 www.opinionltd.com
 Mark Kikel, President/Owner
 Location:
 Distance from airport: 8 miles, 12 minutes
 1/1, 1/10R, VC, WC
 Conference 14x16 Obs. Rm. Seats 6

Opinions, Ltd. - Headquarters
 33 River St.
 Chagrin Falls, OH 44022
 Ph. 440-893-0300
 mark@opinionltd.com
 www.opinionltd.com
 Mark Kikel or Chris Sluder
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10R, TK, WC
 Conference 18x18 Obs. Rm. Seats 12

Pat Henry Market Research, Inc.
 4700 Rockside Rd., Suite 135
 Independence, OH 44131
 Ph. 216-447-0831
 jhominy@pathenry.com
 www.thepathenrygroup.com
 Judy Hominy
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10R, TK, VC
 Conference 12x20 Obs. Rm. Seats 10



Precision Experience Lab (SM)
 Precision Dialogue
 905 Corporate Way
 Westlake, OH 44145
 Ph. 877-332-9222
 lab@precisiondialogue.com
 www.precisiondialogue.com
 Cathleen Zapata, VP, Research & Customer Exp.
 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 Lab (SM) 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 Lab(SM) 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.

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

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

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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



Delve Columbus - A Focus Pointe Global Company

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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ). (See advertisement on p. 3)

LextantLabs

A Division of Lextant
 1322 Manning Parkway
 Powell, OH 43065
 Ph. 614-228-9711
 dcress@lextant.com
 www.lextantlabs.com
 Debbie Cress

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
 dcress@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 Research

3361 Executive Pkwy., Suite 200
 Toledo, OH 43606
 Ph. 419-534-4700
 ldixon@glm.com
 www.glm.com
 Lori Dixon, President
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 1/1

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

Oklahoma

Oklahoma City

C&C Market Research - OKC

Quail Springs Mall
 2501 West Memorial Suite 103
 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. 73)



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
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The facility for research in Middle America. Our Ken Solomon-designed facility has a board-room feel and

technology is state-of-the-art. Session recording available in MP3, WMV, MPEG and DVD in addition to videostreaming. FocusVision also available. Spacious client viewing room with adjacent-but-separate lounge. Separate client entrance. We are known for our ability to handle complex projects. Owner-managed and -operated, we take personal pride in our work. Clients receive exemplary service immediately upon entering our impressive, freestanding, company-owned building with ample parking, 10 minutes from the OKC airport.

Oklahoma Market Research

4900 N. Portland Ave. Suite 150
 Oklahoma City, OK 73112
 Ph. 405-525-3412
 mail@datanet-research.com
 http://www.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
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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
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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

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home. (See advertisement on p. 52)

VuPoint Research
 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, 1/10R, 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

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, 1/10R, TK
 Conference 25x15 Obs. Rm. Seats 20
 25x20 Obs. Rm. Seats 1

Erie

Opinions, Ltd. - Pittsburgh
 Millcreek Mall
 654 Millcreek Mall
 Erie, PA 16565
 Ph. 440-893-0300
 Pittsburgh-Erie@opinionstld.com
 www.opinionstld.com
 Location:
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/10R, 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 Wood, 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, 1/10R, TK
 Conference 26x16 Obs. Rm. Seats 45

Conveniently located in central Pennsylvania's Lancaster County, we are just minutes from the Lancaster Airport and an easy drive from Baltimore, Philadelphia, Harrisburg, Reading and York.

CentralFocus features a direct viewing room as well as a second viewing room to accommodate additional observers. A full complement of research services is available to help ensure the successful completion of your project. Centrally located. Focused on results.



FieldGoals.US
 P.O. Box 126405
 Harrisburg, PA 17112
 Ph. 877-469-6631 x1
 info@fieldgoals.us
 www.fieldgoals.us
 Gabriella Fabrizio
 Location: Free standing facility
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, 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

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. 73)

Focus Pointe Global - Bala Cynwyd
 225 E. City Ave., Suite 10
 Bala Cynwyd, PA 19004
 Ph. 888-873-6287 or 610-949-9100
 bala@focuspointeglobal.com
 www.focuspointeglobal.com
 Jamie Katzenstein, Facility Director
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Multiple 15x36 Obs. Rm. Seats 15
 Multiple 17x22 Obs. Rm. Seats 17
 Multiple 16x20 Obs. Rm. Seats 15
 (See advertisement on p. 3)



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
 Jamie Katzenstein, Facility Director
 Location: Office building
 Distance from airport: 6 miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Multiple 20x24 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 24x16 Obs. Rm. Seats 16
 Multiple 34x24 Obs. Rm. Seats 20

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ). (See advertisement on p. 3)



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, Vice President
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 18x22 Obs. Rm. Seats 20
 Conference 17x20 Obs. Rm. Seats 18
 Conference 17x20 Obs. Rm. Seats 18
 Conference 19x20 Obs. Rm. Seats 20
 Conference 10x12 Obs. Rm. Seats 4

Conveniently located in the heart of the Philadelphia metropolitan area, Focus Suites is easily accessible 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, translation equipment, large-screen TV monitors, digital video- and audio recording, videostreaming and a usability lab.

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.



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

33 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!



Plaza Research-Philadelphia

9000 East Lincoln Drive
 Two Greentree Centre, Suite 224
 Marlton, NJ 08053
 Ph. 856-596-7777 or 800-654-8002
 bfarm@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. 107)

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: 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

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

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



trends.
 insights.
 opportunities.

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

Campos Inc.'s top-rated, newly remodeled full-service facility is affordable, accessible and centrally located in downtown Pittsburgh, featuring two conference rooms that can be configured for any setting, including panels, mini-groups, IDIs, living room, classroom/theater, mock juries and more. You'll enjoy our large, well-appointed client viewing rooms with oversized one-way mirrors, comfortable client and respondent lounges and recently-upgraded, state-of-the-art A/V equipment, plus the best in on-site amenities and excellent client service. We also provide in-house respondent recruitment.

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 Services

Greater Pittsburgh Research Services

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
www.polk-lepsonresearchgroup.com
Thomas D. Lepson, President
Location: Free standing facility
Distance from airport: 35 miles, 45 minutes
Conference 15x20 Obs. Rm. Seats 10

Rhode Island

Providence

Accurate Focus, Inc.

850 Waterman Ave.
East Providence, RI 02914
Ph. 800-927-7327 or 401-435-3335
info@accuratefocus.com
www.accuratefocus.com
Daniel Connor
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

Greenville/Spartanburg

Market Insight, Inc.

2854 Wade Hampton Blvd., Suite C
Taylors, SC 29687
Ph. 864-292-5187 or 800-493-8037
mikesluck@marketinsightinc.com
www.marketinsightinc.com
Mike Shuck, Director of Research
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10R
Conference 18x20 Obs. Rm. Seats 12

South Dakota

Sioux Falls

American Public Opinion Survey & Market

Market Research Corp.
1320 South Minnesota Ave
Sioux Falls, SD 57105
Ph. 605-338-3918
ron@mtcnet.net
www.mtcnet.net/ron
Ron Van Beek, President
Location: Free standing facility
Distance from airport: 2 miles, 10 minutes
CL, 1/1, 1/10R, VC
Conference 16x24 Obs. Rm. Seats 15
Conference 20x22 Obs. Rm. Seats 20
Conference 20x25 Obs. Rm. Seats 25
Living 30x36 Obs. Rm. Seats 50

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, Inc.

3521 Central Park Blvd., Suite 2
Louisville, TN 37777
Ph. 865-379-7650 or 800-758-8071
info@lancasterresearch.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@southern-solutions.com
www.southern-solutions.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 Memphis

5100 Poplar Ave., Suite 3216
Memphis, TN 38137
Ph. 901-766-0111
info@accessinsights.us
www.accessinsights.us
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.

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.



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

The Nashville Research Group, LLC

230 Great Circle Rd., Suite 226
 Nashville, TN 37228
 Ph. 615-399-7727
 service@nashvilleresearch.com
 www.nashvilleresearch.com
 John 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

20|20

Helping you do better research.

20|20 Research - Nashville

2000 Glen Echo Rd., 2nd Floor
 Nashville, TN 37215
 Ph. 866-960-8269 or 704-594-7873
 anacarla@2020research.com
 www.2020research.com
 Susan Brewleski, Facility Director
 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.

Texas

Austin

Human Interfaces

8500 Bluffstone Cove, Bldg. B., Suite 204
 Austin, TX 78759
 Ph. 512-340-0354
 greg@humaninterfaces.net
 www.humaninterfaces.net
 Thomas Liddell, Manager
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Multiple 23x20 Obs. Rm. Seats 10

Tammadge Market Research

210 Barton Springs Rd., Suite 515
 Austin, TX 78704
 Ph. 800-879-9198 or 512-474-1005
 melissa@tammadge.com
 www.tammadge.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, CUL, PUL, VC, WC
 Conference 24x16 Obs. Rm. Seats 12
 Multiple 20x24 Obs. Rm. Seats 15

Think Group Austin

6633 E. Highway 290, Suite 201
 Austin, TX 78723
 Ph. 512-637-6690 or 1-866-5THINK9
 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
 Multiple 9x12 Obs. Rm. Seats 5

Brownsville

Hispanic Focus Unlimited

303 W. Park Ave.
 Pharr, TX 78577
 Ph. 956-501-4211 or 956-783-9907
 hispanicfocus@aol.com
 www.hispanicfocusunlimited.com
 Location: Free standing facility
 Distance from airport: 3 miles, 10 minutes
 CL, 1/1, 1/10R, VC
 Conference 16x30 Obs. Rm. Seats 10

Dallas/Fort Worth

Accurate Research, Inc.

2214 Paddock Way Dr., Suite 100
 Grand Prairie, TX 75050
 Ph. 972-647-4277
 Tara@accurateresearch.com
 www accurateresearch.com
 Tara Miller
 Location: Free standing facility
 Distance from airport: 5 miles, 7 minutes
 CL, 1/1, 1/10R, TK, AU, VC, WC
 Conference 12x21 Obs. Rm. Seats 9
 Conference 14x20 Obs. Rm. Seats 9
 Conference 16x25 Obs. Rm. Seats 20
 Multiple 28x40 Obs. Rm. Seats 10

Bryles Research, Inc. (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, 1/10R, TK
 Conference 31x36 Obs. Rm. Seats 15
 Conference 22x26 Obs. Rm. Seats 15
 Conference 17x18 Obs. Rm. Seats 15
 Conference 17x18 Obs. Rm. Seats 15

C&C Market Research - 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
 (See advertisement on p. 73)

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, 1/10R, TK
 Conference 21x15 Obs. Rm. Seats 8
 (See advertisement on p. 73)

CRG/Test America

Grapevine Mills
 3000 Grapevine Mills Parkway, Suite 259
 Grapevine, TX 76051
 Ph. 386-677-5644
 crgsales@crgglobalinc.com
 www.crgtestamerica.com
 Location: Shopping mall
 Distance from airport: 30 miles, 40 minutes
 1/1, 1/10R, TK, VC
 Conference 17x10



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
 Stacy Scott, President
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10R, CUL, VC, WC
 Conference 18x22 Obs. Rm. Seats 12
 Conference 18x22 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 25x20 Obs. Rm. Seats 25
 Conference 23x15 Obs. Rm. Seats 12

Dallas By Definition provides customized, high-quality qualitative research field services to a wide variety of clients. We offer five spacious focus group rooms with floor-to-ceiling mirrors for easy viewing, oversized tiered viewing rooms and luxurious private client lounges. Two additional mini-group rooms are available providing a smaller setting for dyads, triads and mini-group projects. Two kitchens. Quality recruitment services. Videoconferencing and videostreaming services are available. Experienced, professional, friendly staff. A First Choice Facility.



Fieldwork Dallas

15305 Dallas Pkwy., Suite 850
 Addison, TX 75001-4637
 Ph. 972-866-5800
 info@dallas.fieldwork.com
 www.fieldwork.com
 Jessica Josset, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10R, AU, CUL, VC, WC
 Multiple 25x22 Obs. Rm. Seats 18
 Multiple 25x20 Obs. Rm. Seats 14
 Multiple 25x24 Obs. Rm. Seats 25
 Conference 13x15 Obs. Rm. Seats 10
 Multiple 20x18 Obs. Rm. Seats 12
 Multiple 25x18 Obs. Rm. Seats 12

Fieldwork Dallas is strategically located to draw from a wide variety of socioeconomic strata. Our new facility is casually elegant and comfortable while incorporating all of the technology expected by today's qualitative professionals. Fieldwork Dallas has recently expanded and has five spacious focus suites, one one-on-one room and an auditorium which seats up to 100. Specialties: mock jury room, ethnic, medical recruiting, taste tests, ethnographies. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services.

(See advertisement on front and 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.
 (See advertisement on inside back cover)



Focus Pointe Global - Dallas

5400 LBJ Freeway
 One Lincoln Centre, Suite 400
 Dallas, TX 75240
 Ph. 88-873-6287 or 214-420-6400
 dallas@focuspointeglobal.com
 www.focuspointeglobal.com
 Shane Abel, 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

Focus Pointe Global sets the industry standard for high-quality qualitative and quantitative marketing research data collection services. With the recent acquisition of Delve, FPG now owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Nationwide services include: focus groups, pre-recruits, taste tests, jury simulation, webcam focus groups and online bulletin boards. Locations: Appleton (WI); Atlanta; Atlanta-Buckhead; Bala Cynwyd (PA); Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck (NJ).
 (See advertisement on p. 3)

Glocal Mind Inc.

8765 Stockard Drive, Unit 101
 Frisco, TX 75034
 Ph. 215-366-2787 or 646-290-6655
 vrinda.d@glocalmind.com
 www.glocalmind.com
 Location: Office building
 Distance from airport: 22 miles, 60 minutes
 CL, 1/1, 1/10R, CUL, PUL, VC, WC
 Conference 15x10 Obs. Rm. Seats 8
 Living 15x10 Obs. Rm. Seats 8



NATIONAL RESEARCH, LLC

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
 Dale Hanks, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 1/1, 1/10R, CUL
 Multiple 25x25 Obs. Rm. Seats 8

Bottom line: K & B is the best value in Dallas. We are strategically located to draw from every corner of the metroplex. Our focus group suite provides everything your project needs. Multi-function to handle IDIs or 25 classroom-style. Clients appreciate the private viewing on our huge HDTV and very comfortable seating. Facility is designed for function with the emphasis on high quality recruiting. Respondents are the most important portion of your research and we are the best nationwide recruiting company in the business -hands down. Use our facility in Dallas, use our recruiting anywhere else!

Market Research Dallas

2723 Valley View Lane
 Dallas, TX 75234
 Ph. 972-239-5382 or 866-830-5382 (toll free)
 mail@marketresearchdallas.com
 www.marketresearchdallas.com
 Gail Airoldi, 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
 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
 Location: Shopping mall
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10R, TK
 Conference 26x29 Obs. Rm. Seats 6



Plaza Research-Dallas

14160 Dallas Pkwy., Suite 602
 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: miles, 20 minutes
 CL, 1/1, 1/10R, TK, CUL, VC, WC
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Conference 15x20 Obs. Rm. Seats 15
 Multiple 20x40 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. 107)

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.

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



Savitz Focus and More - Dallas

Member of Focus Coast to Coast
 13747 Montfort Drive, Suite 112
 Dallas, TX 75240
 Ph. 972-386-4050
 information@savitzfocusandmore.com
 www.savitzfocusandmore.com
 Jennifer Lowe, Facility Director
 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 8x10 Obs. Rm. Seats 6
 Conference 8x10 Obs. Rm. Seats 6

Savitz Focus and More 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)

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
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 13x13 Obs. Rm. Seats 4
 (See advertisement on p. 73)



ConneXion Research

5433 Westheimer Rd., Suite 870
 Houston, TX 77056
 Ph. 281-815-4940
 info@connexionresearch.com
 www.connexionresearch.com
 Location: Office building
 Distance from airport: 40 miles, 30 minutes
 VC, WC
 Multiple 20x14 Obs. Rm. Seats 6

Boutique (non-traditional) facility centrally located near restaurants, shopping, various hotels, including a connecting hotel. It was designed with both the researcher and participant in mind. Not only does it have a cool, modern design but it has all the functionalities and more of a traditional facility. The client room provides ultimate privacy, big screen HD monitors. In the focus group room, we provide a Smartboard - an interactive, digital whiteboard with large touch screen display and on-screen annotations that can be saved electronically, not to mention play video and audio files.



Creative Consumer Research

3945 Greenbriar Dr.
 Stafford, TX 77477
 Ph. 281-240-9646 or 281-804-8171
 pprratt@ccsurveys.com
 www.ccsurveys.com
 Pat Pratt, President and BJ Gerjes, Assistant Manager
 Location: Free standing facility
 Distance from airport: 38 miles, 30 minutes
 CL, 1/1, 1/10R, 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, statewide, regionally and locally. CCR has the largest Hispanic

research department in the state of Texas. CCR offers a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. CCR's Houston office offers 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@ccsurveys.com.



Opinions Unlimited, Inc.

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 36x26 Obs. Rm. Seats 16

"Top Rated" and recipient of Impulse Survey's "10 Years of Excellence" Award. Houston's finest qualitative facilities and services centrally located in Galleria area. Adjacent to 5-Diamond Houston Omni Hotel. Four spacious focus suites with latest technologies. Multipurpose room seats 65 classroom style; private suite accommodates 20 respondents and 24 viewers. Meticulous recruiting (local, state and national), 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. 107)

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

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. 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

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 videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

San Antonio Focus
 5817 La Colonia Dr.
 San Antonio, TX 78218
 Ph. 210-547-2614
 info@sanantoniofocus.com
 www.sanantoniofocus.com
 Christian Storandt
 Location: Free standing facility
 Distance from airport: 10 miles, 16 minutes
 CL, 1/1, 1/10R, 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 150
 Salt Lake City, UT 84047
 Ph. 800-678-3748 or 801-569-0107
 info@discoveryresearchgroup.com
 www.discoveryresearchgroup.com
 Bob Higginson
 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 Development
 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.

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.



PEGUS RESEARCH

PEGUS Research

331 South Rio Grande
Salt Lake City, UT 84101
Ph. 877-273-2321
focusgroup@pegus.com
http://Pegusfocusgroup.com
Location: Office building
Distance from airport: 7 miles, 10 minutes
CL, 1/1, 1/10R, CUL
Conference 13x13 Obs. Rm. Seats 5

PEGUS Research has long been known for our expertise in epidemiology, survey, observational, and pharmacy-based research. As a full-service health science and health services research firm, we can help you find innovative solutions for your studies. In addition to our new modern focus group facility located in Salt Lake City, UT, we offer experienced moderators and interviewers, recruitment services, research design services, statistical analysis, and report writing services.

Virginia

Newport News/Norfolk/Virginia Beach

The Bionetics Corporation

101 Production Drive, Suite 100
Yorktown, VA 23693
Ph. 800-868-0330 or 757-873-0900
focusroom@bionetics.com
www.bionetics.com
Margaret Riedmiller, Focus Group Coordinator
Location: Office building
Distance from airport: 5 miles, 10 minutes
1/1, 1/10R
Conference 25x25 Obs. Rm. Seats 16

Continental Research Associates, Inc.

4500 Colley Ave.
Norfolk, VA 23508
Ph. 757-489-4887
NGLassman@continentalresearchus.com
www.ContinentalResearchUS.com
Nanci Glassman, President
Location: Office building
Distance from airport: 7 miles, 20 minutes
1/1, 1/10R
Conference 11x21 Obs. Rm. Seats 6

Issues and Answers Network, Inc.

Global Marketing Research
5151 Bonney Rd., Suite 100
Virginia Beach, VA 23462
Ph. 757-456-1100 or 800-23-ISSUE
clindemann@issans.com
www.issans.com
Location:
Distance from airport: 10 miles, 15 minutes
TK, VC, WC
Conference 21x24 Obs. Rm. Seats 10
(See advertisement on p. 15)

Martin Focus Group Services, Inc.

4801 Columbus St., Suite 102
Virginia Beach, VA 23462
Ph. 757-518-0180
vabeach@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 through ANR or via FocusVision.

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.consumeropinionservices.com
Jerry Carter
Location: Free standing facility
Distance from airport: 5 miles, 10 minutes
TK, TKO
Conference 15x20 Obs. Rm. Seats 10

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turn-key home away from home.
(See advertisement on p. 52)

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.consumeropinionservices.com
Jerry Carter, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, CUL, VC, WC
Multiple 20x16 Obs. Rm. Seats 12
Multiple 20x16 Obs. Rm. Seats 15
(See advertisement on p. 52)

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.consumeropinionservices.com
Jerry Carter
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, TK, VC, WC
Conference 15x20 Obs. Rm. Seats 18
Multiple 20x40 Obs. Rm. Seats 20
(See advertisement on p. 52)



Fieldwork Seattle
 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

Although the glorious scene of mountains, water and yachts just outside the window will make you want to do anything but work, Fieldwork Seattle is committed to it. Fieldwork Seattle boasts a consumer database rich in high-income, high-education and highly-technical respondents and an unprecedented medical database. Our three spacious rooms are designed to accommodate groups of all sizes and were remodeled in 2013. And, as always, outstanding service is our highest priority. Come see why Seattle is the hottest new market even when it's raining! Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services (See advertisement on front and back cover)



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

Located on the 26th floor of 520 Pike, 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 provide excellent service with all the amenities you have come to expect from fieldwork. With hotels, shopping, nationally-renowned restaurants, sights and museums just steps from the facility, you will want to extend your stay. Capabilities: digital audiorecording (complimentary), DVD recording, digital video upload, videostreaming, usability lab, high-speed wireless Internet, transcription services. (See advertisement on front and back cover)

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

Northwest Insights
 formerly Gilmore Research Group
 2101 4th Avenue, 8th floor
 Seattle, WA 98121-2352
 Ph. 206-219-1987
 donna@nwinsights.com
 www.nwinsights.com
 Donna Glosser, Dir., Qualitative Research
 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

Opinions, Ltd. - Seattle
 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 @ BlinkUX
 1008 Western Ave. Ste. 404
 Seattle, WA 98104
 Ph. 877-254-6556 or 206-447-9551
 kelly@blinkux.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
 Joanne Vega
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 VC, WC
 Multiple 24x20 Obs. Rm. Seats 10
 Conference 21x16 Obs. Rm. Seats 10

Featuring the only full-service focus group facility in Spokane! We specialize in conducting focus groups in remote markets and can assist you with not only recruiting and hosting in Spokane, but recruiting, hosting and moderation in markets throughout the U.S. using local or hotel facilities. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting support throughout the U.S., supported by our database of over 10,000 research participants throughout Washington, Idaho, Oregon and Montana.

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

Wheeling

C&C Market Research - Pittsburgh Metro
 Ohio Valley Mall
 67800 Mall Ring Rd., #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. 73)

Wisconsin

Green Bay/Appleton

Delve Appleton - A Focus Pointe Global Company
 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

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.



The Martec Group - Green Bay
 1445 North Rd. Suite 1
 Green Bay, WI 54313
 Ph. 920-494-1812 or 888-811-5755
 linda.segersin@martecgroup.com
 www.martecgreenbay.com
 Linda Segersin, General Manager
 Location: Free standing facility
 Distance from airport: 1 miles, 3 minutes
 CL, TK, VC
 Multiple 19x24 Obs. Rm. Seats 12

Full-service global research and consulting with a commitment to client relationships. Customized services from basic data collection to more full-service components to suit each client's specific needs and budget. Business-to-business, medical, technical and consumer research including taste tests, home placements and Internet studies. On-site interviewing staff available. 38 CATI-station phone center, beautiful focus group suite, in-house programming and data processing, statistical analysis and graphics. A perfect blend of professionals, experience and technology.

Matousek & Associates, Inc.
 (formerly Wisconsin Research, Inc.)
 1270 Main St.
 Green Bay, WI 54302
 Ph. 920-436-4647
 tamatousek@aol.com
 www.matousekandassociates.com
 Michelle VandenBush, Vice President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 1/1, 1/1OR, TK
 Multiple 22x18 Obs. Rm. Seats 14

Madison



City Research Solutions
 8383 Greenway Blvd., Suite 600
 Middleton, WI 53562
 Ph. 608-826-7345
 mel@cityresearchsolutions.com
 www.cityresearchsolutions.com
 Kristie Groh, Facilities Manager
 Location: Office building
 Distance from airport: 40 miles, 40 minutes
 CL, 1/1, 1/1OR, TK, TKO, PUL
 Multiple 40x23 Obs. Rm. Seats 30
 Multiple 20x15 Obs. Rm. Seats 30
 Multiple 15x10 Obs. Rm. Seats 8
 Living 12x8 Obs. Rm. Seats 30

City Research world-class facilities allow our clients

to gain fresh insights in a unique midsize Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, 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, 1/1OR, 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
 Megan Foley, Business Development Coord.
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 22x17 Obs. Rm. Seats 18
 Conference 12x25 Obs. Rm. Seats 10
 Conference 15x9 Obs. Rm. Seats 4

The DRG Focus Center features two spacious Focus Suites plus a one-on-one Interviewing Suite. Our facility offers state-of-the-art technology for recording audio/video, streaming live discussions via the Internet, and conducting interactive polls with participants. As a full-service market research firm, we also provide recruiting, moderating, transcribing, discussion guide development 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: Free standing facility
 Distance from airport: 15 miles, 15 minutes
 CL, TK, WC
 Conference 24x20 Obs. Rm. Seats 18
 Conference 24x20 Obs. Rm. Seats 18
 Conference 22x20 Obs. Rm. Seats 18

"Top Rated" by Impulse Survey 2013 with a reputation for quality recruiting from all segments and an outstanding show rate. We specialize in recruiting for ethnographic studies, large audience testing and product placements. Extensive database for child research. Our facility has three spacious focus suites that can accommodate multiple configurations. We offer wireless high-speed Internet access and video-streaming through 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, 1/1OR, 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, 1/1OR, TK, TKO, CUL, PUL, VC, WC
 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
 emartinez@infoqualityarg.com.ar
 www.infoqualityarg.com.ar
 Ester Martinez
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC
 Multiple 13x13 Obs. Rm. Seats 10
 Multiple 21x12 Obs. Rm. Seats 10

Melnik/Burke
 Av. Federico Lacroze 1722, 1st Floor
 1426 Buenos Aires Argentina
 Ph. 54-11-4777-9041
 melnik@melnik.com.ar
 www.melnik.com.ar/
 Location: Office building
 Distance from airport: miles, 30 minutes
 TK, VC, WC
 Conference 20x13 Obs. Rm. Seats 12

Rosenthal Research - Argentina Branch
Lima 115 9 piso
Ciudad Autónoma de Buenos Aires Argentina
Ph. 34-93-506-6006
jan_flechsigt@rosenthal-research.com
www.rosenthal-research.com
Jan Flechsigt, Director
Location: Office building
Distance from airport: 19 miles, 40 minutes
1/1, 1/10R, 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

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

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. 1800-807-535
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

Research Connections Pty Ltd

Suite 103/27-29 Lindfield Avenue
Lindfield, NSW Australia
Ph. 612-9416-0300
terri@researchconnections.com.au
www.researchconnections.com.au
Location: Shopping mall
Distance from airport: 16 miles, 30 minutes
CL, 1/1, 1/10R
Conference 18x11 Obs. Rm. Seats 6

Sydney Research Facility

Level 1, 131 Clarence Street
Sydney, NSW Australia
Ph. 61-2-9299-1171
sydresearchfacility@ozemail.com.au
www.sydneygrouprooms.com.au
Location: Office building
1/1, 1/10R, TK, WC
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 17x13 Obs. Rm. Seats 8
Living 17x12 Obs. Rm. Seats 8
Living 16x13 Obs. Rm. Seats 8
Conference 25x19 Obs. Rm. Seats 16
Multiple 36x19 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@wcfs.com.au
www.wcfs.com.au
Sandra Simpson, General Manager
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

ÁBACO Marketing Research Brazil

SÃo Paulo Marketing Center
Avenida Paulista 1499, 13th Floor
São Paulo Brazil
Ph. 55-11-3262-3300 or 203-371-8532 (USA)
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

ÁBACO 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

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.

**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: 8 miles, 35 minutes
 1/1, 1/10R, VC
 Conference 14x11 Obs. Rm. Seats 11
 Conference 17x11 Obs. Rm. Seats 9

High quality research projects for customers who seek and appreciate the best. Experienced directors and project managers are well prepared to suggest the most appropriate methodologies, stressing transparency and effective communications. Demanda has conducted over 5,700 research projects and public opinion polls for more than 800 companies and government entities in Brazil and in more than 20 countries. Every project is tailor-made, exclusive and closely monitored at every stage. Member of ESOMAR, Ephmra, ABEP, we follow the ISO 20252 requirements. Your natural choice for market research studies in Brazil.

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

2500 4th Street 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
 Kimberly Noglmeier, Facility Manager
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 1/1, TK, CUL, WC
 Multiple 22x15 Obs. Rm. Seats 11
 Conference 20x17 Obs. Rm. Seats 8
 Conference 7x9 Obs. Rm. Seats na

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
 Marcel Perro
 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
 Director@vancouverfocus.com
 www.vancouverfocus.com
 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.

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
 Llisa Morrow, Qualitative Coordinator
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 CL
 Conference 14x17 Obs. Rm. Seats 15
 Conference 14x17 Obs. Rm. Seats 6

New Brunswick

Fredericton

MQO Research

720 Main St., 3rd Floor
 Moncton, NB Canada
 Ph. 506-867-9100
 miranda@mqoresearch.com
 www.mqoresearch.com
 Miranda Burns, Senior Research Consultant
 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
 miranda@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
 miranda@mqoresearch.com
 www.mqoresearch.com
 Jennifer Jeffrey, Facilities Coordinator
 Distance from airport: 20 miles, 30 minutes
 20x16



Focus groups

- 4 award winning focus group rooms
- Extra-large spacious client suites
- Multi-functional respondent rooms from one on ones to theatre size of up to 75
- Living room, separate work stations & taste tests
- Computer labs from 1–25 computer stations
- In-house online data management for real-time labs
- Top-rated catering for every pallet
- Focus Vision
- 2 senior consultants with over 50 years of qualitative experience

In-house recruiting

- In-house recruiting with over 40 stations
- Recruiting from in-house database, cold calling, and client lists
- Local, North American and multi-country project management experience and partners
- Consumer, youth, children, seniors, medical professional, patients, ethnic specialty, business professionals, ethnography, onsite, specialty panels, real time recruitment with real time interviewing
- Bulletin boards & online focus groups
- 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.

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

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
 donyagermain@acceintl.com
 www.acceintl.com
 Lynn Seguin
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 1/1, 1/1OR, TK, TKO, CUL, PUL
 Conference 18x25 Obs. Rm. Seats 10

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, 1/1OR, AU, CUL, PUL, WC
 Conference 40x24 Obs. Rm. Seats 20
 Conference 24x19 Obs. Rm. Seats 10
 Multiple 22x22 Obs. Rm. Seats 14
 Multiple 20x15 Obs. Rm. Seats 7
 Multiple 19x19 Obs. Rm. Seats 5
 Multiple 15x15 Obs. Rm. Seats 5
 Multiple 22x22 Obs. Rm. Seats 10



Contract Testing Inc.

Contract Testing Inc.
 PROVEN PROTOCOLS. SUPERIOR PRODUCTS.
 119 West Dr.
 Brampton (Toronto), ON Canada
 Ph. 905-456-0783 x233 or 800-342-1825
 andrew.scholes@contracttesting.com
 www.contracttesting.com
 Andrew Scholes
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, TK, CUL, PUL
 Conference 20x22 Obs. Rm. Seats 12

We offer complimentary wireless Internet, light snacks, coffee, tea and a mini-fridge stocked with various refreshments, all while sitting comfortably in the viewing room. Audio- and videorecording along with remote online viewing is also available. The discussion room comfortably seats up to 12 participants and is set up to enable moderators to easily integrate visual aids, flip charts and story boards into the discussion. A full sensory taste-test kitchen and additional adjoining test kitchen to the discussion room is also available.

CRC Research

4950 Yonge Street #304
 Toronto, ON Canada
 Ph. 416-966-5900 or 866-455-9311
 Toronto@crcresearch.com
 www.crcresearch.com
 Peter Komljenovic
 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 x229 or 866-929-4669 x229
 jmcfarlane@headquarters.ca
 www.headquarters.ca
 Jeff McFarlane Vice-Pres. or Julia Clarkson, Facility Coordinator
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, TK, CUL, PUL, WC
 Multiple 25x17 Obs. Rm. Seats 20
 Multiple 23x18 Obs. Rm. Seats 20
 Multiple 20x18 Obs. Rm. Seats 20

Head Quarters Uptown Toronto

5075 Yonge St. Suite 600
 Toronto, ON 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.

7 Duke St. W., Suite 301
 Kitchener, ON Canada
 Ph. 800-827-0676 or 519-584-7700
 kitchener@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
Cynthia Dennis, Qualitative Project Manager
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, 1/10R, 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. 127)

Winning Research

10 Milner Business Court, Suite 900
Toronto, ON Canada
Ph. 416-754-0009
info@winningresearchgroups.com
www.winningresearchgroups.com
Gabriel Fanous, VP of Sales and Client Service
Location: Office building
Distance from airport: 25 miles, 22 minutes
CL, 1/1, 1/10R, TK, PUL, VC, WC
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, 1/10R, TK, AU, CUL, WC
Conference 22x15 Obs. Rm. Seats 10
Conference 19x25 Obs. Rm. Seats 12
Multiple 42x18 Obs. Rm. Seats 0
Living 20x22 Obs. Rm. Seats 15

CRC Research

1250 Guy St., Suite 802
Montreal, QC 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, 1/10R, WC
Conference 17x22 Obs. Rm. Seats 12
Conference 18x20 Obs. Rm. Seats 15
Multiple 18x20 Obs. Rm. Seats 12
Conference 18x22 Obs. Rm. Seats 12
Conference 7x9 Obs. Rm. Seats 5

Decima Research Inc. (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, 1/10R, VC
Conference 20x15 Obs. Rm. Seats 10

Leger

507 Place D'Armes, Suite 700
Montreal, QC Canada
Ph. 514-982-2464
jmleger@leger360.com
www.leger360.com
Sylvie Girard
Location: Office building
Distance from airport: 10 miles, 30 minutes
TK, AU, VC
Conference 17x22 Obs. Rm. Seats 10
Conference 17x22 Obs. Rm. Seats 10

Opinion Search Inc. (Br.)

1080 Beaver Hall Hill, Suite 400
Montreal, QC Canada
Ph. 800-363-4229 or 514-288-0199
info@opinionsearch.com
www.opinionsearch.com
Karla-Reina Leandre, Qualitative Facility Coord.
Location: Office building
Distance from airport: 10 miles, 20 minutes
CUL, WC
Multiple 30x20 Obs. Rm. Seats 12
Multiple 14x24 Obs. Rm. Seats 12
Multiple 24x16 Obs. Rm. Seats 12

SOM

1180, Drummond Suite 620
Montreal, QC Canada
Ph. 514-878-9825
vbouchard@som.ca
www.som.ca
Nathalie Gaudreault
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, TK, WC
Conference 24x18 Obs. Rm. Seats 14

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**

3340, rue de la Pérade, 3rd Floor
Quebec City, QC Canada
Ph. 418-687-8025
elacroix@som.ca
www.som.ca
Nathalie Gaudreault
Location: Office building
Distance from airport: 10 minutes
CL, TK, WC
Conference 24x18 Obs. Rm. Seats 14
Multiple 10x12 Obs. Rm. Seats 2

China*(See also Hong Kong)***Asia Insight (Shanghai) Co. Ltd.**

789 ZhaoJiaBang Rd., 19th FL., Unit C01
JunYao International Plaza
Shanghai China
Ph. 86-21-64335080
contact_us@asiainsight.com
www.asiainsight.com
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/10R, 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. 8610-5869-7688
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. 8620-8385-2188
guangzhou@csg-worldwide.com
www.consumersearch-group.com
Ms. Bel Wong
Location: Office building
Distance from airport: miles, 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. 8621-5318-8689
shanghai@csg-worldwide.com
www.consumersearch-group.com
Ms. Bel Wong
Location: Office building
Distance from airport: miles, 90 minutes
Conference 18x17 Obs. Rm. Seats 10

DDMA Market Research

Data Driven Marketing Asia
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, 1/10R, VC, WC
Conference Obs. Rm. Seats 20
(See advertisement on p. 131)

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 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

Sam Mulligan

Location: Office building
Distance from airport: 6 miles, 30 minutes
CL, 1/1, 1/10R, VC, WC
Conference 23x23 Obs. Rm. Seats 20
(See advertisement on p. 131)

Kadence International

Room I&J, 23th Floor, JiaLi Building
1228-2 YanAn West Rd
Shanghai China
Ph. 86-152-1944-0322
chinafws@kadence.com
www.kadence.com

Location: Office building
Distance from airport: 12 miles, 60 minutes
CL, 1/1, 1/10R, CUL, PUL, VC, WC
Conference 30x20 Obs. Rm. Seats 12
Multiple 30x20 Obs. Rm. Seats 6

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, 1/10R, 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
Copenhagen S Denmark
Ph. 45-32-64-12-00
info@berent.com
www.berent.com
Marcus Fiebelkorn, Senior Project Manager
Location: Office building
Distance from airport: 5 miles, 12 minutes
1/1, 1/10R, PUL
Conference 13x26 Obs. Rm. Seats 5

Norstat Denmark

Frederiksborggade 1, 4. Sal
København K Denmark
Ph. 371-6788-6210
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, TK
Conference 25x14 Obs. Rm. Seats 6
Conference 20x13 Obs. Rm. Seats 0

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, 1/10R, AU, CUL, PUL, WC
Multiple 30x20 Obs. Rm. Seats 12
Living 25x15 Obs. Rm. Seats 4

Estonia

Norstat Estonia

3 Jõe Street
Tallinn Estonia
Ph. 371-6788-6210
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 3 miles, 15 minutes
CL, 1/1, 1/10R, TK, PUL
Conference 16x27 Obs. Rm. Seats 5

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, 1/10R, 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

Finland

Norstat Finland

Aleksanterinkatu 48 A
Helsinki Finland
Ph. 371-6788-6210
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 15 miles, 30 minutes
1/1, 1/10R, TK, CUL, PUL
Multiple 14x27 Obs. Rm. Seats 6

France

Cyble Marketing

10 Rue de Nancy
Paris France
Ph. 33-1-43-38-78-78
nando.cito@cyble.com
www.cyble.com
Nando Cito
Location: Free standing facility
Distance from airport: 15 miles, 30 minutes
CUL, WC
Multiple 25x20 Obs. Rm. Seats 6

**La Maison du Test**

2 Bd Saint Martin
Paris France
Ph. 33-1-4003-0501
info@laimaisondutest.com
www.laimaisondutest.com
Christophe Malmanche
Location: Office building
Distance from airport: 25 miles, 60 minutes
1/1, 1/10R, TK, CUL, VC
Multiple 20x15 Obs. Rm. Seats 6
Multiple 20x13 Obs. Rm. Seats 6
Multiple 21x17 Obs. Rm. Seats 8

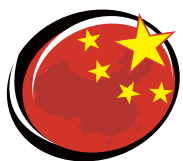
In a Haussmann-style building, a 200 square meters space, 3 group rooms all fitted with two-mirrors with Wi-Fi access. A fully-equipped kitchen (fridge, deep freezer and microwave oven). A client back room that can welcome from 6 to 8 people. Video recording on DVD and available on a secure website. Video streaming service.

**La Maison du Test**

142 rue Montmartre
Paris France
Ph. 33-1-4039-1010
mdtfacility@laimaisondutest.com
www.laimaisondutest.com
Location: Free standing facility
Distance from airport: 25 miles, 60 minutes
CL, 1/1, 1/10R, TK, TKO, CUL, VC
Multiple 21x17 Obs. Rm. Seats 12
Multiple 21x17 Obs. Rm. Seats 12
Multiple 21x17 Obs. Rm. Seats 12

In an historical setting, a 260 square meters space with 3 group rooms all fitted with two-mirrors with Wi-Fi access. A fully-equipped kitchen (fridge, deep freezer and microwave oven) and cooking space. A spacious client back room that can welcome up to 12 people. Digital video recording and available on a secure website. Video streaming service.

When it comes to qualitative research in China, how up to date is your little red book ?



FGC
FOCUSGROUPCHINA
A Subsidiary of DDMA

FOCUS GROUP CHINA

Providing Qualitative Market Research
across all markets in China since 2002.

INFO@FOCUSGROUPCHINA.COM
WWW.FOCUSGROUPCHINA.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.

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

MSM, Actionable Consumer Understanding.
Independent research agency since 1986, near
Paris, MSM places qualitative craftsmanship at the
heart of its expertise and recently completed it with
tailor-made quantitative research. Thanks to a depart-
ment dedicated to international research (50 of our
turnover), MSM relies on a wide experience of coordi-
nating multi-country studies and conducting French
fieldwork as a local supplier – “Your French Eye.” We
know exactly what you need as research coordinator
and our unique objective is to make your experience
in France as valuable and smooth as possible.

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

Olivier DuVallet
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

Unlockvision

47 Boulevard Sebastopol
Paris France
Ph. 33-1-75-43-4400
reservation@unlockvision.com
www.unlockvision.com
Benjamin Mitchell
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

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

GfL 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

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: miles, 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 fur 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 julia otte GmbH

Barer Strasse 7
Munich Germany
Ph. 49-89-59944-0
tgiesselmann@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.)

Gerhofstr. 18
Hamburg Germany
Ph. 49-40-349-6080
tgiesselmann@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

INTERVIEW + EXPLORATION julia otte GmbH (Br.)

Hansaallee 2
Frankfurt Germany
Ph. 49-69-959080-0
tgiesselmann@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

INVISO

Georgstrasse 22
Hannover Germany
Ph. 49-511-30-7930
info@inviso.de
www.inviso.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. 49-711-931815-100
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

ipi Teststudio

Königsstrasse 1A
Stuttgart Germany
Ph. 49-711-997939-0
studio@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

Hansesstasse 69
Münster Germany
Ph. 49-251-802-0
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

Mönckebergstrasse 13
Hamburg Germany
Ph. 49-40-46-86-34-65
hamburg@marfos.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

Berliner 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

Hammerbrookstr. 93
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 a Schlesinger Associates data collection company. Our high-specification offices in Berlin, Munich and Frankfurt facilities offer quantitative and qualitative market research services and CATI facilities. We manage your focus groups and other studies across Germany and worldwide. Recruitment experts, we will take on the most challenging of research objectives and our uncompromising commitment to your success sets us apart. (See advertisement on inside front cover)



Schmiedl Marktforschung GmbH

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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 is a Schlesinger Associates data collection company. Our high-specification offices in Berlin, Munich and Frankfurt facilities offer quantitative and qualitative market research services and CATI facilities. We manage your focus groups and other studies across Germany and worldwide. Recruitment experts, we will take on the most challenging of research objectives and our uncompromising commitment to your success sets us apart. (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/
Bianka Kreiter
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 a Schlesinger Associates data collection company. Our high-specification offices in Berlin, Munich and Frankfurt facilities

offer quantitative and qualitative market research services and CATI facilities. We manage your focus groups and other studies across Germany and worldwide. Recruitment experts, we will take on the most challenging of research objectives and our uncompromising commitment to your success sets us apart. (See advertisement on inside front cover)

T.I.P. Biehl & Partner

Markt- und Tourismusforschung
Eurener Strasse 15
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
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

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.

Hong Kong

(See also China)

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: miles, 45 minutes
 1/1

Conference	18x13	Obs. Rm. Seats 12
Living	18x14	Obs. Rm. Seats 10

Hungary

InsightLab.hu Market Research Ltd.

Kmety György u. 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
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India

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.

A-105, First Floor, Sector - 19, Dwarka
 New Delhi India
 Ph. 91-11-4554-7983

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

Indonesia

Kadence International

Menara Kuningan, 14th Fl., Suite 15B
 JL.HR. Rasuna Said x7 Kav 5
 Jakarta Selatan Indonesia
 Ph. 62-21-3001-5990
 indonesia@kadence.com
 www.kadence.com

Location: Office building
 Distance from airport: 21 miles, 45 minutes
 1/1, 1/10R, TK, VC, WC

Multiple	13x13	Obs. Rm. Seats 11
Multiple	11x15	Obs. Rm. Seats 8
Multiple	14x12	Obs. Rm. Seats 7
Multiple	14x14	Obs. Rm. Seats 9

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 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

Cristina Del Curto
 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

Demoskoepa S.r.l.

Via Porlezza, 16
 Milano Italy
 Ph. 39-06-8537521
 miranda@demoskoepa.it
 www.demoskoepa.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 Gregorio VII, 93
 Rome Italy
 Ph. 39-06-4555979/8
 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

Medi-Pragma S.r.l.

Via Vincenzo Lamaro, 51
 Rome Italy
 Ph. 39-06-84-55-51
 medipragma@medipragma.com
 www.medipragma.it
 Flaminia Scialpi
 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 Nomentana 134
 Rome Italy
 Ph. 39-06-844-881
 pragma@pragma-research.it
 www.pragma-research.it
 Leni Avataneo, Project Manager
 Location: Office building
 Distance from airport: miles, 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

Terbatas Str. 53-6
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

Norstat Latvia

Zemitana Street 2b
Riga Latvia
Ph. 371-6788-6210
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 9 miles, 20 minutes
1/1, 1/10R
Conference 16x19 Obs. Rm. Seats 4

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: miles, 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 (U.S.)
info@epimarketing.net
www.epimarketing.net
Ricardo Escobedo, President
Location: Office building
Distance from airport: 15 miles, 40 minutes
CL, 1/1, 1/10R, TK, VC
Multiple Obs. Rm. Seats 12
Multiple Obs. Rm. Seats 12
Multiple Obs. Rm. Seats 12

Ipsos Mexico

Santa Fe 94, Tower A, 7th Floor, Santa Fe Zedec
Mexico City 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. 52-55-5250-2799 or 512-828-7171 (US)
info@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
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 401-35
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: miles, 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

Norway

Norstat Norway HQ

Fridtjof Nansens Plass 2
Oslo Norway
Ph. 371-6788-6210
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 40 miles, 45 minutes
1/1, 1/10R, TK, WC
Conference 16x23 Obs. Rm. Seats 5
Conference 16x16 Obs. Rm. Seats 4

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 Chojnacka
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

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.

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, 1/1OR, 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
 Sandra Jimenez, COO
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/1OR, VC, WC
 Conference 13x10 Obs. Rm. Seats 10

Gaither International is a full-service marketing research company in the San Juan metro area in Puerto Rico. We have two in-house moderators with a combined qualitative research experience of over 25 years who have worked on focus groups, IDIs (consumer and corporate), observational techniques, ethnography, in-home and in-store studies, among others. We do our own recruiting and our facilities can accommodate full or mini-groups, one-on-one interviews, taste tests, concept testing and Web usability tests while the clients sit comfortably in our comfortable and spacious viewing room.

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, 1/1OR, 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

Bazis Group

M. Sibiryaka 58
 Ekaterinburg Russia
 Ph. 7-343-350-8358
 info@bazisgroup.com
 www.bazisgroup.com
 Location: Office building
 Distance from airport: miles, 30 minutes
 CL, 1/1, 1/1OR, WC
 Multiple 10x23 Obs. Rm. Seats 8

WorkLine Research

22 Zvenigorodskaya St. Office 233
 St. Petersburg Russia
 Ph. 7-812-600-3610
 workline@workline.ru
 www.workline.ru
 Natalia Georgieva, General Director
 Location: Office building
 Distance from airport: 19 miles, 90 minutes
 CL, 1/1OR, CUL, PUL, VC, WC
 Multiple 4x5 Obs. Rm. Seats 10
 Multiple 4x5 Obs. Rm. Seats 10

Singapore

Consulting Group - Asia Insight Pte. Ltd.

9 Tan Quee Lan Street
 #02-05 TanQueeLan Suites
 Singapore Singapore
 Ph. 65-6735-3788
 contact_us@asiainsight.com
 www.asiainsight.com
 Location: Free standing facility
 Distance from airport: 11 miles, 16 minutes
 1/1, 1/1OR, PUL
 Conference 17x13 Obs. Rm. Seats 15
 Living 14x12 Obs. Rm. Seats 10

Joshua Research Consultants Pte Ltd

1 Commonwealth Lane #08-31/32/33
 One Commonwealth
 Singapore Singapore
 Ph. 65-6876-7077
 info@joshuaresearch.com
 www.joshuaresearch.com
 Alan Tay, Executive Director
 Location: Office building
 Distance from airport: miles, 25 minutes
 1/1, 1/1OR, CUL
 Living 25x15 Obs. Rm. Seats 8
 Living 10x11 Obs. Rm. Seats 4
 Multiple 10x11 Obs. Rm. Seats 4

Kadence International

#11-01 RB Capital Building
 22 Malacca St
 Singapore Singapore
 Ph. 65-6372-8710
 singapore@kadence.com
 www.kadence.com
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, 1/1, 1/1OR, WC
 Conference 16x16 Obs. Rm. Seats 10

South Korea

ThinkUser Co., Ltd. (Korea)

Artizen Bldg., 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, 1/1OR, CUL, VC, WC
 Multiple 12x8 Obs. Rm. Seats 15
 Multiple 8x8 Obs. Rm. Seats 12
 Multiple 19x13 Obs. Rm. Seats 12
 Multiple 17x13 Obs. Rm. Seats 7
 Multiple 18x13 Obs. Rm. Seats 7

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, 1/1OR, 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
 sartinano@arpo.es
 www.arpo.es
 Silvia Artinano
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 CL, 1/1, 1/1OR, 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

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, WC
Conference 16x10 Obs. Rm. Seats 8
Conference 10x10 Obs. Rm. Seats 0

Block de Ideas

Av. Republica Argentina 24, 10-C
Edificio Torre de los Remedios
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

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

Castello Veintitres, S.L.

Calle Castello 23
Entrepantia
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, 1/10R, TK, PUL, VC, WC
Multiple 24x16 Obs. Rm. Seats 10
Multiple 24x12 Obs. Rm. Seats 5
Multiple 25x16 Obs. Rm. Seats 8

Estudio Silvia Roca Madrid

GOYA, 83 6 DCHA
Madrid Spain
Ph. 34-914-324-493
esr@estudiosilviaroca.es
www.estudiosilviaroca.com
Ivan Bautista, International Director
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/10R, TK, PUL, VC, WC
Multiple 30x18 Obs. Rm. Seats 15
Multiple 31x19 Obs. Rm. Seats 13
Multiple 24x15 Obs. Rm. Seats 6
Multiple 24x16 Obs. Rm. Seats 7
Multiple 24x17 Obs. Rm. Seats 7
Conference 24x15

Fieldwork, S.L.

Pelajo, 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, 1/10R
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, 1/10R, TK, VC, WC
Living 20x20 Obs. Rm. Seats 12
Living 16x13 Obs. Rm. Seats 8
Living 7x7 Obs. Rm. Seats 2
Living 7x7 Obs. Rm. Seats 2

Rosenthal Research

Marques de Campo Sagrado 24, 1, 1a
Barcelona Spain
Ph. 34-93-506-6006
jan_flehsig@rosenthal-research.com
www.rosenthal-research.com
Location: Office building
Distance from airport: 10 miles, 15 minutes
1/1, 1/10R, PUL, VC, WC
Multiple 23x13 Obs. Rm. Seats 6

Sweden**Norstat Sweden**

St Larsgatan 32B
Linköping Sweden
Ph. 371-6788-6210
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 23 miles, 25 minutes
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC
Conference 20x18 Obs. Rm. Seats 10
Multiple 15x16 Obs. Rm. Seats 7

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, 1/10R, 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
stephanielen@vow.com.tw
www.vow.com.tw
Location: Office building
Distance from airport: 50 miles, 40 minutes
1/1, 1/10R, VC
Conference 30x15 Obs. Rm. Seats 15

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
Diane Morgan, Facilities Director
Location: Free standing facility
Distance from airport: 5 miles, 20 minutes
CL, 1/1, 1/10R, 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

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.

Aspect Viewing Facilities - Manchester

3 Canal Street, The Village
Manchester United Kingdom
Ph. 44-161-242-7858
manchester@aspectviewingfacilities.com
www.aspectviewingfacilities.com
Deborah 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, Wilmslow
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. 44-20-8668-6168
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/viewingfacilities/AboutUs.asp
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

Kadence International

10 Valentine Place
London United Kingdom
Ph. +44-20-7620-8360
europe@kadence.com
www.kadence.com
Location: Office building
Distance from airport: 18 miles, 60 minutes
CL, 1/1, 1/10R, WC
Conference 25x15 Obs. Rm. Seats 8

Leeds Roundhay Research Centre

Roche House
452 Street Lane, Moortown
Leeds United Kingdom
Ph. 44-113-266-5440
roundhayresearch@btconnect.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

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
16x12 Obs. Rm. Seats 10

M3 Global Research and Studios (London)

Galena House, 8-30 Galena Road
London United Kingdom
Ph. 44-20-8741-6200
studio@eu.m3.com
http://research.m3.com
Caroline Powell, Business Manager
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 20x16 Obs. Rm. Seats 15
8x10

The Observatory Studios

45/46 Poland St.
London United Kingdom
Ph. 44-207-437-2823
michelle@theobservatorystudios.com
www.theobservatorystudios.com
Michelle Sivyer, 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. 44-20-7490-5944
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

Pi-Space

Custard Factory - Zellig, Gibb Street
Birmingham United Kingdom
Ph. 44-07795-311190
mary@pi-space.co.uk
www.pi-space.co.uk
Mary Bowen
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 7

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 Road
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: miles, 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: miles, 10 minutes
1/1, 1/10R
Multiple 15x12 Obs. Rm. Seats 8



The Research House

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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-Wilde, Managing 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

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(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-Wilde, Managing 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

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(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
Andrew Longley, Managing Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
1/1, 1/10R, TK, PUL

Sensory Dimensions/Sensory Visions

The Science & Technology Centre
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

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

60 Watt Research

4 West Maitland Street
Edinburgh United Kingdom
Ph. 44-131-513 9160 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

Summit Studios

2-4 Spring Bridge Mews, Spring Bridge Road
Ealing
London United Kingdom
Ph. 44-20-8840-2200
danielle@summitstudios.co.uk
www.summitstudios.co.uk
Danielle Francis
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

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TKO - Test Kitchen Obs.	AU - Auditorium

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

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

24-28 Bloomsbury Way
 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, 1/1OR, 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
 rhianna.baystead@thisiswork.co.uk
 www.12charlottomews.co.uk
 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
 Susan Brannan, Office Manager
 Location: Office building
 Distance from airport: 7 miles, 20 minutes
 CL, 1/1, 1/1OR, CUL, PUL, WC
 Conference 21x15 Obs. Rm. Seats 14
 Multiple 10x12 Obs. Rm. Seats 10
 Multiple 10x12 Obs. Rm. Seats 8
 Living 12x9 Obs. Rm. Seats 5

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 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

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, 1/1OR, CUL, WC
 Multiple 26x19 Obs. Rm. Seats 16
 Multiple 19x19 Obs. Rm. Seats 16
 Multiple 20x18 Obs. Rm. Seats 16
 Multiple 20x16 Obs. Rm. Seats 16
 Conference 19x19 Obs. Rm. Seats 16
 Multiple 19x19 Obs. Rm. Seats 16
 Multiple 10x10 Obs. Rm. Seats 3

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Wyoming Studios Watford UK

Windsor House
 204 Lower High Street
 Watford, Hertfordshire 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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 Calle 3A
 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, 1/1OR, TK, AU, VC, WC
 Conference 14x10 Obs. Rm. Seats 5
 Conference 18x18 Obs. Rm. Seats 12
 Conference 10x10 Obs. Rm. Seats 0
 Conference 10x9 Obs. Rm. Seats 0

StatMark Group, S.A.

Business Multicenter East, Libertador
 Nucleo A., Office 123A, Piso 12, Av Libertador
 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


Kadence International

6th Floor, Han Viet Tower
 203 Minh Khai Street
 Hai Ba Trung District, Hanoi Vietnam
 Ph. 84-8730-500 87
 vietnam@kadence.com
 www.kadence.com
 Location: Office building
 Distance from airport: 29 miles, 60 minutes
 1/1, 1/1OR, TK, WC
 Living 13x11 Obs. Rm. Seats 12
 Multiple 11x10 Obs. Rm. Seats 10

Kadence International

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 Ho Chi Minh City Vietnam
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 www.kadence.com
 Location: Office building
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 Multiple 13x11 Obs. Rm. Seats 14

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BEFORE YOU GO

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and parting words

●●● cover-to-cover

Facts, figures and insights from this month's issue

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Forty-three percent of global respondents admit they say things in text and e-mail that they would not say voice-to-voice or person-to-person.

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Simple summaries and descriptions of data are often superior to the fanciest model.

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VOC moves customer satisfaction measurement from simply descriptive to deeply prescriptive.



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This month, we will feature on our Facebook page all of the goodies we've collected and give it away to one lucky follower. If you'd like an opportunity to win, simply Like us on Facebook at facebook.com/QuirksMR.

Coming in the January Quirk's

●●● customer loyalty

Scribe CEO Rick Kieser looks at the value of integrating feedback from the various VOC platforms into marketing research efforts and argues that failure to integrate may result in MR being marginalized.

●●● usability research

Jerry Cole of The StarPoint Consulting Group writes on how contingent concept analysis can be used to develop effective menus for software program features and Web site content.

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