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# CONTENTS

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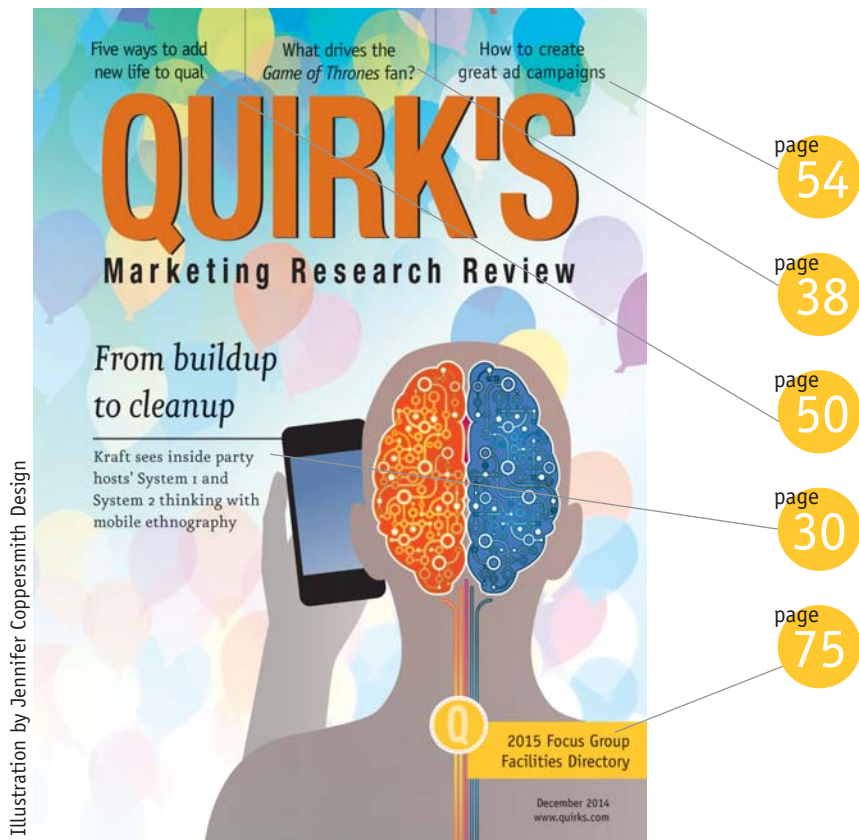


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## DEPARTMENTS

- 6 Click With Quirk's
- 8 In Case You Missed It...
- 14 Survey Monitor
- 20 Product and Service Update
- 66 Names of Note
- 69 Research Industry News
- 73 Calendar of Events
- 75 2015 Focus Group Facilities Directory
- 145 Index of Advertisers
- 146 Before You Go...

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## ON THE COVER



- 30 **From buildup to cleanup**  
Mobile ethnography let Kraft capture the highs and lows of party planning and hosting  
By Alex Hunt

## TECHNIQUES

- 34 **Community ed**  
In an MROC on the Affordable Care Act, participants and researchers alike learned from the group  
By Dawn Hunter and Jessica Bettelheim
- 38 **An immersive experience**  
Exploring the *Game of Thrones* audience using video-based ethnography  
By Kadley Gosselin and Ian Schulte

- 44 **Looking for a healthy dialogue**  
The costly impact of implicit questions in doctor-patient conversations  
By Kathryn Ticknor
- 50 **The value of being there**  
Five ways to breathe new life into qualitative research  
By Kelley Styring
- 54 **What makes a great campaign great?**  
The A-B-4Cs of winning advertising  
By James Forr

## COLUMNS

- 10 **Trade Talk**  
Mintel outlines four trends for 2015  
By Joseph Rydholm
- 26 **Qualitatively Speaking**  
What's ahead for online qual?  
By Jennifer Dale and Susan Abbott

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We currently offer more than 40 Webinars covering a range of topics. Looking for a place to start? We recommend two from the archive:

#### How Kraft's consumer insights and strategy team is working faster and more efficiently without sacrificing quality

In today's world, everything is moving faster and no matter what business you're in, you're expected to react quickly. With this changing environment and added pressures, Kraft's consumer insights and strategy team decided to take a step back and figure out how they could add the most value to their organization and their customers.

#### How different are they? Boomer vs. Millennial spending behaviors

While much has been made of the nuances between Millennials and Boomers, a deeper assessment of how these groups compare in their buying behaviors, requirements and priorities seems to be lacking. In this Webinar, Lesley Brooks and Jamie Myers from Radius GMR explore how Millennials and Boomers compare when it comes to spending on goods and services.

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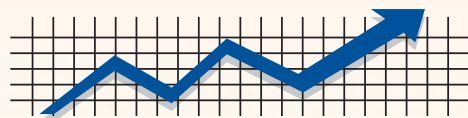
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## ●●● online research

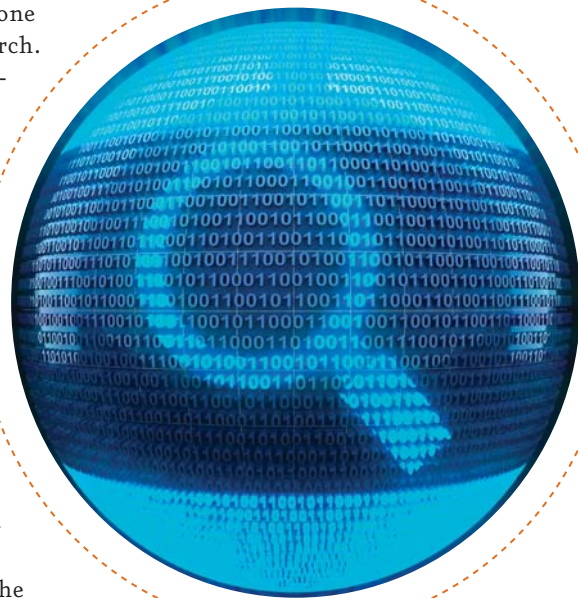
### Study finds what clicks in Web searches

In new research published in the *Journal of Marketing Research*, Kinshuk Jerath, Liye Ma and Young-Hoon Park used a dataset obtained from a search engine to analyze over 1.5 million user searches for more than a hundred keywords and paint a picture of user click patterns on search engines.

They found that, at the aggregate level, consumers' click activity is quite low, often clicking only one link after a keyword search. Furthermore, click activity is concentrated on the organic list, which accounts for 95 percent of clicks, rather than the list of sponsored results.

Interestingly, however, there is significant variation in these metrics across keywords, driven by different underlying compositions of consumers searching different keywords. Specifically, the popularity of a keyword, i.e., how often it is searched relative to other keywords, is an important indicator of consumers' clicking tendencies – the less popular a keyword is, the more a consumer clicks after searching it and the more likely those clicks are on sponsored links. This indicates that, as compared to more-popular keywords, less-popular keywords are searched by consumers who expend more effort in their search for information and are closer to a purchase, which makes them more targetable for sponsored search advertising.

These findings have implications for resource allocation for search-engine advertising. For instance, since lower-popularity keywords obtain a larger proportion of clicks on sponsored links than higher-popularity keywords, firms could get more efficiency from sponsored search advertising on lower-popularity keywords and from search engine optimization on higher-popularity keywords.



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## ●●● retail research

### Claire's opens shops in Toys "R" Us

Claire's, the tween accessories chain best known for its glittery barrettes, plans to open in-store shops at 12 Toys "R" Us (TRU) stores in the U.S. by the end of the year, reports Retailwire's Tom Ryan. The Claire's-branded shops have been tested for 18 months inside Toys "R" Us stores in Europe. They will feature Claire's distinctive purple signs and will sell the "hottest trending" assortment of jewelry, headbands, legwear, jewelry holders and other accessories found in Claire's standalone stores. Claire's branded shops will also be expanded to 100 Toys "R" Us stores in Europe.

The partnership exposes Toys "R" Us to the young fashionistas who shop Claire's while also exposing Claire's to a new customer and to the holiday traffic the toy chain enjoys.

Association with Claire's works toward TRU's objective of improving its appeal to tween girls, according to Sean McGowan, managing director of Equity Research for Needham & Co. "Selling Claire's merchandise probably makes it more appealing to a young consumer (or her mother) since it doesn't have the issue of being so closely associated with very young kids and babies," McGowan told MediaPost.



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# Mintel outlines four trends for 2015

With 2014 coming to a close, I read with interest some material we received from the Chicago research firm Mintel summarizing two of its analysts' takes on trends to watch in the new year.

Encompassing everything from the Internet of Things to evolving perceptions of gender, the trends are: Get Smart; My Wallet, My Way; Fight for Your Rights and Gender Agenda. Here's my mashup of some of the insights gleaned from Mintel's press release on the trends.

**Get Smart.** Smart devices – from watches to ceiling fans – appeal to consumers because they save time and money and offer the promise of convenience and control. Mintel's research finds that 59 percent of U.S. consumers are interested in using an app or Web site to control their home and four in 10 would like to buy technology products that easily connect to products they already have.

Going forward, Mintel says, data-collecting device manufacturers will invite companies to become analysis providers. The next stage will be for banks, grocers and doctors to do more to develop data relationships.

"In 2015 and beyond, we'll see smart devices advancing into new annexes," says Stacy Glasgow, Mintel's consumer trends consultant. "Consumers will demand that wearable technology offer more than the convenience of connectivity and provide personal devices that

are secure and fashionable."

**My Wallet, My Way.** Brick-and-mortar retailers have melded with the digital as more locations offer in-store pick-up for online orders and, on the other side, virtual-only services open physical stores. "The ability to get hands-on with what was formerly only virtual could gain more customers for these e-commerce retailers," says Glasgow.

Expanded Wi-Fi plans for trains, planes and even Uber-mobiles will ease the ability to shop while in transit and thus encourage more "click-and-collect" services, such as the grocery pick-up service being tested by Walmart. Shoppers also are open to new formats, with 32 percent of U.S. facial skincare users interested in products that can be purchased on the go, such as through a vending machine or kiosk. There's even opportunity in financial services, where 20 percent of Americans say they would engage with such companies on social media to get assistance with their account.

**Fight for Your Rights.** Consumers are now demanding more information, more responsibility and more accountability from companies and social media has made it easier and easier for them to gather and express themselves. Consumers also can exercise their rights at the cash register, purchasing only brands that align with their ideals on marriage equality, minimum wage or political party affiliations.

"The desire to sit-down-and-click to share one's thoughts will likely continue because consumers have begun to see the power these viral revolts can have," says



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Jenny Zegler, Mintel's trends analyst. "In 2014, 'clicktivism' forced companies to revise marketing campaigns, to reformulate ingredient statements or to simply acknowledge consumer sentiment.

"In 2015, companies globally will increasingly be forced to apologize, admit their mistakes and show a human face. Companies also may find themselves more eager to consult potential customers on their products, promotional campaigns and company policies," Zegler says.

**Gender Agenda.** Marketers must show that they understand consumers' modern perceptions of gender, namely that consumers are much more complex than the social constraints built around them. Retailers will need to take note that men are doing more shopping and spending more time on their personal appearance. Meanwhile, U.S. women ages 18-34 are more likely than men in the same age range to buy tickets to live sporting events (35 percent vs. 28 percent) and branded merchandise related to their favorite sports (22 percent vs. 16 percent). Brands from beauty and personal care to financial services must recognize consumers' individuality or prepare for consumer backlash if they stick to age-old archetypes. ①



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## // Survey Monitor



••• financial services research

### Millennials dig their mobile payments

I like to pay as I go

New research from GfK reveals vast age differences in U.S. attitudes toward mobile payments, with Generations Y and Z – often referred to as Millennials – twice as likely to view them as faster, easier or more efficient than other types of transactions. These younger U.S. consumers also show more confidence in the security of mobile payments – although Generations Y and X are actually more concerned than Baby Boomers about the possibility of a personal information breach via

mobile payments.

The new findings come from an in-depth look at mobile payments included in a GfK FutureBuy study, which tracks the convergence of digital and bricks-and-mortar activities in shopping across 15 product categories.

The research shows that, despite attitudinal differences, the generations are essentially the same in their use of mobile payments, which account for just 2 percent to 3 percent of all transactions in the U.S.

When asked if mobile payments are “easier,” “faster” or “more efficient,” 29 percent to 46 percent of Generations Y (ages 25 to 34) and Z (ages 18 to 24) agreed either com-

pletely or somewhat – compared to a range of 18 percent to 30 percent for Gen X (ages 35 to 49) and Baby Boomers (ages 50 to 68). And 38 percent of those in Gen Z said that mobile payments are more secure than other payment methods – compared to just 16 percent for Gen X and 12 percent for Boomers.

Overall, more than half (57 percent) of U.S. respondents agreed completely or somewhat that they are worried about the security of their personal information with mobile payments. In addition 42 percent said they found mobile payment technology “still clunky”; and 37 percent saw mobile payments as “more of a gimmick than a major way I pay.”

“While some view mobile payments as a solution in search of a need, our findings suggest that Millennials and even younger consumers will embrace mobile payment methods more and more,” says Tom Neri, executive vice president of GfK’s financial services team in North America. “This will accelerate store retail adoption – especially as devices such as wearables offer more convenience and sophisticated payment options. But, to encourage widespread acceptance, financial services companies and device makers will need to come to terms with consumers’ concerns about security and their sense that mobile payments may just be a gimmick.”

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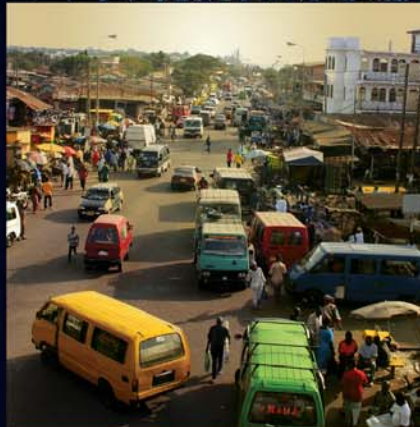


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●●● financial services  
**Americans report declining trust in banks**

Credit unions holding steady

With the increasing prevalence of online-only banks and the option of completing most transactions via the Internet at any institution, Americans have more choices than ever before when it comes to selecting a financial institution and deciding how to conduct their monetary transactions. But just how much trust do Americans have in these institutions? According to a Harris Poll, half of American adults (50 percent) say their trust in banks has declined over the past few years, though they are not alone as trust in other financial institutions, including Wall Street and mortgage lenders, shows declines as well (57 percent for each). However, only 18 percent of Americans say the same about credit unions. Nearly half (49 percent) state their trust in credit unions has remained consistent over the past few years.

Many factors have a great deal of influence on the trust Americans have for financial institutions. Personal experience tops this list, with 66 percent of Americans stat-

ing this factor has a great deal of influence on their level of trust. The quality of products and services, quality of customer care, and amount charged in fees all tie for next most influential, with 56 percent saying each of these have a great deal of influence.

Personal experience is particularly important for older generations. Matures, Baby Boomers and Gen Xers are all more likely than Millennials to say this factor has a great deal of influence on their trust (75 percent, 71 percent, and 69 percent vs. 56 percent, respectively).

At the bottom of this list, only one-fourth of Americans consider an institution's role in the community (24 percent) to be greatly influential, with even fewer greatly influenced by what they've read about them on social media (12 percent).

While still small percentages, both Millennials and Gen Xers are more likely to state social media has a great deal of influence on their level of trust (15 percent and 14 percent, respectively), compared with only 9 percent of Baby Boomers and 7 percent of matures.

Survey results suggest a financial institution's sphere of influence might inversely relate to Americans' trust in it, with a narrower area of influence correlating to a higher amount of trust. Local credit unions and local/community banks are the most trusted institutions, with over three-quarters of Americans having some or a great deal of trust in them (77 percent and 76 percent, respectively). Local branches of regional banks come in third, with 70 percent having at least some trust in them.

Local credit unions are more trusted by matures and Baby Boomers (85 percent and 83 percent, respectively), than by Gen Xers and Millennials (76 percent and 69 percent, respectively). The same is true for local branches of regional banks (77 percent matures and 74 percent Baby Boomers vs. 68 percent Gen

Xers and 66 percent Millennials).

Big national banks rank second to last, having the trust of only 50 percent of Americans. Meanwhile, 42 percent state they have no trust at all or very little trust in these institutions. However, a slightly larger percent (61 percent) trust local branches of these banks.

Online-only banks are seen as the least trustworthy, with only 39 percent of Americans having at least some trust and 47 percent having no or very little trust in them.

Younger generations (42 percent of both Millennials and Gen Xers) are more likely to trust online-only banks, compared with just 30 percent of matures.

There is also a regional divide. Those in the East and West are more likely to trust these institutions, compared with adults in both the Midwest and South (46 percent East, 44 percent West vs. 36 percent Midwest, 33 percent South).

So who do Americans choose? Despite big national banks being among the least trustworthy institutions, they retain the highest percentage of customers, with 45 percent of Americans stating they are a customer of one of these institutions.

Not surprisingly, those who are customers of a national bank are more likely to have at least some trust in these institutions, compared with those who are customers of a local/community bank, a local credit union, or a regional bank (63 percent vs. 46 percent, 44 percent and 52 percent, respectively).

Those in the West are more likely than those in other regions to be a customer of a big national bank (61 percent West vs. 43 percent South, 36 percent Midwest and 42 percent East).

Americans living in a rural location are less likely to be customers of big national banks, compared to those living in other locales (30 percent rural vs. 49 percent suburban and 52 percent urban).

One-third of Americans (33 per-



cent) are customers of a local credit union, with older generations more likely than Millennials to utilize them (39 percent matures, 38 percent Baby Boomers, 33 percent Gen Xers and 26 percent Millennials). One-in-10 Americans state they are customers of an online-only bank.

How Americans choose to conduct their financial transactions is largely dependent on the transaction type. When making a check or cash deposit, an in-person experience with a bank teller is the preferred method (49 percent and 54 percent, respectively). ATMs are favored by 58 percent of adults for cash withdrawals. An online experience through an automated portal is preferred by 56 percent of Americans when making a transfer between accounts.

Interestingly, most Americans prefer to phone it in when it comes to the rest of the financial transactions tested. For requesting a credit line increase, disputing a charge, cancelling a check, requesting a new card and reporting a lost or stolen card, speaking on the phone with a live person is the preferred method by the highest percentage of Americans (20 percent, 36 percent, 29 percent, 28 percent, and 46 percent, respectively).

This Harris Poll was conducted online, in English, within the U.S. between August 13 and 18, 2014, among 2,537 adults (aged 18 and over). Figures for age, sex, race/ethnicity, education, region and household income were weighted where necessary to bring them into line with their actual proportions in the population. Propensity score weighting was also used to adjust for respondents' propensity to be online.

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



## ●●● health care research Study outlines barriers to exercise for the disabled

Many forms of access  
present problems

About half of respondents with disabilities surveyed in the Pathways to Greater Inclusion of People with Disabilities Study note they are in good health but those with disabilities encounter many accessibility and adaptability constraints that negatively impact their ability to stay healthy, according to the study. Assembled by Kantar-owned Lightspeed in partnership with Chicago-based organization disABILITYincites using a sample of 5,000 people with disabilities, the study examines the segment's consumption behaviors, unmet needs due to accessibility challenges and other areas of focus.

For the 57 million adults in the U.S. with disabilities, there is limited access to the tools and information necessary to make healthy choices and the knowledge about how to prevent illness. "People with disabilities need and want health care and health programs for the same reasons as anyone else," says Lightspeed All Global's Amber Leila Esco, vice president business development U.S. "They want to stay well, lead full active lives and

be a part of the community. While their aspirations to stay healthy are the same as their able-bodied counterparts, the journey to get there is uniquely different and often lacks access and adaptability to their needs."

"Accessibility as it relates to health programs for people with disabilities extends far beyond ramps and lifts in hospitals and medical facilities to include better packaging and labeling of medications, accessible Websites, better phone and in-person support by health care professionals and insurance companies who interface with people with disabilities. It also includes adaptive exercise programs, better equipped fitness and wellness centers and informed staffs trained to address the specific needs of people with disabilities," says Tonya Deniz, disABILITYincites founder and executive director.

The study shows the more physically challenging the disability is, the less likely people with disabilities exercise. "Our research shows only half of people with disabilities exercised in the past 12 months and only 20 percent report having exercised 10 plus times in the past year," says Daniel S. Fitzgerald, Lightspeed's chief client and marketing officer. "People with mobility and/or dexterity difficulties, which includes people who use wheelchairs and scooters, are 66 percent less likely to exercise than people with cognitive disabilities, e.g., brain injuries, genetic disabilities, dyslexia, ADHD and other learning disabilities. Additionally people who are deaf or hard of hearing are 76 percent less likely to exercise than people with cognitive disabilities."

When asked about fitness clubs, gyms and other exercise facilities in terms of the physical environment (e.g., sufficient lighting, wide entry ways, ramps/elevators, available parking for people with disabilities, etc.) meeting their overall needs, only 42 percent of people with disabilities report feeling satisfied. The number drops to about one-third reporting feeling satisfied with these types of businesses when it comes to disability

awareness by business staff and Web accessibility, phone support and information access for people with disabilities.

People with disabilities are not a homogenous group and they vary in terms of their access needs, Deniz says. According to the study, people with vision, mobility and dexterity access needs are least satisfied with Web accessibility and phone support provided by fitness clubs and gyms. "Most Websites are not designed with an understanding about Web users with disabilities. As a result most Websites and Web software have accessibility barriers that make it difficult or impossible for many people with disabilities to use the Web," she says. [www.lightsspeedgmi.com](http://www.lightsspeedgmi.com)



## ●●● loyalty research Special shopping experiences can earn Millennial loyalty

Teach me to reach me

Research from LoyaltyOne, a Cincinnati firm, research shows that retailers should consider providing Millennials with a hands-on shopping experience by offering exclusive sessions with a consultant or expert in the field, as a way to motivate this high-value segment to shop more at their stores.

In a notable example from the U.S. consumer survey research conducted by LoyaltyOne in September 2014, 84 percent of Millennials (age 18-29) said that being able to redeem rewards/loyalty program points for a session or consultation with a chef or nutri-

tionist would motivate them to shop more with that grocer.

Millennials' interest around in-store sessions and consultations wasn't limited to grocery shopping. Here's how Millennials responded when asked about other retailers: 79 percent said a session with a stylist as a loyalty program benefit would entice them to shop more at the clothing store offering the session; 77 percent said a session with a technician or software expert would spur them to shop more at the electronics dealer; 68 percent said a session with a makeup artist would prompt them to shop more with the cosmetics retailer; 69 percent said a session with a plumber or electrician would motivate them to shop more with the home improvement or renovation store.

"Marketing to Millennials successfully will depend on how well retailers meet their unique needs," says Fred Thompson, LoyaltyOne retail practice leader. "Offering sessions with a consultant or expert in the field helps to develop a meaningful relationship between the retailer and shopper, which leads to increased engagement, loyalty and, ultimately, profitability."

Survey results showed that Millennials are not the only consumer segment motivated by expert session opportunities offered as loyalty program perks. Sixty-nine percent of the general population said an expert session with a chef or nutritionist would motivate them to shop more with the grocer offering the session. When broken out by gender, 72 percent of women said they'd be motivated by the chef or nutritionist session, versus 64 percent of men; 68 percent of women said they'd be motivated by a session with a plumber or electrician, versus 63 percent of men; 69 percent of men said they'd be motivated by a session with a technician or software expert, versus 67 percent of women.

The question about being able to redeem rewards/loyalty program points for expert sessions or consultations was part of a survey LoyaltyOne conducted of 1,034 U.S. consumers in September 2014. The survey's margin of error is +/-3.05. [www.loyaltyone.com](http://www.loyaltyone.com)



## ●●● advertising research Product placement can curb TV commercial audience loss

Potential for large benefit to \$600 billion ad industry

Coordinating product placement with advertising in the same television program can reduce audience loss over commercial breaks by 10 percent, according to a new study in the Articles in Advance section of *Marketing Science*, a journal of the Institute for Operations Research and the Management Sciences (INFORMS).

"Synergy or interference: The effect of product placement on commercial break audience decline" is by David A. Schweidel, associate professor of marketing at Goizueta Business School, Emory University; Natasha Zhang Foutz, assistant professor of marketing at McIntire School of Commerce, University of Virginia; and Robin J. Tanner, assistant professor of marketing at Wisconsin School of Business, University of Wisconsin-Madison.

"A 10 percent reduction in audience loss could generate substantial gains for networks and advertisers in the \$600 billion ad industry that routinely measures and competes for audience changes in terms of a tenth of a ratings point," says Foutz.

Using second-by-second audience tuning, product placement and advertising data provided by Kantar Media, the study finds that product placement affects the extent to which viewers tune away during subsequent commercials in the same television program. The authors reveal that this relationship

depends on the nature of the brands and products featured in the product placement and advertisement, as well as the timing of the advertisement relative to the product placement. The study finds that product placement from different categories and brands can contribute to increased audience loss during the first advertisement of a break, which may stem from general message fatigue.

This story reverses, however, when the product placement and advertising are conducted for the same brand. In particular, when the same product is featured in the placement and the ad, the audience loss during the ad decreases by 5 percent. The largest synergy between product placement and advertising occurs when the placement and ad feature the same brand but different categories, giving rise to a 10.8 percent reduction in audience loss. “The synergistic effects that we observe reveal that the strategic use of product placement can contribute to increased audience sizes during a brand’s subsequent commercials,” Tanner says. But reaping these benefits requires tight coordination between advertisers and the TV networks, especially as the synergies are lower when the placement and ad do not appear close together within the program.

The study also reveals that the synergistic benefits extend beyond the brand engaged in both product placement and advertising. That is, by reducing the audience loss during the first commercial of a break, the audience level for the remainder of the commercial break is higher. As a result, all subsequent advertisers in the same commercial break can benefit from the coordination of placement and advertising by the brand airing the first commercial. Networks also stand to benefit, because increased audience levels during commercials may make their programs more appealing for advertisers. Given these potential benefits, Schweidel suggests that networks should consider providing marketers with an incentive to better coordinate their placement and advertising activities.

“Ads can’t be effective if they’re not seen,” says Schweidel. “Our findings suggest that product placement efforts may offer two routes of effectiveness for marketers. One, as its own form of advertising, embedded within the program, and a second by increasing the reach of traditional television adver-

tising.” Based on the study findings, marketers may be in a better position to negotiate deals that include both product placement and advertising; networks might encourage such negotiations as the increased audience levels persist throughout the entire commercial break. Simply coordinating the timing of placements and commercials within the program can enable the same ad to reach a larger audience.



## ••• employment research He’s the boss – for now

### Gallup poll finds male bosses still preferred

Americans are still more likely to say they would prefer a male boss (33 percent) to a female boss (20 percent) in a new job, although 46 percent say it doesn’t make a difference to them. While women are more likely than men to say they would prefer a female boss, they are still more likely to say they would prefer a male boss overall, as reported by Rebecca Riffkin in Gallup’s *Women and the Workplace* article series.

These results are based on Gallup’s annual work and education poll, conducted August 7-10. In 1953, Gallup first asked Americans, “If you were taking a new job and had your choice of a boss, would you prefer to work for a man or a woman?” At that time, 66 percent of Americans said they preferred a male boss. Five percent said they preferred a female boss and 25 percent volunteered that it made no difference.

In an age when women are told to “lean in” to get positions of power at work, even women are more likely to prefer a male boss to a female boss.

However, women have historically been more likely than men to prefer a female boss, although support for preferring a female boss has grown among both groups over time. In 2014, 25 percent of women say they would prefer a female boss, compared with 14 percent of men.

The percentage of women who would prefer a female boss has never surpassed 30 percent. Currently, both genders would prefer a male boss, with 26 percent of men and 39 percent of women saying they would prefer a male boss if they were to take a new job. Men are more likely than women to say they have no preference – 58 percent mention this response, compared with 34 percent of women.

The survey indicates that 51 percent of working Americans currently have a male boss and 33 percent have a female boss. Those who have a female boss are more likely than those with a male boss to say they would prefer a female boss if they got a new job (27 percent vs. 15 percent, respectively).

As Gallup has previously noted, younger Americans are slightly more likely than older Americans to prefer a female boss; however, preference for a male boss is consistent between the two groups.

In June, *Fortune* reported that the number of female CEOs of Fortune 500 companies had reached an historic high, yet only 4.8 percent of this elite group are women. And while best-selling books like *Lean In* by Sheryl Sandberg push women to achieve their goals and focus on their careers, Americans’ views about wanting female bosses haven’t changed since Gallup began asking about them regularly in the 1980s. More Americans continue to prefer a male boss to a female boss – although, since 2002, the greatest percentage continue to say it does not make a difference to them. While the percentage who prefer a female boss has grown over the last 60 years, it has never passed 25 percent.

Results for this Gallup poll are based on telephone interviews conducted August 7-10, 2014, with a random sample of 1,032 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia. For results based on the total sample of national adults, the margin of sampling error is  $\pm 4$  percentage points at the 95 percent confidence level.

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

# Q

## IN FOCUS

### Product and Service Update

#### ●●● CRM research

### Study explores CRM's present, future

Includes case studies, vendor evals

**H**ypatia Research Group, Boston, has released its primary research study, Next Generation CRM: All About Business Process Excellence, which is designed to provide an analysis of how and why companies invest in tools for customer relationship management and engagement, along with vendor evaluations and ROI case studies. Hypatia Research surveyed 800 global executives directly involved with enterprise customer engagement initiatives, software usage and selection criteria. Only the 500 respondents who actually utilize, recommend, influence, hold budget or veto power over the purchase of CRM software were utilized in the analysis. Due diligence also included 1) CRM software vendor briefings, 2) product demonstration and 3) customer reference interviews. In certain cases, customer references and product demonstrations were obtained without vendor involvement through the firm's professional network.  
[www.hypatiaresearch.com](http://www.hypatiaresearch.com)



[quirks.com/articles/2014/20141204](http://quirks.com/articles/2014/20141204)

#### ●●● shopper insights

### Kinesis, Paradigm Sample partner for mobile purchase tracking

Will use Ideashifters app

**K**inesis Survey Technologies, Austin, Texas, has formed a technology partnership with



## KINESIS

mobile panel firm Paradigm Sample which will offer Kinesis Panel clients additional business models for monetizing their panels. Paradigm's Ideashifters app, which has been in use for more than three years, offers check-in and barcode scanning as well as geolocation capture and triggers, in addition to other functionality. The technology is geared toward tracking impulse purchases and instant consumables, such as beverages, for shorter-term diary projects as well as for building specialty panels based upon purchase patterns.

The two companies will provide custom support, integration and development services around the partnership, which will target retailers and their research partners. Research participants may be asked to scan or upload images of items that they purchase or consume, be invited to survey and community projects and participate in a variety of ways based upon location and other usage.

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

#### ●●● online research

### OMR Globus launches online platform

CATI, phone-to-Web

**E**xeter, U.K., research firm OMR Globus has launched an online platform, Q One, aimed at providing hosting, sampling and survey tools for each step of the data collection process. The Q One software is designed for use with online/offline fieldwork, qual and quant research and project management on a full-service or sample-only basis, as well as panel-building and management. It is also geared toward use with CATI and phone-to-Web interviewing.  
[www.omrglobus.com](http://www.omrglobus.com)

#### ●●● social media

### Twitter TV Ratings debuts from Kantar

Who's reading whose tweets?

**K**antar Media has launched its Kantar Twitter TV Ratings tool, designed to include new metrics such as unique Twitter authors, unique audiences (individuals who have viewed tweets about a program) and impressions (number of times a tweet or retweet about a program has been seen). These measures are aimed at expanding the existing metrics, which currently include the number of tweets and retweets about a program, the average number of tweets per minute and the highest volume of tweets per minute regard-

ing a program. In addition to these new metrics, Kantar Media has also developed a dashboard, Instar Social, that broadcasters, media agencies and advertisers can use to view and analyze data alongside their existing TV analysis tools. Instar Social will include a live, real-time leaderboard, providing a snapshot of the top tweeted programs as they happen, with the ability to drill down and view actual content of the tweets in real-time. [www.kantarmedia.co.uk](http://www.kantarmedia.co.uk)

### ●●● social media

## Hootsuite tool links companies to complaining customers

Social media teams can reach out

Hootsuite, Vancouver, Canada, is adding a tool to its social management platform designed to allow businesses to contact customers complaining on social media with the means to call its customer service personnel directly. The new feature aims to enable the company's social media team to publicly send a link to the customer, who can then access a page where a local support phone number or Skype ID is provided. The number is designed to link the customer to the company's customer service center, which has access to the original complaint. At press time, the tool was being tested, with rollout anticipated by the end of the year. [www.hootsuite.com](http://www.hootsuite.com)

### ●●● media research

## AOL launches analytics platform

Extends across all TV media environments

AOL, New York, has launched a targeting and analytics platform, designed to draw on its data management platform ONE and allow marketers to use their own data for targeting, planning, measurement and attribution across all TV media environments. The new platform also includes a viewership measurement, tRatio, which identifies how well each targeted network, time of day and program matches the marketer's target audience. The linear TV platform creates privacy-compliant anonymized customer profiles from advertisers' first-party data and then automatically compares those profiles to audience profiles of over 400,000 distinct TV program airings across the entire media landscape. <http://corp.aol.com>

### ●●● customer research

## App helps map customer journey

Looks at things done and not done

EthOS Labs, London, has launched a new smartphone app, Journey HQ, designed to record participants' behavior by enabling them to log notes on their decision-making process with photos, videos, audio and typed entries, along with recording the things they didn't do. The app is also designed to allow them to record their emotions at various stages. The Journey HQ software then feeds the data into a Web site, which records it in a customer journey timeline which can be further analyzed. [www.ethos-labs.com](http://www.ethos-labs.com)

### ●●● shopper research

## Ipsos offers biometric kiosks

Can measure heart rate, blood pressure

Paris researcher Ipsos has begun offering biometric kiosks in retail locations as part of its customers' advertising campaigns. The kiosks are designed to provide a quick and easy measurement of the emotional response of members of a consumer sample group to the client's advertising and marketing content. Chest belts and finger sensors measure heart rate and blood pressure while technical measurements are taken of facial expressions. <http://ipsos.com.au/ipsos-asi/biometrics-eye-tracking>

### ●●● social media

## Social semiotics looks for the what and the how

Helps brands filter online conversations

Waggle Dance Marketing Research, Phoenix, has launched a social media listening product, called social semiotics, designed to be an extension of the company's psychometrics-based consumer segmentation and brand strategy service. The new methodology is aimed at filtering online conversations to find topics of conversation relevant to the brand and discussions of how consumers perceive the brand, category or topic. The goal of social semiotics is to provide marketers with a clear and deep understanding of what consumers are saying about their brands and how to integrate the learning into brand strategy and tactics. <http://waggledance-marketing.com>

## ●●● disabilities research App translates conversations for hearing-impaired

Uses color to indicate each speaker

Berkeley, Calif., technology company Transcense has developed an app of the same name designed to translate conversations in real time so the deaf and hard-of-hearing can better follow group conversations with several people speaking at once. The platform aims to capture conversations from different voices and assigns them a color bubble, indicating who said what and allowing the deaf and hard-of-hearing person to read the conversations as they happen. [www.transcense.com](http://www.transcense.com)

## ●●● shopper insights Kinesis facilitates beaconing

Can link to other MR applications

Kinesis Survey Technologies, Austin, Texas, has added a set of research options to augment in-store beaconing via smartphones. Beacons typically deliver discounts or product information within a store or can request feedback from shoppers as they exit the store. Kinesis is enabling retailer apps or third-party apps that interact with beacons to be integrated with Kinesis software, aiming to allow partners to gain feedback via surveys, communities and other market research applications. Kinesis can be integrated to existing retailer apps, or to third-party apps that use beaconing to dispense coupons, provide shopper incentives

or provide enhanced product information. Additionally, Kinesis' panel management solution can be used to marry in-store activity with traditional research methodologies. [www.kinesissurvey.com](http://www.kinesissurvey.com)

## ●●● shopper insights Google expands Consumer Barometer tool

Analyze influence of video, devices

Google, San Francisco, has expanded its Consumer Barometer interactive tool, aiming to provide additional insights into the online behavior and digital media consumption of shoppers. The update is designed to allow selection of data from one or multiple countries, with vertical analysis providing statistics on the likelihood of consumers researching and purchasing online. Marketers will also be able to segment the data to analyze how online video influences purchase decisions, determine differences between generations of shoppers and review how often consumers are using multiple devices. [www.consumerbarometer.com](http://www.consumerbarometer.com)

## ●●● Briefly

■ Validateit, a market research company in Boca Raton, Fla., has launched its Validateit software, designed to provide businesses with guidance in product development and pricing by using surveys designed by market researchers and responses from 250 Google consumer surveys participants. Each survey is designed to incorporate 10 questions. The total cost is \$1,499 and includes a full analytical report delivered to your inbox. [www.validateit.com](http://www.validateit.com)

■ Chicago technology firm Quest

Innovation has launched QuickQuest, an online project management portal that provides research firms one tool to manage all of their qualitative projects, regardless of where the project takes place or the number of recruiting agencies. The portal is geared toward handling incidence reports, respondent profiles, project documents and updates in real time. [www.quickquest.net](http://www.quickquest.net)

■ Waltham, Mass., research firm Invoke has launched its research platform, Large-Scale Focus Groups, which allows clients to conduct live 30-minute group sessions with up to 100 people for a standard cost of \$10,000. [www.invoke.com](http://www.invoke.com)

■ The NPD Group, Port Washington, N.Y., has launched a new wearables advisory service, designed to offer consumer panel-based reporting, U.S. point-of-sale data with analysis from NPD staff and qualitative reports. The research will be complemented by Canadian consumer-based reports. [www.npd.com](http://www.npd.com)

■ The Interactive Advertising Bureau (IAB), New York, has released What Works & Why: IAB Global Insights Report, which highlights selected award-winning digital campaigns from around the world. The report includes commentary from digital creatives, brand leaders and publishers in campaign case studies aimed at brand-building, audiences, mobile, video and new technologies. [www.iab.net/globalinsightsreport.com](http://www.iab.net/globalinsightsreport.com)

■ San Francisco software firm Zendesk Inc. has launched its built-in Net Promoter Score (NPS) platform, which allows companies to measure and analyze customer loyalty and feedback while using the same customer service platform used to support and interact with customers. The customers' NPS ratings and comments are displayed on their user profiles in Zendesk, alerting the customer service team

if the customers are Promoters or Detractors and allowing them to tailor their conversation accordingly.  
[www.zendesk.com](http://www.zendesk.com)

■ Qualtrics, a Provo, Utah, software firm, has integrated Qualtrics Panel Management into its Research Suite. The product is designed to help with panel recruitment, management and incentive administration. It also lets market researchers control contact frequency, enforce opt-outs and build respondent profiles.  
[www.qualtrics.com/panel-management](http://www.qualtrics.com/panel-management)

■ In Palo Alto, Calif., SurveyMonkey has partnered with fellow Internet company Salesforce, San Francisco, to release a new app, SurveyMonkey for Salesforce, designed to allow users to send and analyze surveys from within the Salesforce platform. It is currently available on the Salesforce Web site.  
[www.surveymonkey.com/mp/salesforce-integration](http://www.surveymonkey.com/mp/salesforce-integration)

■ Researchers at Aarhus University, Aarhus, Denmark, have developed an artificial tongue with nanosensors which can evaluate wine by examining how the wine tannins would hit a person's flavor sensors. The researchers say that the technique is not new but the sensor, which is based on surface plasmon resonance, is new. They point out that the nanosensor is free from the personal preferences of a human critic

and see the science behind the artificial tongue being used to develop targeted medicine or for diagnostic uses.  
[www.au.dk/en](http://www.au.dk/en)

■ Navigant, a Chicago management company, has opened the Navigant Center for Healthcare Research and Policy Analysis, to serve as a non-partisan resource center providing insights on how changing health policy and markets are affecting the U.S. health care system.  
[www.navigant.com](http://www.navigant.com)

■ Iselin, N.J.-based researcher Schlesinger Associates has launched its Advisors by Schlesinger service, connecting health care knowledge-seekers with vetted experts and facilitating one-on-one consultations. Clinicians, managed care decision makers, payers and administrators are examples of the types of advisors available to clients.  
[www.schlesingerassociates.com](http://www.schlesingerassociates.com)

■ San Francisco-based social network Pinterest will expand its Promoted Pins service to allow advertisers to add a tracking pixel to their Promoted Pins as well as on their own Web site to measure the clicks and conversions of the Pin. The service will also enable advertisers to match Promoted Pins to specific user groups, although Pinterest users can opt out of this targeting by updating

their account settings.  
<http://business.pinterest.com/en/promoted-pins>

■ Zoho, a San Francisco software firm, has released CRM Plus, a platform that provides a holistic customer experience by integrating marketing, sales and support software along with adding Web analytics and social capabilities.  
[www.zoho.com/crm/crmplus](http://www.zoho.com/crm/crmplus)

■ New York business information firm Dun & Bradstreet has partnered with Lattice Engines, a San Mateo, Calif., software firm. Lattice Engines offers applications designed to combine data on buying signals with predictive analytics to help clients increase conversion rates. Plans to merge this platform with Dun & Bradstreet's commercial database are aimed at giving clients the ability to identify customers most likely to make a purchase.  
[www.lattice-engines.com](http://www.lattice-engines.com)

■ Malaysia media group Astro has agreed to manage the audience measurement service of Paris researcher Kantar Media. Astro will collect and analyze information from 80,000 IPTV boxes in Malaysian homes and 4,000 homes from Kantar's Worldpanel of Malaysian households.  
[www.astro.com.my](http://www.astro.com.my)

■ Google is adding the ability to post interactive polls on its Google+ profiles



**4sight Market Research**  
 is a minority woman-owned strategic marketing and communications research firm  
[www.4sightmarketresearch.com](http://www.4sightmarketresearch.com)

Nationally recognized African-American moderator with expertise in multicultural and multigenerational qualitative research.

Industry experience includes: healthcare, financial services, education and emerging technologies.

Types of research conducted include positioning and branding studies, communications and message testing, communications campaign effectiveness evaluation studies, brainstorming and ideation sessions, new product development.

and pages. The feature will first roll out for Android devices and the Web, followed by the iOS edition. Once the feature is live, Google+ members will see the option to insert a poll in the post composition window, creating a question with up to five answer options and images if desired.

<http://googleappsupdates.blogspot.com>

■ German software firm cluetec has released an updated version of its mobile offline survey software, mQuest 10.0. The new version includes more types of questions and enhanced options for displaying questions.

[www.cluetec.eu](http://www.cluetec.eu)

■ London marketing firm Dunnhumby has launched its Behavioral Attitudinal Research tool to allow companies and brands to conduct research among their current customers by sending a survey through an online portal. The recipients will be volunteers in dunnhumby's Shopper Thoughts research panel.

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

■ SensoMotoric Instruments, a technology firm in Brandenburg, Germany, has launched a redesigned headgear for its wireless eye tracking glasses. The new Natural Gaze design is geared to providing slimmer glasses that allow greater peripheral and stereoscopic view.

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

■ In New York, IBM has opened a Watson Group headquarters for the 600 staff of its self-service analytics division, along with five Watson Client Experience Centers for client support and training in Dublin; London; Melbourne, Australia; Sao Paulo and Singapore.

■ Tokyo-based Research Panel Asia has launched proprietary panels in Thailand and Malaysia.

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

■ Computer Market Research, San Diego, has expanded its MioDatos platform with a referral manage-

ment feature called MyReferralIndex, designed to allow businesses to send surveys to contacts in their database. Analysis of the survey results provides an overall score, showing which customers responded most positively.

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

■ Palo Alto, Calif., software firm Slice has launched an analytics business, Slice Intelligence, which utilizes a panel of more than 2 million online shoppers.

[www.intelligence.slice.com](http://www.intelligence.slice.com)

■ Transactis, Liverpool, U.K., technology company, has established TRADE, a fraud and loss prevention coalition, to serve as a clearinghouse for transactional and consumer insight data. The data collection can enable retailers to detect fraud attempts as well as authenticate genuine customers with legitimate claims for lost items and other order problems.

[www.transactis.co.uk](http://www.transactis.co.uk)

■ Boston software firm Lexalytics has partnered with eDigitalResearch, Southampton, U.K., to develop a text analytics tool that merges Lexalytics' Saliency program and eDigital's HUB system.

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

■ New York technology company PlaceIQ has partnered with Portland, Ore., researcher Rentrak to create PIQ Primetime, which combines location information with television viewing data. The system has been tested with major league baseball games to target ads to baseball viewers.

[www.placeiq.com/products/piq-primetime](http://www.placeiq.com/products/piq-primetime)

■ London research firm Kantar Worldpanel ComTech has launched a new consumer panel in Russia, which includes 10,000 participants and covers smartphone sales, usage, loyalty and carriers. The panel is geared for first results being available in January 2015. The company also plans to expand its

China panel by 50 percent, reaching 22,000 consumers.

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

■ New York software firm Telmar has launched SurveyTime, a tool to enable planners to pull data from multiple sources of any size, including syndicated, proprietary or integrated sources and then convert it into presentations in real time.

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

■ Boston software firm Skyhook Wireless has launched its Context Accelerator software, which lets developers use mobile-location more easily and to provide more personalized and context-specific experiences to improve engagement, relevance and app-user retention.

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

■ Google has updated its Forms online survey product, adding a menu search box and new customization features for questions, such as randomizing their order or limiting the number of responses. The user can also opt for a short URL.

[www.google.com/forms](http://www.google.com/forms)

■ San Francisco software company Marketo Inc. has launched its Marketo Institute, a research center designed to provide marketers with insights based on aggregate, anonymous data from derived from previous marketing campaigns which used Marketo as a system of record.

[www.marketo.com/about/marketo-institute](http://www.marketo.com/about/marketo-institute)

■ GfK MRI and modeling and analytics provider Santiago Solutions Group have partnered to launch a health and wellness-based analysis tool, SSG Wellness Spectrum. The tool is designed to calculate a wellness score based on attitude and behavioral factors and will be used to provide a score for each of the 150,000 consumers in the GfK MRI single-source database. The scores can be analyzed by various characteristics and can be integrated with third-party databases and prospect lists.

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





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# What's ahead for online qual?

| By Jennifer Dale and Susan Abbott

## snapshot

In an excerpt from their new book *Qual-Online, The Essential Guide*, Jennifer Dale and Susan Abbott examine some trends in online qualitative.

Online qualitative has had an interesting past, starting with the bulletin board systems and public chat rooms that were the first platforms used. We think the future for online qualitative is bright and the journey will continue. Forecasting the future is an activity fraught with risk but we do see some clear trends.

**Imagery.** Qualitative practitioners know that the human brain often thinks in metaphor and we can use images to tap into different kinds of thinking. Current online tools have good imagery capabilities but we see these continuing to grow and expand. Social networks that are built around imagery have been tremendously popular and new ones continue to pop up, e.g., Instagram, Pinterest, Vine and Snapchat. While some brave pioneers have used platforms like Pinterest and Facebook directly for research, most researchers will want these capabilities integrated with, or recreated inside, a secure professional platform.

**Hybrid studies.** The online-offline study design has been in use for a while, bringing people together online for some portions of the research and bringing them together face-to-face for other portions. We anticipate more hybrid studies, particularly for advance preparation work, aka homework assignments. But we also see more potential for real-time and extended hybrids in various forms; for example, an extended community that also has live chat sessions.

As consumers continue to be more comfortable with technology of all kinds, there is less worry about confusing people with multiple

response modalities. Several methods can be brought together to get the best strengths of each. For example, live chat can be used to run a brainstorming session and then an ideation platform can be used to develop and evaluate the beginning ideas.

Another hybrid trend that hasn't waned is tackling both quantitative and qualitative objectives in a single study. Eight chat groups, each with 16 participants, will not only provide rich qualitative insights but also could collect a sizeable amount of data among the same participants by posting the same survey on the whiteboard for each group.

**New recruiting approaches.** Recruiting is another part of the qualitative research process to become the target of innovation. Faster recruiting into studies can be readily enabled with online and mobile access methods combined with a panel database. Some of these research panels operate almost like social media, with invitations to participate pushed into an online "community" where interested individuals can respond. These environments will need to be evaluated against the same criteria used with quantitative access panels now, of course, e.g., how fresh is the participant pool, etc.

**Extended small communities.** The scope and scale of large communities are barriers to using community approaches for some clients. However, a clever researcher can find ways to engage a smaller group over time. We are hearing about more extended communities being done with 25 or fewer individuals, which may not be robust enough for a global brand but can deliver phased insights for smaller organizations using iterative innovation approaches.



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### More ideation and co-creation.

In addition to the smaller extended communities, we expect to see more organizations embrace the idea of a consumer advisory board – a community of pre-screened customers that becomes involved in the creation and development of ideas in the spirit of co-creation. While large global brands have led the way in this area with popular crowdsourcing studies, we see consumers becoming more involved in extended innovation projects using online methodologies.

**Crowdsourcing.** Crowdsourcing as a method of qualitative insight is still finding its place in the toolkit. It has materialized in several forms and applications and new crowdsourcing platforms are being offered as an alternative method for finding insights. The applications of crowdsourcing that seem proven in the marketplace can involve significant rewards for a significant amount of work, e.g., InnoCentive, or a share of the profits, e.g., Quirky.

**Mobile.** We will stop talking about mobile soon because mobile ac-

cess will be so pervasive that it will be assumed as an essential access point. That may be overstating the case somewhat, because we still envision people using a wide variety of devices, including the sturdy desktop and laptop, for some time to come. We don't really see mobile as a methodology; rather, we see it as an access mode. It's just another gateway into the city of insights, incorporated into real-time or extended-time projects, using a wide variety of communication modalities.

**Clients.** While some clients still seem to see online methodologies as an alternative, rather than as an option to be considered on every project, the future tide is rising. We know that client engagement in real-time projects is strong, yet in extended projects can be a challenge. Real-time is live and immediate, just like in-person research. Researchers are continuing to evolve ways to engage client teams effectively in extended projects. As more clients experience the depth of insights possible, we believe they

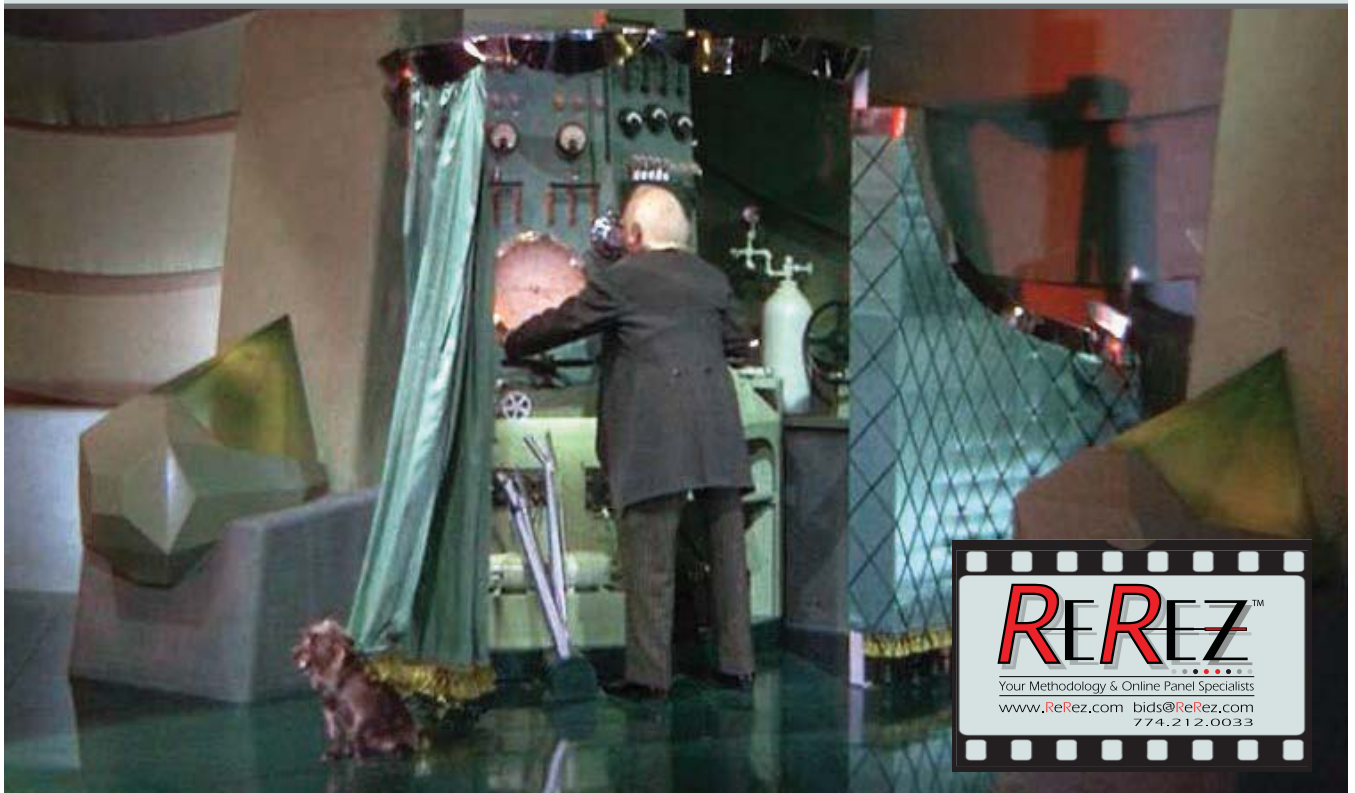
will be as excited as we are about the power and flexibility of all the online qual approaches.

### A last word

As our ways of traveling through the city of insights become ever more diverse, one thing is crystal clear from our point of view: It's not about the technology. All the tools are servants of insight and need a thoughtful and creative research brain to operate them. It is you, the inquisitive researcher, who holds the key to running successful online qual studies – making the journey interesting, avoiding the potholes and ensuring your client arrives safely to the destination. We encourage you to explore the city of insights, find new routes of interest and expand your world! 📍

Jennifer Dale is president and CEO of InsideHeads. Susan Abbott is president of Abbott Research + Consulting and co-founder of the Think Global Qualitative alliance. Their book, *Qual-Online, The Essential Guide*, is published by Paramount Market Publishing ([www.paramountbooks.com](http://www.paramountbooks.com)).

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# From buildup to cleanup

Mobile ethnography let Kraft capture the highs and lows of party planning and hosting

| By Alex Hunt

## snapshot

Kraft used mobile ethnography to better understand what it's like to host a party in one's home and came away with 16 themes around entertaining as well as a variety of opportunity areas for new product innovation.

In our increasingly digital world – where one fifth of the world's population now owns a smartphone, according to BI Intelligence – mobile research can connect brands with consumers in ways previously unattainable. It fosters a clear connection to consumers at any time and any place – even in far-flung places and at times that were previously off the grid and thus off-limits to researchers.

It's easy to get caught up in the excitement of the mobile technology, with its steep growth trajectory and revolutionary capabilities announced at an ever-increasing pace. The problem is, these exhilarating developments tend to both impress and confound researchers.

Rather than reassess the traditional research model and its rational interpretation of human behavior, it's all too easy to just tack the newest technology on top of a familiar approach and feel like change is happening. But it's not. Taking advantage of technology requires adoption of a new research framework and model for consumer understanding.

Recent learnings in the behavioral sciences – arguably just as impactful as new technological advances – have produced a System 1 framework that can be applied to all research – mobile or otherwise – to great benefit.

In his groundbreaking book, *Thinking Fast and Slow*, Nobel Prize-winning psychologist Daniel Kahneman posited that the human mind contains two systems of thinking that influence our judgments and decisions: fast, emotional System 1 and slow, considered System 2. Most of our decisions are System 1; System 1 can then provide convincing justification for said decisions if called upon to do so.

In essence, according to Kahneman, humans are unreliable witnesses to their own behavior. The more you ask them to explain, the less reliable their answers.

So what does this have to do with market research? Well,



[quirks.com/articles/2014/20141206](http://quirks.com/articles/2014/20141206)



of people – who each come with their individual set of expectations related to food,” says Project Lead Nancy Luna, Front End Innovation and Trends at Kraft Foods. “We wanted to see how we could use technology to follow hosts along their entire entertaining journey. Mobile ethnography allowed us to capture more of those moments, pain points and emotions than a traditional approach would have. And, even better, we could observe more consumers across the country rather than just a few markets.”

“The starting point for research, for us, wasn’t technology – it’s how we could answer objectives by incorporating what we know about human behavior. The technology is by and large useless unless there is a framework in place to understand the data it generates,” says Claudia Del Lucchese, packaging insights manager, Mondelēz International (previously at Kraft).

On behalf of Kraft, Luna and Del Lucchese approached BrainJuicer to help uncover new consumer insights related to self-catered in-home entertaining in order to identify opportunity areas for new product innovation across business units. Mobile ethnographic research, Kraft reasoned, would get them closest to these insights.

“We know that entertaining is messy, dirty and difficult,” says Del Lucchese. “Unfortunately, the more you ask people to explain a party, the less reliable the answers become. They want to embody the role of the ‘perfect host’ or the ‘perfect hostess’ and tend to misreport or leave out details that may undermine that image. We wanted to capture the ‘ugly’ truth – to delve deeper and understand their experience in a very real, hands-on way.”

A traditional ethnographic approach, however, has its limitations; it’s often expensive, not scalable, the observation period is limited and the mere presence of an ethnographic researcher can influence the consumer subject. Kraft was interested in piloting a new approach that brought in both new technology and new understandings of human behavior.

BrainJuicer recommended its mobile ethnographic approach as a way to observe and identify consumers’ behaviors through the connection to their own mobile device. With the capacity for 24/7 observation with minimal intrusion, it would provide a different and more real insight into the party host’s

direct-response research often puts respondents into a situation where it actively encourages them to think through their answers, engaging their System 2 processing by asking them to actively recall past behavior and project preferences between artificial choices. In real-life contexts, however, consumer decisions can be – and often are – very different.

The implication is that we need a kind of research that can better understand decision-making – one which is more observational and experimental in nature and minimizes direct response. Mobile research, with its “watch and listen” approach, is just that.

It can yield deeper, more honest in-the-moment insight into what people feel and do than the traditional question-and-answer approach. There is less of the consumer bias that naturally occurs with self-reporting techniques and it allows researchers to make sense of consumer behavior through three distinct behavioral lenses: environmental, social and personal.

It’s essential to remember, though, that human behavior is the starting point for research; mobile technology can bring research into the actual context and moments of our lives, allowing more immediate capture of the emotional aspects behind the behavior.

### **Integrated System 1 thinking with mobile ethnography**

Kraft Foods, known for powerhouse grocery brands, is one company that has used this approach to great success. Looking to better understand how consumers feel about the self-catered entertaining process, Kraft partnered with research agency BrainJuicer for a study that integrated System 1 thinking with mobile ethnography.

“For our consumers, their relationship with food – and its role in their lives – is very emotional. This is especially true when they are entertaining. They are trying to impress and satisfy a number

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world – with their behaviors, frustrations, wants and needs grounded in genuine context.

“For this Kraft study, entertainment was the perfect fit for mobile,” says Luna. “But even more importantly, it’s a very emotional experience overall. Only by observing and uncovering System 1 influences – in this case, the entertaining space, the social interactions that take place and participants’ personal hopes and fears for the event and food – could we understand the data in a truly meaningful way.”

### Capture a diverse pool of respondents

BrainJuicer opted to recruit through Craigslist, with the ad strategically placed on different regional boards to allow for geographic spread and to capture a diverse pool of respondents. The ad called for participants who were to host a self-catered entertaining event within the next two weeks and would be willing to participate in a photo and video-based mobile ethnography study that captured all stages of the entertaining process.

The non-traditional recruitment medium, which captured 150 applicants, allowed Kraft to gain greater coverage than it would have otherwise – in both geographic reach and entertaining events represented. Ultimately, 28 participants from 13 states were chosen, serving 28 different meal types, spanning event types from hanging out with friends to a three-year-old’s birthday party.

After a warm-up and introductory task, each participant was asked to document event preparation and shopping, the day of the event and the cleanup through their smartphone. Each was empowered to be the ethnographer of his or her own story.

“In a traditional approach, it would be impractical for an ethnographer to observe a participant for the entire process – from the buildup, planning, shopping and prep to the actual party and subsequent cleanup,” says Del Lucchese. “It would be both time- and cost-prohibitive and wouldn’t capture every

experience in-the-moment, as mobile ethnography allows. Even if there were the time and budget and the ethnographer were vigilant in his observation, the simple truth remains – it’s not a scalable operation. Mobile ethnography is.”

Mobile ethnography also allows for dynamic observation, affords greater flexibility within a study and provides opportunities for real human situations to play out and, ultimately, become fodder for further interpretation. For example, during the Kraft study, one participant’s guest of honor cancelled at the last minute and the participant contacted BrainJuicer in a panic, concerned that he would have to drop out. If this were a traditional ethnography study, that surely would have been the case. However, due to the flexible nature of this project, the participant was able to remain in the study, postponed the event and Kraft ultimately benefited by gaining insight into what happens when an event is postponed – how the unused food was stored as well as what was kept and what was tossed.

Because the study was run in late October/early November – with the self-catered events acting almost as a dry run to the biggest U.S. entertaining event of the year – Thanksgiving – Kraft saw value in bringing back some participants to take them through Thanksgiving preparations, yielding further insights. Thanksgiving, a real extreme in terms of social and ritual convention, ultimately provided a more structured entertaining experience to both supplement and contrast the events captured in the first round of the study.

### Wide-ranging and revealing content

Kraft received wide-ranging and revealing in-the-moment content from the consumer participants, tagged by BrainJuicer against its behavioral model to provide a framework for analyzing and bringing that understanding to life in the form of visual stimuli.

“As you might expect, we learned that entertaining can be an incred-



ibly stressful yet rewarding event for hosts,” Luna says. “Like technology, cultural norms, conventions and expectations for entertaining are changing. Mobile certainly gave us a window into our consumers’ world, but it was viewing their actions through a behavioral lens that really brought their frustrations, aspirations and needs to life.”

Ultimately, the study enabled Kraft to map the entire entertaining landscape. It revealed 16 themes around it, and for each theme, uncovered new consumer insights as well as opportunity areas for new product innovation.

Kraft has been using the insights as a library of reference for future questions that crop up around the entertaining process that can be used across its portfolio of brands. Aside from the resulting insights, Kraft also gained access to the physical data amassed throughout the study – in this case, 1,000 pieces of content spanning video, pictures and text.

### Can get in the way

Like any collection technique, mobile ethnography does have its limitations. Whereas we often think of technology giving us unfettered access, it can also get in the way in terms of data collection and quality.

“With party entertainers, especially, who tend to need many more hands than their given two, it can be difficult to work a mobile phone into the mix,” says Del Lucchese. “When a host’s hands are coated in cake batter or, later, dish soap, capturing the moment is just not a viable possibility – limiting data collection to more ‘before and after’ updates.”

Also, in the absence of an ethnographer, who makes observations in context, the researcher, instead, has to anticipate relevant data collection points and structure tasks around these beforehand. Additional probing, too, happens after the fact, and is based on a participant’s recall, rather than the ethnographer’s observation. Finally, the project’s team is distanced from the research until the findings are shared.

Despite these limitations, mobile – if coupled with a behavioral

framework – is an essential tool to round out, and potentially even rework, the modern researcher’s toolkit. It will help researchers move away from the question-and-answer approach toward a watch-and-listen approach and brings the industry closer to the ideal: research in a world without questions.

By empowering consumers to set the agenda for the research, we provide a context in which consumers let the researchers and brand behind the façade they present not

only to the outside world but also to traditional market research methods and, crucially, to themselves.

This is where we start. ①

Based in Chicago, Alex Hunt is executive vice president, Western region, at BrainJuicer, a London research firm. He can be reached at [alex.hunt@brainjuicer.com](mailto:alex.hunt@brainjuicer.com). The author wishes to thank Nancy Luna of Kraft Foods and Claudia Del Lucchese of Mondelēz International for their valued input on this article.



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●●● research communities

# Community ed

In an MROC on the Affordable Care Act, participants and researchers alike learned from the group

| By Dawn Hunter and Jessica Bettelheim

## snapshot

The authors use an example of a market research online community (MROC) of uninsured consumers shopping for health insurance to explore the types of immediate and longitudinal insights MROCs can generate.

Over the last decade, the use of market research online communities (MROCs) has gained steady traction, offering a research methodology that has the potential to cost-effectively produce rich and valuable insight over an extended period of time. Though MROCs are generally seen as a qualitative research method, it is perhaps more appropriate to view them as a vehicle for a robust, mixed-method approach. Depending on how the community is designed and the types of activities that take place within it, researchers can facilitate online conversations, discussion boards and image sharing as well as surveys of varying length to gather quantitative data, from an entire group or subset of participants.

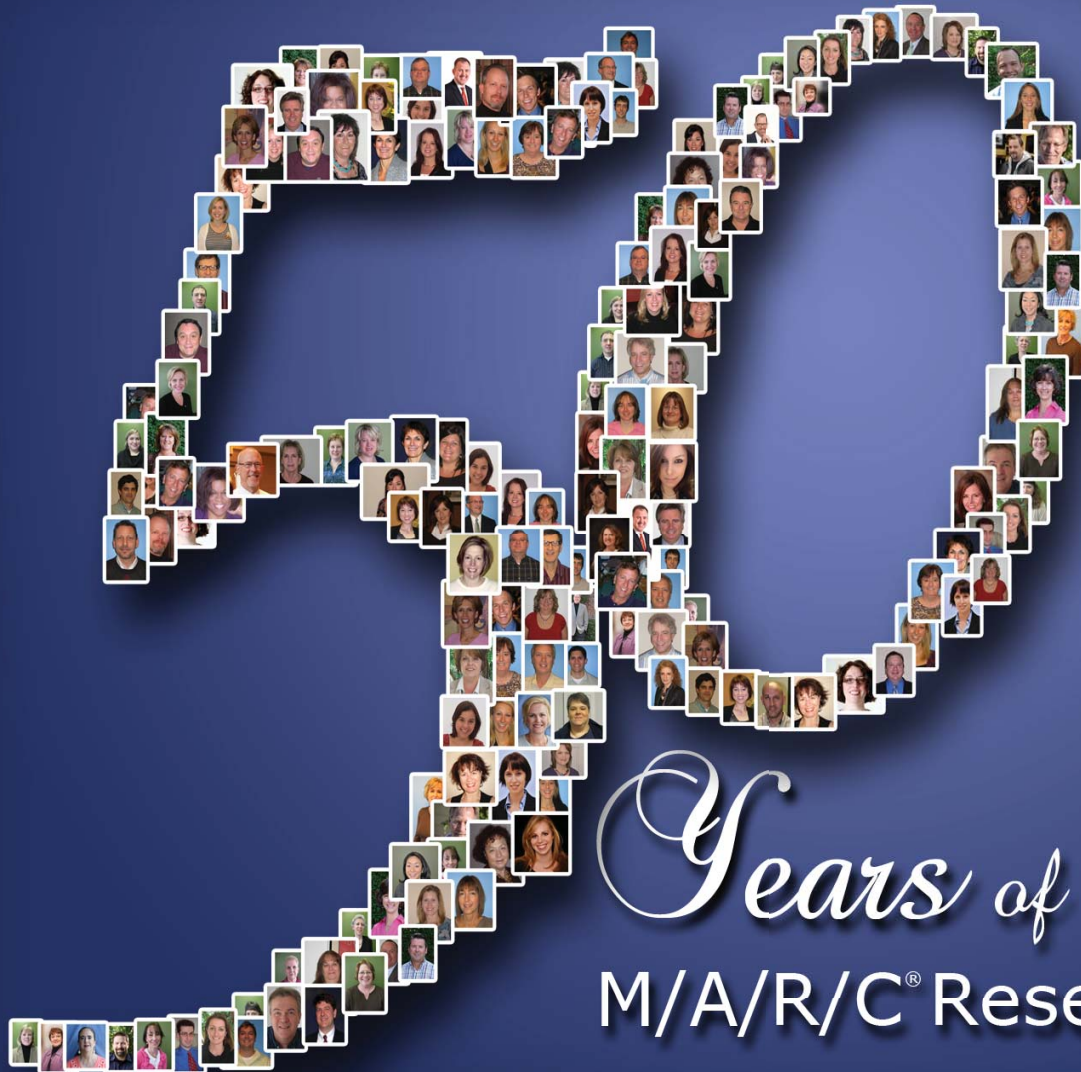
MROCs, while designed to replicate the kind of online conversations people might otherwise have through social networks (such as Facebook), have the added feature of gathering people with a vested interest in conversing on a similar topic. MROCs, therefore, can serve

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as an ideal platform for companies to directly interact with customers, as research on product and advertisement testing also engages the consumer directly. Many, if not most, of the MROCs employed today and written about publicly are private, branded communities comprised of participants recruited from a company's own database or from a panel of respondents who have stated experience using specific brands or products. In this way, companies gain rich insights from their current customer base and feedback on existing and future products.

In this article, we provide a unique take on MROCs and share an experience outside of the traditional brand-sponsored community with a population not previously studied in this manner: uninsured consumers shopping for health insurance during the implementation of the landmark Affordable Care Act (ACA).

### Rare opportunity to study a new market

The ACA rollout was an unprecedented and significant event in the history of U.S. health care, one that offered a rare opportunity to study a new market of shoppers as they went through the journey of selecting health insurance plans. We were eager to learn more about their process, questions, struggles, successes and failures. But because of the polarizing nature of the topic, we weren't sure how this audience would engage. Would they be willing to share their journey with us and with each other?

We began by fielding a study of 2,741 adults between February 20 and March 13, 2014. Qualified respondents were 18-64 years old, self-identified health care decision makers, uninsured for at least the prior six months and not eligible for Medicaid. Our panel recruitment partner for this effort was ROI Rocket, which had access to more than 1 million, 100 percent double opt-in, IP- and USPS-verified and digital-fingerprinted members.

From these respondents, we narrowed the pool of potential recruits to our MROC named Healthcare Happens. We did this by looking at stated intention to enroll before the government's deadline of March 31, targeting a mix of subsidy-eligible

and -ineligible uninsureds and combining through open-ended responses to identify high-quality candidates – people who seemed willing to contribute meaningfully and extensively in an online discussion forum. After contacting the narrowed pool of candidates, we recruited 62 individuals to our MROC.

We built Healthcare Happens on Dub's IdeaStream platform, a Web-based insight and co-creation community platform designed for longitudinal communities, combining qualitative and quantitative tools from blogs and forums to ideation exercises and picture galleries.

Over the course of nine weeks, from March 13 through May 16, we facilitated nearly 40 community activities, including 20 discussions, five quick polls and about a dozen surveys. Community members uploaded photos and videos – often without prompting. And they frequently started discussions of their own about pressing topics as they tried to navigate the health insurance buying process. The result was rich insight about their struggles and successes with scant political commentary.

Our MROC was private but we did ask members about their general use of social media on this topic. We found that many members weren't comfortable discussing information such as health status or finances via their personal networks but did feel comfortable discussing these topics with an online group of like participants. As one participant from the research mentioned, "I honestly wouldn't have used social media . . . I do though feel that being chosen to be a part of this community has helped and made me feel . . . comfortable enough to open up and discuss the process of choosing a health care plan and all the questions I may have not received answers to if I had not been involved here." This is just one reason why the creation of MROCs is so valuable: They allow researchers to facilitate these types of conversations in a way that is maximally productive and observable.

As moderators, we were active participants within the community, getting members to introduce themselves and helping to make connections between them based on shared interests or locations. Once the bonds

were established, community members were able to engage more freely and openly with each other, learning from their interactions rather than us simply posing research questions. However, the role of the moderator is critical and should not be undervalued. Community members must feel welcomed, valued and encouraged to participate with each other, a goal the moderator carefully orchestrates early on in the community. Exercises that create interactions and establish bonds make the difference between a successful or failed community.

One of the things we learned along the way is the importance of adjusting when unanticipated circumstances interfere with your research goals or timeline, something that happens to researchers far more than we like to admit. In the middle of our community, there was an unexpected enrollment extension of two weeks to April 15. This presented a challenge because we had some members who had already enrolled and others who now planned to take advantage of the two-week extension. As a result, we were unable to execute on some of our planned activities during those two weeks, yet we still needed to generate enough exercises to sustain interest among all community members. During that time frame we categorized members further and created different exercises for each group (the enrolled and the delaying). We also set up exercises that everyone could participate in so that the interaction remained steady. It was not what we planned but ended up being a valuable lesson in detail, planning and flexibility.

### Continue to be vulnerable

As we mentioned previously, the reason we decided to create a MROC was that we were eager to learn more about the process, questions, struggles, successes and failures of the uninsured. While we suspected there might be some challenges, especially given the functionality issues with the federal and some state exchange Web sites (the primary enrollment platforms), our MROC revealed that uninsured shoppers were and will continue to be vulnerable on many levels. Here are a few things we learned in our study:

- Literacy of health insurance and health provider systems was low. As an example, with only one week left before the sign-up deadline, almost half of the members could not identify the correct definition of co-insurance from a list of only four possible definitions. In a *Washington Post* article (“New challenge for Obamacare: Enrollees who don’t understand their insurance plans”) one new plan member “does not understand why he is getting charged for hospital bills when he already pays the insurance company every month. And he did not grasp this thing – a deductible – that was \$4,000.”
- Previously-uninsured shoppers were overwhelmed by the process of evaluating and choosing a health insurance plan and did not know what to look for. One participant shared that they had trouble “understanding the plans better and just what I needed in a plan. Insurance companies tend to use complicated jargon that tends to make me feel dumb.” One shopper even admitted to using “eenie meenie miney mo” in choosing between different plans. In these cases, while companies may have acquired a new customer, the loyalty they might exercise will be negligible at best and probably based on apathy or fear of engaging in yet another stressful shopping experience.
- These shoppers lacked the knowledge needed to make an informed decision. Facing a lack of information, lack of knowledge about where to find help and fear of making the wrong decision, some potential buyers walked away from the process altogether: “The whole process was confusing. I didn’t know which plan would benefit me more, then the site shut down for a while and between doing my taxes [and] taking care of [my] ill girlfriend, the deadline passed. I’ll have to wait till November.”

So, even though our uninsured members were actively participating in a MROC about signing up for health insurance, and they fully intended to sign up before the deadline, many were stalled by concerns about being able to pay for coverage

and by confusion and fear about making the wrong choice. It is likely that this audience will struggle to navigate these waters for some time. And, if confusion and cost concerns trump benefits at the end of the day, higher than expected turnover rates and opt-outs in 2015 will be the result.

### Pinpoint areas for innovation

As stated earlier, branded communities are valuable and should not be ignored. However, the primary use of MROCs today is focused on an existing customer base. The insight gleaned, while valuable, helps companies work toward what Clayton Christensen, a recognized expert on innovation and growth, calls “sustaining innovation.” This means innovations that incrementally improve existing products and services. There is significant untapped potential in using MROCs as a method to learn more about non-customers or potential customers. In particular, MROCs could be used to gain insight into shopping habits and decision-making processes to pinpoint areas for other innovation. These insights would have the potential to cause what Christensen calls “low-end disruption” (meeting the needs of consumers who are over-served by current market offerings) and “new market disruption” (meeting the needs of non-customers or emerging markets who aren’t currently being served by any competitor in the market).

As the cost of gaining new customers is significantly higher than the cost of retaining current customers, MROCs can be used as a vehicle for better understanding the mind-set of the latent buyer. By learning more about the needs, frustrations and desires of non-customers and potential customers, companies can develop products and services that snare new customers during the shopping process, thereby gaining market share from competitors or even opening untapped markets. Further, the characteristic longevity of an MROC (that a community can continue in existence for an indefinite period of time) has the added advantage of allowing researchers to surface emergent themes and pursue different avenues of in-depth investigation. Recognizing, for example, that the shopping process is just that – a process – researchers can study participants

over a period of time to glean insight about the customer mind-set at different stages in the process. This leads to better understanding of the challenges and obstacles shoppers face at each stage to pinpoint areas where they are being underserved or which represent potential drop-off points. MROCs can, and should be, leveraged to understand more about the shopper and potential buyer, as opposed to only learning more from the current customer.

### A testing ground

Though this MROC only continued a few weeks after the enrollment deadline, there was potential to continue probing this group of shoppers (now mostly new enrollees) about their use of a new plan, successes and failures, perceived benefits and perhaps to track their use of and loyalty to their new plans. Even during the shopping process, it is possible to use a community as a testing ground for different types of messaging and educational materials that could improve the shopping process. Whether the community is private-branded, private-blinded or third-party neutral (as was the case with our community), insurance companies and health care providers alike would find value in creating or subscribing to MROCs such as these in order to understand the frustrations of potential customers, therefore kick-starting the creative process of innovating solutions to meet their needs. One example of an audience that hasn’t been studied much in this manner to date – but that offers rapidly growing potential – is seniors who are getting ready to enroll in Medicare for the first time. And, of course, there are plenty of examples outside of health care as well, like the first-time home or car buyer.

As we have seen the shift to more customer-centric approaches within organizations not only in health care but in other industries, gathering deeper insight will become a higher priority. MROCs take that engagement and inspiration to a whole new level. ①

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●●● ethnographic research

# An immersive experience

Exploring the *Game of Thrones* audience using video-based ethnography

| By Kadley Gosselin and Ian Schulte



## snapshot

The authors use a study of *Game of Thrones* fans to illustrate how video can energize the research experience for respondents and researchers alike.

In an increasingly connected, visual world, one-third of all online activity is spent watching video. In an effort to create more engaging experiences for our participants, reach new and better insights and create richer outputs, we have been experimenting with new methods that use video as an input in an online social setting, mimicking the activities people are already engaging in every day. In our latest study, *My Game of Thrones: an Audience Self-Portrait*, we used video-based ethnography to explore fandom around the smash HBO show. With a massive mob of nearly 20 million people who are engaging in everything from cosplay, fan fiction, intense online commentary, creating spinoff merchandise and more, we thought the *Thrones* audience should be studied as a model for fandom.

Going into the project, we had the following objectives:

**Explore new forms of ethnography.** In all of our work, we study the audience, but more often than not, we are the ones in control, guiding people through a survey, interview or online activity. We wanted participants to run the show – as video creators and as respondents – sharing their own experiences, on their own terms, through a medium that’s inherently engaging and familiar, and in a manner that felt more conversational than traditional research.

**Determine what unites and excites the fans.** Widespread popularity and mobility around shows like *The Voice* and *Big Brother* is easy to grasp; the shows adhere to tested and successful formulas, typically void of polarizing subjects like violence, social stigmas and gender roles. *Game of Thrones* is both ripe with controversial themes and a member of the bastard child of TV genres: sci-fi/medieval/fantasy. Yet despite flying in the face of expectations for blockbuster TV shows *Game of Thrones* has become HBO’s most viewed show ever. The *GOT* audience is fandom personified. What are the common threads that align 20 million viewers and keep them coming back for more?

**Go deeper than a traditional qualitative ethnography.** What makes *Game of Thrones*



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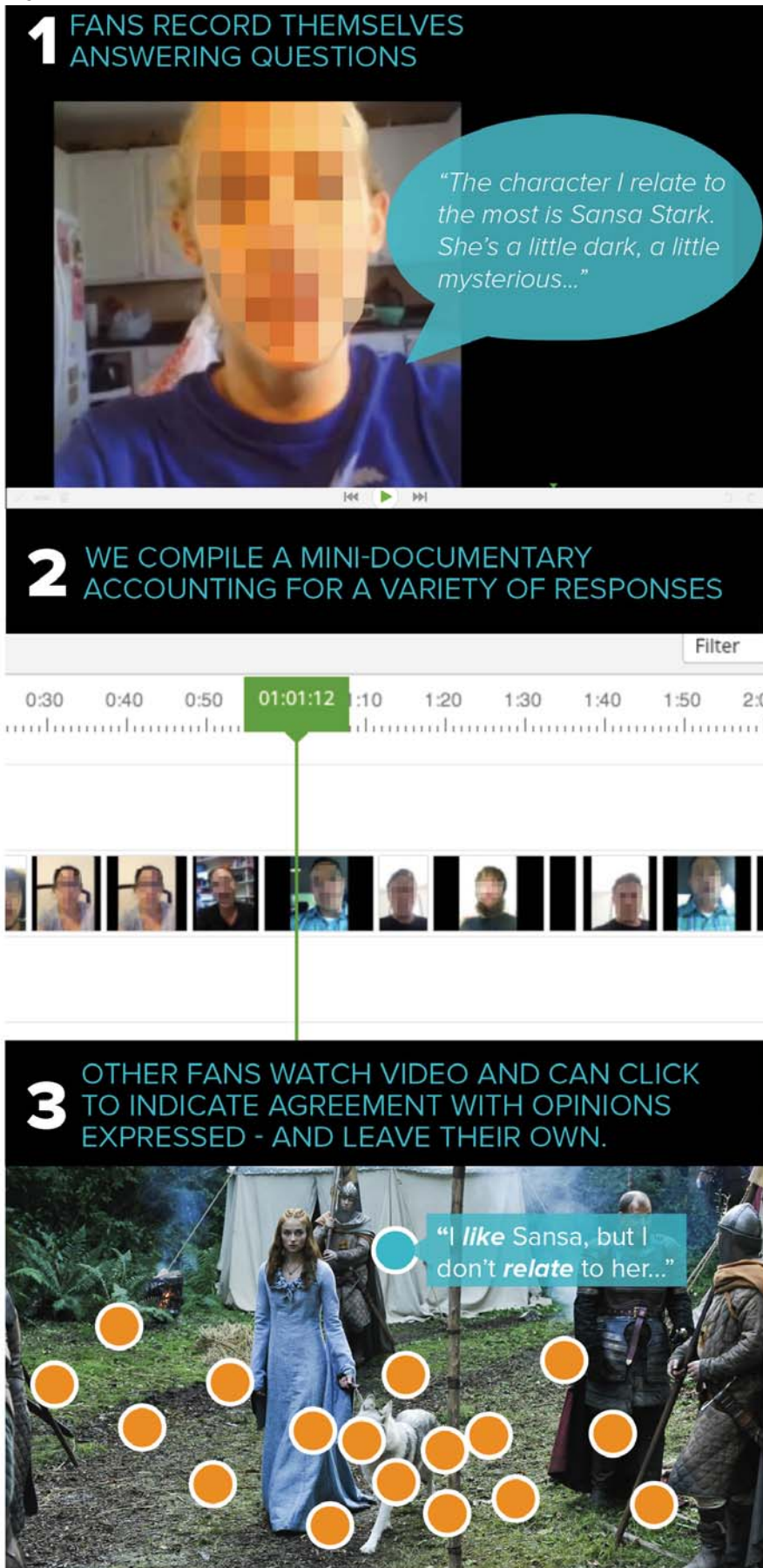
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Figure 1



unique? What narrative elements make it so successful? What lessons can other

networks learn from the show to provide equally engaging media experi-

ences? Our goal was to look at fans' psychological reactions while they watch. We hoped that by connecting fans of the show in a social activity we would be able to answer the above questions and take the traditional qualitative ethnography several steps beyond normal.

### Uninhibited responses

Our video-based approach to ethnography is called Echo. For the first phase of a project, we employ a video questionnaire (Figure 1), asking participants to self-record their answers to questions on their smartphones, providing an honest, personal perspective free of social pressure. Next, we compile their video responses into a mini-documentary. Finally, we show that video to a larger body of participants in our media-testing application, Lumière, and ask them to react to what they see in real-time by answering questions and interacting directly with the video (rating it, commenting on it and so on). Through Echo, participants are able to express themselves in their own words and write their own experiences onto others', forming a social video dialogue of sorts.

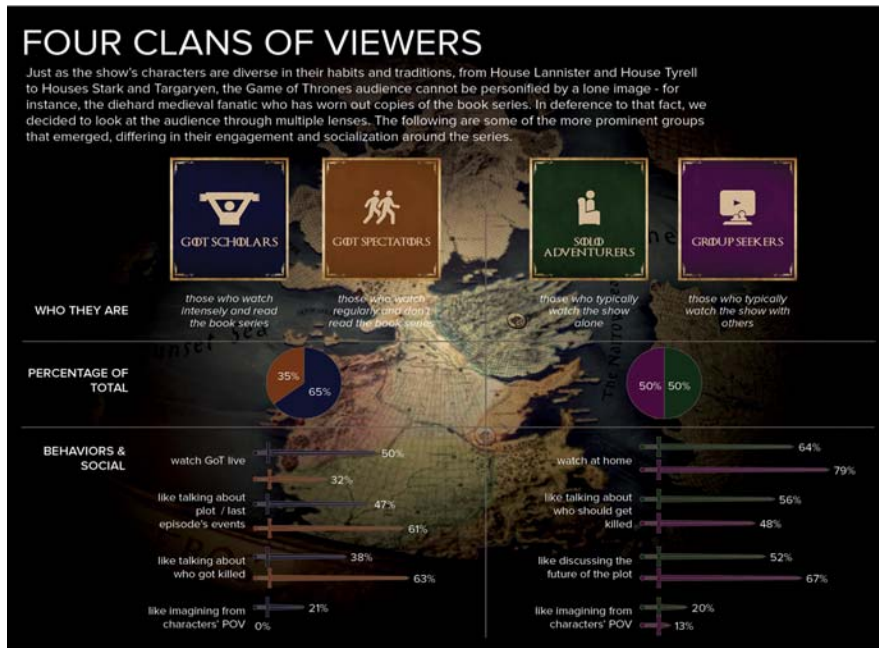
So what did we find out? While *Game of Thrones* is mainstream, fans don't see it that way. Despite the show's widespread popularity, less than a third of people thought that fans "could be anyone, really." Even casual viewers shared this view, and those who read the book series were even less likely to agree that the show is mainstream. Despite the show's large viewership, *Game of Thrones* fans still act, move and socialize like a much more niche audience.

Passionate fans thrive on complexity and ambiguity. We found that while the average viewer is more concerned with simply keeping up with the show's unpredictable plot, more loyal fans (defined by more intense viewing habits) sink their teeth deep into character ambiguity and complexity. The Tyrion Lannister character has become a focal point within this trend; even if he's not their "favorite," he exemplifies the show's penchant for complex characters that shirk clear boundaries between good and evil.

There are four clans of viewers. Much like the show's characters, *Game*



Figure 2



of Thrones fans have diverse rituals. In recognition of this fact, we decided to look at the audience through multiple lenses. Figure 2 summarizes some of the more prominent groups that emerged (Scholars, Spectators, Solo Adventurers and Group Seekers), differing in their level of engagement and socialization around the series.

What makes *Game of Thrones* unique? **Setting is king.** The majority (54 percent) of fans said the show's setting was their top reason for watching. The magical, mysterious world of *Game of Thrones* provides a rich backdrop that gives added weight and intrigue to what are ultimately very realistic characters. The combination of the epic and the intimate, real and unreal in this world allows the audience to bathe realistic characters in larger-than-life scenarios.

**Character depth.** The ultimate appeal of the characters is linked to the unpredictability of the storylines – the characters do the truly unexpected in many situations. What's even more powerful is that they're capable of real movement and change; nearly half (44 percent) of respondents agreed that this quality was the main reason to pick favorites and in turn this character loyalty only creates deeper audience loyalty over time.

**Unpredictability.** Unpredictability is almost always a plus in television but is not always truly present; *GOT* has it in spades. The result: a sense of living

with and like the characters in the show's often harsh world of Westeros, never knowing what's really around the bend. While fans who read the book series and watch the show "intensely" know some of the story paths, the majority of viewers have become invested

in the fears and hopes of the characters in this unpredictable narrative space.

**Implications and opportunities**

Our findings point up a host of implications and opportunities for all storytellers.

**Niches are the new mainstream.** *Game of Thrones* is a prime example that every genre is now ready for prime-time and programmers and producers need not be wary of subjects typically reserved for niche followings. With an ever-growing array of networks and viewing options, dedicated smaller audiences can be positively evangelistic in their level of engagement – and even lay the groundwork for potentially bigger hits.

**Strive to build a rich, vibrant world.** The success of *Game of Thrones* can be attributed to its numerous storylines and multidimensional characters, all placed within a specific, unique universe. Creating real variety and abundance of people and plotlines in the same series attracts diverse audiences that can latch onto different elements to fuel their fandom.

**Encourage conversation (but don't**

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try to control it). Social interaction is a boon for a TV program. Networks will often, though not always successfully, try and guide the conversation through a few desired channels. Do more to encourage social behavior around a show wherever and however it may exist – in social media and blogs, at real-world events, through artistic pursuits, etc. – because in the end, a diversity of communication channels will enhance adoption and commitment to the show.

**Brands can stay in character.** As casts of characters become more varied and plots get more complex, every brand should be able to find at least one thread that resonates with its identity without needing to resort to appeasement (see the Google Play Retribution ad). Finding this point of resonance will yield a genuine connection with fans of the show who appreciate that same thread and will help avoid the risks of pandering or compromise.

### Best practices


Based on our experience with this and other projects, what are some

best practices for using video in social research?

**Video can be used as conduit to understanding all sorts of real-world things.** Video testing is usually reserved for testing the literal content of a video – narrative progression, character introductions, visual composition, messaging, etc. – but there’s so much more to learn through video. From shopping journeys to trend-spotting, viewing routines, personal values and mindsets, getting creative about what you capture with video opens up worlds of research possibilities.

**Don’t just use video to use video.** Before you think about using video to conduct audience research, ask yourself why you are using it. What can it deliver that more traditional methods wouldn’t? Would you want to watch and interact with the video you’re putting in front of respondents? If done well, video-based research can take participant engagement (response frequency and quality) to new heights. It does, however, require you to think a little bit like a producer and gut-check

your videos to make sure they’re going to get the job done right.

**Be prepared to rethink the researcher/participant relationship.** Related to the point above, get comfortable with putting your participants in the driver’s seat (or at least more so than you’re used to). Video-based research can facilitate a freedom of expression that isn’t always typical of more traditional methods but you have to be willing to take a step back. By all means, ask questions if there’s something specific (and structured) you need to know about, but try not to interrupt the viewing experience more than you actually have to. Remember: an engaged participant is a happy participant and a happy participant will take time to respond thoughtfully. 

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# Looking for a healthy dialogue

The costly impact of implicit questions in doctor-patient conversations

| By Kathryn Ticknor



## snapshot

Kathryn Ticknor takes a deep dive into actual doctor-patient interactions to illustrate the disconnects that can occur when the two parties try to talk.

Last year, 81.2 percent of patients in the United States made an estimated 1.2 billion visits to physician offices and hospitals, an annual rate of over four visits per person.<sup>1</sup> Yet the average length of these visits is just over 10 minutes – roughly equivalent to the time we spend in the shower each morning before rushing off to work.

With such a huge number of visits and such a short time, it's little wonder that a recent study of cancer patients revealed that 29 percent of patients reported not receiving enough information about cancer treatments, 48 percent reported problems in getting health information and 25 percent said they were not involved in decisions as much as they desired.<sup>2</sup>

Yet at the same time, studies also show that the average patient asks five or fewer questions during visits with their doctor, and a high proportion ask no questions at all.<sup>3</sup> Additional research suggests that patients not taking their medications as prescribed, costing the U.S. health care system an estimated \$337.1 billion in avoidable medical spending every year.<sup>4</sup>

And so the stories conflict. On one hand, patients report high levels of dissatisfaction and a desire to be more involved in their care. On the other, patient participation during office visits is minimal, accompanied by vast amounts of financial waste due to non-compliance with their doctor's orders.

### Physicians and patients use different frameworks

Although it may seem as if doctors and patients are on the same page in the exam room, linguistic analysis shows quite the opposite. Patients and physicians operate using two different mental frameworks of what constitutes a doctor visit.

Mental frameworks are our socially, culturally and individually developed conceptions of “what exactly we’re doing here.” They provide us with the rules to play by during an interaction. For patients, this is personal. Their mental framework is largely



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that of a relational exchange. Our goal by going to the doctor is to establish/maintain trust with health care providers and understand our condition and the impact of it (and treatment side effects) on our quality of life.

For physicians, this is professional. Physicians' mental framework is based on an information exchange. Physicians' goals for office visits are to acquire information, share information and initiate, modify or stop treatment.

It's as if two players agreed to "hit the courts" at an appointed time but one showed up holding a tennis racket, the other a basketball.

These different mental frameworks lead to different objectives for the visit and different communication strategies throughout:

- Patients are unsure of their role in decision-making and are uncertain of how to show ownership of their condition. After all, they're there to consult an expert.
- Patients' input in decision-making is often limited across therapeutic categories, leaving few opportunities to ask questions. Certainly not while taking deep breaths and saying "Ah."
- When physicians don't position treatment as a collaborative decision, patients are less likely to raise concerns, not wanting to be interpreted as "talking back" or non-compliant.
- While patients are financially responsible for treatment, cost discussions are largely initiated and guided by physicians – as if openly

discussing money matters wasn't already difficult enough when you're dressed in little more than a paper towel.

Homing in on what patients are communicating indirectly can reveal much of where shared decision-making is currently limited and where education needs to be refocused in order to dispel the myth of the passive patient and achieve true patient-centricity at the point of care.

### Signaling information gaps

Implicit questions are a speaker's way of signaling information gaps, like regular questions but with a key difference: they don't sound like questions. They are most often structured as declarative sentences, without the subject-verb inversion of regular questions. They also lack the regular, upward intonation arc most American English speakers use to give questions their recognizable sound. In a patient's mind, implicit questions wave the same red flags of confusion that other questions do but on the surface, implicit questions may be too subtle to go noticed by a physician.

Test yourself: Out of these four quotes, how many questions were asked?

Patient 1: No it's just this, in my head I don't know whether it's the medication or, or what it is.

Patient 2: It says take these tablets when your doctor tells you to. And I don't know when to take them.

Patient 3: What does that [number] mean? Is that high?

Patient 4: I know some foods have sodium in them but I don't actually use salt in, you know, I don't put salt on a meal.

If you said two, you might have been a physician in the study. But you would be incorrect. The right answer is five.

As readers we can quickly skim for the written symbol of a question mark but in spoken interaction, we don't have the benefit of visible punctuation. We listen instead for verb-subject order ("Is that high" vs. "That is high") and the classic who, what, where, when and whys.

But Patients 1 and 2 each used a w-question. So what did the doctors miss?

First, Patient 1 and 2's questions sounded like statements: They had a normal, subject-verb word order. Vocally, the questioning intonation curve that signals "This is a question" to a listener is missing. Instead, the speakers tend to trail off, further masking their misunderstandings.

Physicians are less likely to hear they've been "tagged" to respond, especially while multitasking to keep electronic medical records, checking for drug interactions or attempting to move along to the patients in the packed waiting room. Even when patients use the phrase "I don't know," as Patients 1 and 2 did, physicians were unable to hear the questions.

Each patient quoted above held a misunderstanding regarding treatment – and knew it. Yet despite asking their doctors for clarification, their questions were not addressed. Suddenly our conflicting data starts to take shape.

Implicit questions may, in fact,

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be more common than direct questions. They appear in several forms, but in most cases they are structured as – and sound like – a statement, resulting on them being lost on the listener. These statements contain two types of requests for physician input: a request to “confirm or deny” information the patient believes to be true or a “request for more information” on a subject of which the patient lacks sufficient understanding.

“Confirm or deny” questions may most often start with the ubiquitous “So . . . .” and consist of a patient demonstrating their understanding of an element of their care but of which they are uncertain. A metastatic melanoma patient, discussing the start of an immunotherapy treatment with his oncologist asks “I’ll go bald and everything, huh?”<sup>5</sup> This implicit question reflects a common misconception about immunotherapy which, unlike chemotherapy, does not cause one’s hair to fall out.

“Request for more information” questions, while similar, have an illocutionary intent of eliciting more information about an existing topic of discussion from a doctor:

Patient A: You said I was going to have to go back on [medication] later or something.

Patient B: You mentioned both bleeding and clotting, which seems a little bit oxymoronish.

As with implicit questions that seek to confirm or deny, implicit requests for more information identify key areas of misunderstanding. But with the latter, the patient often doesn’t know what other information to ask for, only that they need more of it. Will they have to go back on medication soon or later? What medication? And why? What will cause Patient B to bleed and clot at the same time? Should she be concerned? Think back to Patient 4 above, who stated with confusion, “I know some foods have sodium in them but I don’t actually use salt in, you know I don’t put salt on a meal.” She was implicitly asking for more information than she provided.

Implicit questions can also indicate that a patient a) wants more information but doesn’t know where

to start to ask; or b) is uncomfortable admitting to not understanding what is being discussed. By using an implicit question format, the patient may hope to gather the information currently missing without directly admitting they don’t follow.

**Physicians may miss the mark**

In some cases a physician may think he or she is picking up on the patient’s implicit question but miss the mark. In the example below, a patient expresses a concern that she is having irregular periods. She adds that she and her husband and interested in starting a family as soon as possible:

Patient: Yeah, I mean everything’s good. I just, you know, I really came because today because I’m, you know, I want to have kids and I just -

Doctor: Sure.

Patient: My periods being irregular and stuff like that . . .

Her indirect question here draws a link between her irregular menstrual cycle and a fear that this is an indication she will have difficulty conceiving.

What happens when her physician is presented with this indirect question? In response, this OB/GYN meticulously explains numerous causes of infertility:

Doctor: I know your concerns are you’re going to be getting married in the near future and, you know, you’re kind of wondering if there’s any infertility or, you know, fertility problems and so I think, you know, my assessment from talking to you is that your periods have been irregular and sometimes heavy and you haven’t conceived or maybe there was no birth control used, so it could be a lot of things, like I mentioned. It could be the husband’s sperm count being low, the wife not ovulating, the tubes not opening, but there’s other diseases people can have, like thyroid disease, diabetes, um, or polycystic ovarian disease where the, your ovaries have eggs but they’re not being released, okay? There’s like it’s a big capsule against the, uh, ovaries. Different things, of course, could be treated. Even if we found a problem doesn’t mean we can’t treat it so that you could successfully get pregnant, but I need to work it up, so what we’re going to do is, I, I gave you some lab forms, so in the lab work that, um, that I gave you, we’re going to rule out things like thyroid disease, diabetes, uh, we’re going to check your hormone levels, including, you know, FSH and LH, which tells if your ovaries are working and testosterone level, which is kind

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of a male hormone to some people that have polycystic ovarian disease make a lot of, so we're going to try to fit the reason. And I know you're a little bit heavy. That's what made me think about this, which may be the reason. If there's a medical reason, it could be the reason that that's contributing, even though you're eating properly, you know?

Patient: Mm-hmm.

Doctor: Um, so what I'll do is, if you'll please go to the lab one the, the, for, um, I think you could, uh, is it Labcorp or Quest.

Patient: Yeah.

Doctor: Whichever it was, says, go to one near your home, whenever. But it should be

a fasting test, okay?

Patient: Mm-hmm.

Doctor: And what'll happen is, when I get the lab work, it probably takes about a week to get back, okay? So I will call you within a week or my nurse, you know, explaining what the tests meant and what we should do about it, okay? So I know we haven't come to an answer today.

Patient: Mm-hmm.

Doctor: Okay? Um, is it, do you understand that?

Patient: Yeah.

Doctor: Okay, hon, and I think you were thinking a little bit about some of these things yourself, right?

Patient: Yeah.

Doctor: So I'm not, like, coming out of left field.

Patient: No, no, yeah, I've looked up, I've read about it and -

Doctor: Right.

Patient: And I just -

Doctor: Also, now, I'm going to just change because I don't have the information to see if we need to do more testing or whatever but I will explain that as we get into it.

take every day.

This glaucoma patient uses an indirect question style multiple times to express a concern over her current eye drop treatment, with little success reaching her doctor:

Patient: I think before I have a different type, it was a bigger bottle.

Doctor: Uh-huh.

Patient: Because it didn't cost quite as much as this one, this is \$100 for that little dude.

Doctor: Is that right?

Patient: Mm-hmm, and is there anything else -

Doctor: Okay.

Patient: I have still got stuff in here.

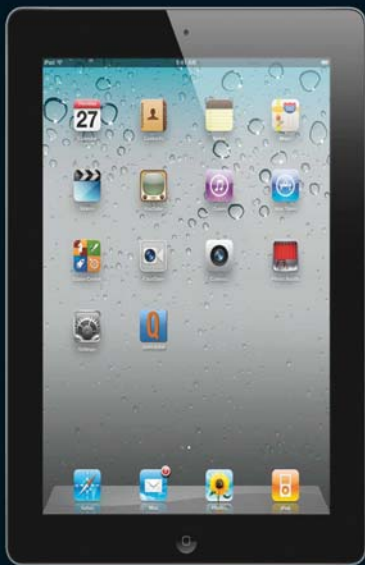
Doctor: Yeah, there is a different drop on the market, there is a generic drop on the market that we could try, okay. Let me see where your pressures have you today.

Patient: Well I read a lot and I asked you before.

Doctor: No, reading makes no difference, not at all.

Patient: Okay.

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This physician's intentions were right on target: he identified what he believed was the underlying question – what causes infertility – and launched into a highly informational response. What the patient's implicit question was actually asking – whether irregular periods were a possible symptom of infertility – is not addressed. The patient is left with much to remember but little understanding of relevancy.

This dialogue shows a classic example of the difference between a physician's informational framework ("it could be the husband's sperm count being low, the wife not ovulating, the tubes not opening, thyroid disease, diabetes, polycystic ovarian disease") and a patient's relational framework (I want to have kids). Due the patient's indirect question format, she received a great volume of information but not an answer or explanation that addressed the root of her fears.

### Frustration mounts

Patient frustration mounts when they don't feel physicians are addressing their concerns. This frustration becomes particularly evident during the treatment decision-making process, when patients feel they are unable to get the information they need make decisions about the medications they

The physician's first two responses – "Uh-huh" and "Is that right?" – are what linguists refer to as backchanneling, or listening cues – polite indications that he is listening. But they also show he interprets her comments regarding the size and cost of the bottle as statements, not implied confusion over a change in brand and cost of her medication. Trying a third time to express confusion over medication changes with a "request for more information" line of "I've still got stuff in here," her concern is interpreted by the physician, who begins to pick up on an implicit "ask" surrounding cost issues and briefly mentions the existence of a generic. It isn't until she signals her continued misunderstanding over the connection between reading (i.e., eye strain) and increased eye pressure (i.e., disease progression) with the phrase "I've asked you before" that the physician picks up on the fact that this patient is actually trying to ask questions.

### A fascinating pattern

Even when patients ask questions in a clear, direct format, the institutional framework that works to minimize patient involvement comes into play. Patient discomfort with direct questions is evidenced by a



fascinating pattern of apologizing for asking them.

Patient: I'm sorry I'm asking so many questions.

Even when physicians prompted their patients to ask them any questions freely, patients would apologize for questions related to proactive self-education done outside the office:

Doctor: What questions do you have for me?  
Patient: Um, they said it was Stage 3 and I know a lot of doctors don't like us going on the Internet and searching things and looking through things, but are there five stages to colon cancer?

Finally, and most strikingly, patients continue asking permission to ask a question, as in:

Patient: Can I ask you a question please?

The very acts of apologizing for and seeking permission to ask questions further highlights the conversational imbalance rooted at the linguistic level – a level that may be far more systemic than even the most comprehensive of legislation can hope to address.

### Facilitate a more effective conversation

So how can we help facilitate a more effective conversation, reduce taxpayer burden and maximize the success of Patient Protection and Affordable Care Act programs such as Shared Decision Making? For physicians, the act of giving patients permission to ask questions can significantly open up the channels of communication. An Australian study showed that physician endorsement of patient questions positively correlated with the number of questions patients asked.<sup>6</sup> By assuming patients will have questions, using the open-ended "What questions do you have for me?" rather than close-ended "Do you have any questions?" is more likely to optimize a response.

Physicians can avoid information-overload by following an ARC explanation model:

- **acknowledge** the patient's concern;

- **relate** explanations to the concern; and
- **center** education around the individual.

Patients can benefit from the work of groups such as the National Coalition for Cancer Survivorship, who are becoming more aware of how deceptively simple it may be to "Talk to your doctor." The organization's own Talking With Your Doctor guide includes a section on asking questions that specifically addresses potential reasons for a patient's discomfort and provides a nitty-gritty guide for how, when and whom to ask effective questions.<sup>7</sup>

Misunderstandings in the exam room are certainly a danger of a language that rarely states exactly what it means. But patient-physician communication is critical in establishing good clinical relationships and improving medication adherence and patient satisfaction.<sup>8,9</sup>

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# The value of being there

Five ways to breathe new life into qualitative research

| By Kelley Styring



## snapshot

From observing with impact to consumer usability labs, Kelley Styring offers a handful of techniques that make the most of the in-person research process.

Does anyone actually think that sticking 12 people in a conference room with a one-way mirror, promising them pizza and asking them a series of canned questions is really going to elicit mind-blowing, game-changing consumer insights?

Anyone?

I didn't think so.

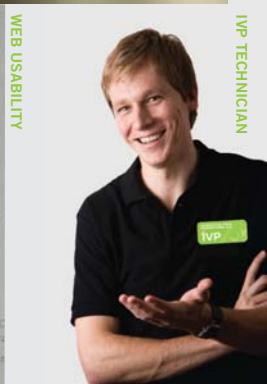
But I do think that predictions of the demise of qualitative research are exaggerated. And, while technology solutions to qualitative offer exciting potential, I still believe that face-to-face, visceral consumer qualitative is the best way to reach deep, rich, meaningful insights in many cases. In fact, if social media has taught us anything, it's that consumers desperately want to be heard. They have great ideas and they know how your products can be better. Qualitative research, done well, can provide consumers with the opportunity to show us, and provide us the opportunity to learn.

At our firm, we've been creating and using a variety of methods that go beyond the traditional focus group. These methods orbit a central theme – borrowing from the power of ethnography and integrating behavior-based thinking into everything we do, in whatever environment we find ourselves. To be successful, they also require:

- stronger moderator leadership;
- greater sensitivity to the consumer;
- increased efforts to gain consumer trust;
- more work to incorporate the consumer into the process;
- more stringent selection processes;
- smaller, more intimate groups;
- a flexible interviewing style, to shift with the consumer where she wants to go; and, often;



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 Focuscope (Downtown,  
 Oak Brook, Oak Park)  
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 Peters Marketing  
 Research (St. Louis)  
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- pre-work to stimulate deeper, more considered consumer thoughts about the product being studied.

There are five methods we've used often with great results that span a spectrum, starting with those best for use early in the innovation process (offering more discovery) to those best used as prototypes are finalized (narrowing selections and confirming earlier hypotheses).

**1. Observe with impact.** I've spent hundreds of hours watching people shower, digging through women's purses and picking dried up french fries from under car seats, among other things, all in the name of science.

This ethnographic research, observing consumers in their own environment while they use a product, can provide compelling information. Yet ethnography can be a risky proposition. By simply observing consumers, you might uncover useful insights – and you might not.

That's because there's simple observing like a fly on the wall and then there's what I like to call observing with impact.

Observing with impact boils down to three specific things: intentionally looking for compensatory behaviors; intentionally looking for and identifying conflicts; and transforming these observations into high-octane thought-starters.

Compensatory behaviors are actions consumers take to make up for a failure in product performance. An expert observer will instantly spot that failure for what it offers: the opportunity to create an innovative solution.

For instance, in a study I conducted on what objects people carry in their cars, I found that people were stuffing trash under seats, in door pockets and backseat pockets. They were compensating for the lack of an integrated trash collection system in the vehicle, leading me to recommend various solutions to the problem.

Conflicts are different. Conflicts result from a consumer's inability to rationalize their beliefs and their actual behaviors or their inability

to achieve a goal in the way that they perceive they should be able to achieve it. Some may point to that conflict and say that it is proof the consumer is lying but I disagree. When I find a conflict between stated needs and observed behaviors, I know that's a red flag identifying a market opportunity.

In another study for a stain remover, I found that consumers didn't actually rub the product in as directed so it could activate. Instead, they simply applied the product and stuck the clothing in the washer. By finding the difference between what consumers said they did and what they actually did, we found a marketing opportunity, such as adding a colorant that disappears when you rub it in.

Observational research can be transformed into opportunity for the innovator – if we open our eyes and see the signs consumers are sending every time they use a product. It's not just about reporting what we observe; it's about offering thought-starters (such as the color change indicator mentioned above) that instigate the critical thinking that ultimately leads to strong ideas. These ideas can come from you. You don't have to offer your observations and wait for the client team to come up with solutions. Offer your own as thought-starters and watch the transformation begin.

### **2. Co-creation workshops.**

Consumers are smarter than we think but they definitely think differently than researchers or designers or marketers. That's why a co-creation workshop is a great method for upstream thinking, like new product ideation, defining innovation platforms or establishing product R&D or design criteria. It provides a window into the consumer's thought processes – how they shop, how they make decisions, what excites them – and brings the consumer directly into the process of ideation.

While directly engaging product teams with consumers can result in rich insights and new opportunities, it is imperative that the consumers be carefully screened

and pre-interviewed for this method to be effective. They must be confident, outgoing and able to stand up to the pressure of interacting with what are often very strong, very Type A professionals.

For the professionals, this method provides a greater emotional connection to the client participants than simply sitting behind the glass, observing. They can ask questions themselves as their thoughts unfold. I find that when marketers are honest with consumers about who they are and what they are doing, consumers respond with honesty in return, resulting in more intimate consumer understanding.

In one study, a consumer product company wanted to create a fashionable line of products. In order to better understand what defined and characterized a "fashionable" or "beautiful" product, teams made up of a consumer and company professionals were sent to high-end retail stores and design centers. They collected information, took pictures, bought products and then created large collages using science fair tri-fold displays illustrating their findings. The consumers on each team then presented their findings to all the participants. Afterward, the entire group participated in ideation exercises, developing fresh ideas for this new line.

**3. Consumer usability labs.** One of the big drawbacks to ethnographic research is the time and the expense of going into consumers' homes. When studying a short, limited task that takes place in a single space, a consumer usability lab can offer an ideal replacement.

A simulated environment is created, such as a fully functional kitchen, and equipped with closed-circuit video to allow the team to observe. Consumers are recruited to enter the lab, which is stocked with the product being studied and a large variety of other supplies from which they can choose to help them complete their task. While the environment is controlled, the consumer's task is not.

For example, in one study of re-sealable plastic containers, we asked

consumers to fill each of three containers with leftover spaghetti sauce as if they were at home. In addition to a crockpot full of room-temperature spaghetti sauce, a selection of ladles, spoons, measuring cups and other utensils were available for use. If they chose, they could label the containers using a collection of labels, tape and writing instruments. Likewise, any spills could be cleaned up using paper towels, cloth washcloths and towels, sponges and so on. The consumer did not know what we were testing: sauce, containers, ladles, labels, markers or paper towels. This ambiguity is part of creating a behavior-based learning environment.

After completing the task three times, the consumers were asked to empty the containers down the sink and wash them. They could put the containers in the dishwasher or choose to wash them by hand in the sink. Following the completion of the task, we then asked the consumers questions about the entire process, step by step.

The usability lab provides a convenient environment in which 30-50 realistic observations can take place over the course of a day.

**4. Expandable base qualitative.** Sometimes, it only takes a small number of broad-based, in-depth interviews to identify a problem and the reasons behind it and then you would separately quantify what you discovered in the qualitative research by doing a quantitative study.

Expandable base qualitative provides you with both the depth of qualitative and the verification of

quantitative. It works because a good experiment is repeatable and, once you've narrowed down your key measures, the answers become repetitive. It's a great central location or even in-store technique.

In one study, a company recruited respondents for a soap study and interviewed them in-store to capture their descriptions of their shopping decisions in detail. After a dozen in-depth interviews, researchers collected enough information to frame hypotheses regarding the consumer's path to purchase. Researchers were then posted in the store aisle to intercept about 50 additional shoppers and ask them a few key questions about their purchasing decisions. These later interviews were used to verify the hypotheses developed during the in-depth interviews.

**5. Rapid iteration.** Rapid iteration lets consumers interact directly with prototypes, providing input on them and displaying behaviors directly to designers and developers. The prototypes are then revised and again exposed to consumers, building strong ideas in succession.


This method has been ideal for food and beverage development, package design and graphics and package-bundling versions (such as club packs). Now, with the accessibility of 3D printing, even parts of or perhaps entire products themselves can be iterated and refined this way.

I've found that rapid iteration works best when the professional team has a workshop available to actually make the prototypes. For

example, if you were working with a quick-serve restaurant chain on a new type of sandwich, you could enlist a local store to make the samples. You could then provide real-time input into the creation of the sandwich as interviews occurred (increase the spice in the sauce; take out the onion; add bacon) and deliver revised, piping-hot samples, fresh from the oven, for the participants to taste at exactly the right time in the interview.

Rapid iteration is a fantastic way to produce optimal products with consumer interaction and input in a very short period of time. I've been using this process with concepts for many years – write, listen, rewrite. Now it's possible to iterate products the same way. 3D printing will only open the doors wider to integrated behavior-based learning into the product refinement process.

### Walking away isn't the answer

The traditional focus group has struggled to remain relevant. But walking away from the richness of personal encounters and consumer intimacy insight isn't the answer. By incorporating the consumer into an active, behavior-based process and by gaining their trust and honoring their input we can continue to discover the insights that inspire innovators to create new, relevant, exciting products for us to enjoy. And isn't that what it's all about? 

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# What makes a great campaign great?

The A-B-4Cs of winning advertising

| By James Forr



## snapshot

James Forr examined 113 iconic or award-winning ad campaigns and developed a model for marketers to draw upon to craft their own memorable efforts.

One of the key challenges in market research is how to assess the effectiveness of a creative concept before it hits the airwaves, reaches print or goes online. Everyone has an opinion – the creatives, the account executives, the client and the outside researchers. These competing voices can come together in cacophony. The result is that some potentially brilliant ideas are eviscerated and left to die on the vine.

What makes a great campaign great? Many are merely mind candy: funny, emotional and memorable but not so effective at persuading consumers to buy the product. (The much-derided Pets.com sock puppet is a classic example.) Other communication concepts do an excellent job of illustrating product benefits and perhaps even the emotional benefits of using the product but they lack that hard-to-define “special sauce” that elevates an ad from the level of good, solid workmanship into the category of advertising artistry.

From a researcher’s perspective, it is of no value to tell an agency, “This ad is pretty good. It hits all the key ideas. But there’s just something missing.” They need more concrete guidance than that.

In an effort to help understand what that “something” might be, I examined the Ad Age list of the top 100 campaigns of the 20th century and also a handful of subsequent campaigns that have been recognized within the industry as both memorable and persuasive. These 113 campaigns reach across decades, span many different product categories and appeal to a wide swath of consumer groups. However, despite their diversity, they share a few common threads.

These threads form the A-B-4C model of winning advertising. The model consists of six elements that make up the core of these iconic campaigns. No single campaign includes all six elements; however, each contains at least one element – and sometimes two or three.

This should not be interpreted as an attempt to reduce the wonderfully creative process of communication development to a color-by-numbers formula. These six elements



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can be brought to life in an infinite number of ways. However, brands and agencies looking to create distinctive and effective messaging (which should describe everyone) would be wise to make sure that at least one of these creative elements is clearly represented. Each element has stood the test of time as a strong lever with which to move consumers.

**Attribute metaphors: Depicting key attributes and product benefits using symbolism**

This involves making a single product attribute a primary focus and describing it using a vivid (often amusing) metaphor.

One of the first attention-grabbing Super Bowl ads was one that Xerox ran in 1977. Beleaguered Brother Dominic toils away, copying an old manuscript by hand, before sneaking out a side door into a copy shop. That is where he runs his document through the Xerox 9200, which creates 500 copies “at an incredible two pages per second.” Dominic proudly presents his stack of copies to his abbot, who looks skyward and proclaims, “It’s a miracle!” The monastery metaphor conveys the importance of speed but gets the message across symbolically and with humor.

In the U.K. in 2000, John West Salmon was looking to emphasize the freshness of its product. A viral video viewed a reported 300 million times depicts a fisherman in hand-to-hand combat with a bear that had just plucked a fresh salmon from a stream. The man ultimately kicks the bear in the groin, escapes with the fish and (one can infer) hauls that fish back to the plant so you can enjoy it on your dinner plate.

While consumers are apt to question serious and direct product claims, brands can cleverly circumvent this skepticism by shielding their claims in a veil of absurdity. In the early days of television, Timex demonstrated the durability of its watches by putting them through a series of bizarre torture tests, including running one through a dishwasher and attaching another to a baton wedged in the jaws of a performing porpoise. The watch inevitably emerged unscathed, as newsman John Cameron Swayze proudly proclaimed, “Timex. It takes a

licking and keeps on ticking.”

Other examples of brands making brilliant use of metaphor to illustrate product attributes include Energizer, with its ubiquitous bunny serving as a symbol of the batteries’ reliability. In the late 1980s, the patently ridiculous claims of Joe Isuzu (“How fast is the new Isuzu Impulse Turbo? How does 950 miles per hour sound?”) made that character a pop culture icon and raised the profile of a previously obscure brand. Rice Krispies introduced the mischievous gnomes Snap, Crackle and Pop to both represent the sound the product makes when it is immersed in milk (a somewhat frivolous but undeniably unique attribute) and to create a fun, child-friendly image for the brand.

**Brand image: Creating a provocative and differentiated image of the brand**

Do real men smoke filtered cigarettes? In the early 1950s, the answer was no – and if they did, they certainly didn’t smoke Marlboro, which for years had been targeted at women and featured the tagline “Mild as May.” Enter the Marlboro Man, a ruggedly handsome cowboy, astride his steed with a Marlboro dangling from his lips. The cowboy metaphor, with all that it represents in American culture, changed the image of the brand almost overnight. Within a year of the campaign’s introduction, Marlboro catapulted from a niche player in the category to the fourth-best selling cigarette in the U.S.

Another floundering brand was Motel 6, which was struggling to differentiate itself from the growing panoply of budget motels. Beginning in the late 1980s its radio ads featured the folksy drawl and lighthearted humor of Tom Bodett, who initially improvised the now-famous tagline, “We’ll leave the light on for you.” Unlike other discount hoteliers, whose communications revolved around low price, Motel 6 has forged an emotionally appealing brand persona – like a warm, welcoming, quirky uncle, ready to welcome you into his home after your long day on the road.

IBM’s “Little Tramp” ads, which starred a Charlie Chaplin imitator, made its technology seem accessible

and unintimidating in the early days of personal computing. Chrysler’s “Born of Fire” campaign projected an image of strength and resolve in the face of the existential struggles of the U.S. auto industry. The catchphrase “The Instrument of the Immortals” gave Steinway and Sons a high-end patina and boosted sales of the brand in an era when overall piano production was falling.

**Consumer image: Giving the consumer something to aspire to**

Many successful campaigns seem to suggest that by using a particular product or service the consumer will be transformed into (or at least perceived as) an idealized version of themselves.

The aspirational image is often extreme and likely unattainable. Most people who wear Nikes will never be world-class athletes. Most men who use Axe body spray don’t have women falling at their feet as they stroll down the street. Most people who wore Foster-Grant sunglasses in the 1960s and ’70s were not glamorous stars. Nevertheless, the often playful, Mittyesque tone of these campaigns obviously appealed to consumers’ self-concept.

A recent example is Unilever’s “Fear No Susan Glenn” campaign for Axe in 2012. One ad features a narrator earnestly reminiscing about his unrequited high school crush, the unattainable Susan Glenn. In hyperbolic terms, he recounts Susan’s many splendors. “As she approached, Susan Glenn didn’t walk. She floated, accompanied by pyrotechnic spectacles that left me feeling a foot tall,” he declares, as the visual depicts Susan ascending above the ground surrounded by a heavenly nimbus of fireworks. “In my mind, I was a peasant before a queen, so Susan Glenn and I were never a thing.” The camera then pans to our narrator, a wise and confident Kiefer Sutherland, who stares hard into the mirror and asserts, “If I could do it again, I’d do it differently.”

Nearly a century earlier, U.S. School of Music introduced a print campaign that featured the headline, “They Laughed When I Sat Down at the Piano, But When I Started to Play!” The ad is a vignette told by “Jack,” who rises to play the piano at



a dinner party as his snarky friends titter about his presumed lack of musical chops. However, as his first notes ring out, “[t]he laughter dies on their lips as if by magic. I played through the first few bars of Beethoven’s immortal “Moonlight Sonata.” I heard gasps of amazement. My friends sat breathless – spell-bound!” This led to an appeal to the reader to sign up for the U.S. School of Music’s series of at-home lessons.

These two campaigns reside worlds apart in time and in execution but they share an implied promise that the product will elevate the consumer to almost heroic status. The young man who uses Axe will shed his adolescent insecurities for manly confidence. The duffer musician who takes lessons from U.S. School of Music will become a virtual virtuoso.

Other brands that have successfully used this device include Nike (“Just Do It”), Wheaties (“Breakfast of Champions”), American Express (“Do You Know Me?”), and Chanel (“Share the Fantasy”).

**Contrast: Using subtlety or metaphor to demonstrate how a brand is unique from a key competitor**

Advertising often attempts to draw contrasts between brands. Many times, though, those comparisons are literal and somewhat ham-fisted. Memorable, iconic campaigns are more deft and metaphorical.

In 1915 Packard had begun to assail Cadillac for the reliability problems in its new V-8 engines. Cadillac fired back with an ad headlined “The Penalty of Leadership,” which ran just once in the wildly popular *Saturday Evening Post*. It is unlike any ad we would see today – no pictures, no mention of the brand anywhere except for a logo in the upper right-hand corner, just a page full of words. But those words packed a wallop. The copy begins with, “In every field of human endeavor, he that is first must perpetually live in the white light of publicity,” and ends with, “That which is good or great makes itself known, no matter how loud the clamor of denial. That which deserves to live – lives.” Cadillac had issued a full-throated statement of its values (one that remained part of the Cadillac culture for more than 50 years) and dropped a rhetorical bomb

on Packard – without ever mentioning its competitor by name.

Apple was a bit more direct but similarly effective in its “Get a Mac” campaign, which ran from 2006-2009. Rather than explicitly comparing the product features of Macs and PCs it cast a nerdy, slightly overweight John Hodgman to represent PCs and juxtaposed him against the younger, hipper-looking Justin Long as the face of Mac. The dopey Hodgman (PC) character bumbled his way through 66 of these memorable ads and served as a metaphor for the perceived problems with the Windows operating system, while Long (Mac) came across as the cool kid who had all the answers. As one commentator observed, “Rather than sell Macs to certain consumers, maybe these ads wanted to sell everyone on a Mac way of life.”

Lyndon Johnson’s “Daisy” ad repositioned Barry Goldwater, his opponent in the 1964 presidential election, as a war-hungry madman. Around the same time, Pepsi’s “The Pepsi Generation” campaign used images of active, vivacious young people to distinguish the brand from Coca-Cola. Southwest Airlines’ “Bags Fly Free” parodied the maddening bag fees charged by its larger competitors and framed Southwest as the traveler’s ally in the not-so-friendly skies.

**Creative devices: Recurring characters or mnemonics**  
These creative devices can be char-

acters that appear in a series of ads over a period of years or memorable mnemonic devices (sounds, jingles, visuals) that become synonymous with the brand.

The most effective recurring characters actually tend to be more caricature than character. These aren’t everyday folks; there is something attractively weird about them. Dos Equis’ hilarious Most Interesting Man in the World is a descendent of the exotic, eyepatch-wearing Man in the Hathaway Shirt, a 1951 creation of David Ogilvy. Both feature cosmopolitan men of means who are preposterously comfortable in their own skin. The shirt maker’s long-running print campaign “put Hathaway on the map after 116 years of relative obscurity,” wrote Ogilvy.

Progressive Insurance set itself apart from competitors in a stodgy category with the madcap exploits of Flo, the world’s most enthusiastic insurance salesperson. The United States Forest Service’s anthropomorphic ranger Smokey Bear has spent nearly 70 years warning us that only we can prevent forest fires. These odd characters become metaphors for the brand and magically imbue the brand with some elements of their robust personality.

Characters are not the only tropes that we see over and over in successful campaigns. The California Milk Processor Board used a milk mus-

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tache as a symbol of the childlike fun of its product in the long-running “Got Milk!” campaign. Absolut Vodka’s unique bottle was the centerpiece of an iconic print campaign that ran for decades. The sound of a duck quacking out the name “AFLAC!” became an ongoing symbol of that insurance company, increasing brand awareness 67 percent in two years and helping to double revenue within three years of the campaign’s rollout.

**Cultural relevance:  
Highlighting a brand’s place  
within a larger cultural frame**

Campaigns that tap into the cultural zeitgeist can create an intense emotional impact and drive consumer affinity for a brand. Interestingly, many brands that have used this technique over the years in the U.S. have focused on gender issues.

Dove’s long-running “Campaign for Real Beauty,” insists that every woman is beautiful, even if she does not conform to cultural stereotypes of female perfection. For example, in a 2013 viral video, women described their physical appearance to a sketch artist. Each woman was separated from the artist by a curtain so that the sketches were based solely on her own words. Next, the artist drew a second sketch based on a stranger’s description of that same woman. Inevitably the second sketch was more true-to-life – and also

more flattering. Some of the women dissolved into tears when they saw the sketches side-by-side. Although “Real Beauty” has been polarizing to some extent, one estimate claims the media coverage it has generated for Dove has been worth at least 30 times more than the Unilever’s actual media buy.

More than a half-century earlier, starting in 1949, Maidenform raised eyebrows with its “Dream Campaign.” In an era in which the media typically characterized women as demure and chaste, these print ads depicted beautiful women in public places, naked from the waist up save for their Maidenform bras. One ad showed an elegant woman in a witness box, bra exposed, with the caption, “I dreamed I swayed the jury in my Maidenform bra.” Another provocatively-dressed model stares seductively from an Old West wanted poster, Stetson hat on her head and two guns in her holster, over the caption, “I dreamed I was WANTED in my Maidenform bra.” As Maidenform president Catherine Brawer wrote, “The campaign remains a classic example of wish-fulfillment psychology: the fantasy situations of the ‘I Dreamed’ ads fed women’s hunger for romance, independence and, above all, personal achievement.”

In the late 1970s and early ’80s, blue-collar men were feeling deval-

ued as traditional manufacturing jobs disappeared and the nature of work changed. Budweiser’s “This Bud’s For You” campaign saluted that working-class man and his valuable contributions to society.

Of course, not all cultural trends center on gender politics. Coca-Cola’s famous Hilltop ad celebrated humanity’s commonality at a point in history when American society was fraying at the seams. Apple’s “1984” ad was a counterpunch against conformity and fears about the malevolent impact of technology. The Hyundai “Assurance” campaign, which helped Hyundai skyrocket from ninth in brand loyalty among carmakers to first, was an empathetic response to 2008’s economic crisis.

**Similar in structure**

Production values evolve over time. On the surface, a great ad produced today looks much slicker and more sophisticated than a similarly effective ad from the 1950s. However, beneath those cosmetic differences the “best of the best” are more similar in structure than they might initially appear.

Marketers need a conceptual framework for making sense of the consumer feedback they receive from communication effectiveness research and also for harnessing the gut feelings they have about advertising concepts. The A-B-4C model consists of six broad elements that have proven to be timeless in their potential to influence the mind of the market.

This model can serve as a tool not only for evaluation but also for inspiration. The six elements provide a blueprint for bold, unique communication that sends a meaningful message about a brand and its role in consumers’ lives. Because features and benefits tend to be easily imitated, the competitive advantage they provide tends to be ephemeral. A more enduring edge comes not merely from great products but from great products whose stories are well told. ①

James Forr is a director at Olson Zaltman Associates, a Scottsdale, Ariz., research firm. He can be reached at [jforr@olsonzaltman.com](mailto:jforr@olsonzaltman.com).

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Frank Kelly, SVP Global Marketing and Strategy • Lightspeed

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#### B2B ONLINE COMMUNITIES: ENGAGING MEMBERS AND YOUR OWN ORGANIZATION

Natalie Kakovitch, Strategic Research Consultant

A successful business-to-business research community requires engagement from two groups: community members and the organization sponsoring the community. This presentation will cover the various strategies and tactics that Toyota Financial Services has used to engage these two key groups for the Toyota Voice of the Dealership Forum, a sponsored online community for dealers.



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### UPFRONT ANALYTICS

#### GETTING COMFORTABLE WITH MOBILE GAMES FOR MARKET RESEARCH: A CASE STUDY INVOLVING MOVIES

Joe Marks, Founder, Upfront Analytics

Gamification needs fewer toy examples and more serious studies. This session will present a case study using mobile games to track awareness, attitude and intent to watch for four major movies scheduled for U.S. domestic release in December 2015. We will compare the data gathered via our games against prediction-market data and box office returns with the goal of understanding the consumer response to each movie's marketing campaign.



MARKS



### FIRE THE MODERATOR! WHY YOU DON'T 'HAVE TO BE THERE.' TECH-DRIVEN SELF-ETHNOGRAPHY

Kathy Doyle, *President* • Doyle Research Associates Inc.

### HOW CLIENTS AND VENDORS CAN GET THE MOST OUT OF WORKING WITH EACH OTHER

Naomi Henderson, *CEO* • RIVA Market Research & Training Institute

### HOW MILLENNIALS AND GEN Z ARE CHANGING THE GAME: A YOUTH CULTURE IMMERSION

Wynne Tyree, *Founder & President* • Smarty Pants

### LEVERAGING METAPHOR TO DETERMINE WHAT WOMEN REALLY WANT FROM HEALTH CARE USING REVELATION'S DIGITAL IMMERSION PLATFORM

Sandra Bauman, *Principal & Founder* • Bauman Research & Consulting  
Mary Aviles, *Consultant* • Bauman Research & Consulting

### MINDMATCH: USING RESEARCH AND BIG DATA TO OPTIMIZE DIGITAL

Debbie Solomon, *Managing Director, Marketing Science* • Mindshare

### MOUTH BEHAVIOR – A NEW DISCOVERY THAT CHANGES PRODUCT COMMUNICATION STRATEGY

Jacqueline Beckley, *CEO* • The Understanding & Insight Group LLC  
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### STORIES FROM THE LEADING EDGE OF MOBILE: WHAT'S WORKING (AND NOT!) FOR ADVANCED MOBILE RESEARCH

Scott Worthge, *Vice President* • uSamp

#### INSIGHT & MEASUREMENT, LLC

### EIGHT KEYS TO GETTING BETTER DATA FROM QUESTIONNAIRES

David Harris, *Founder & President*

Looking to write questionnaires that get accurate information for decision-making at a reasonable cost? Many questionnaires are too long and contain questions that have been shown through experimentation to yield biased results. David Harris, author of *The Complete Guide to Writing Questionnaires*, will review eight essential ways to ensure your questionnaires get more accurate information and are designed to support decision-making at a lower cost.



#### AMERICAN HEART ASSOCIATION & CENTRAC

### MAKING HEALTHY MARKETING RESEARCH AND FOOD DECISIONS

Karen Robb, *Manager, Customer and Marketing Research, American Heart Association*  
Jeff Adler, *Managing Director – Primary Market Research Practice Lead, Centrac – A Division of Veris Consulting*  
Maureen Austen, *Senior Manager, Primary Research Group, Centrac – A Division of Veris Consulting*

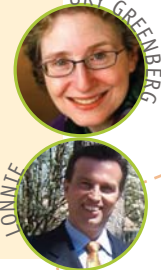
Because even small diet changes are important to your heart, the American Heart Association created a health education program promoting healthy eating, Simple Cooking with Heart. AHA partnered with Centrac – a division of Veris Consulting – to successfully design multiple mode multi-year research to evaluate the health impact of the program. The research included in-person, phone and online interviews; central location cooking demonstrations; and neighborhood hostess party IDI's, with special interest in lower socio-economic status respondents.

## COLUMBIA UNIVERSITY & KL COMMUNICATIONS

### FOSTERING CREATIVITY THROUGH CO-CREATION

Linda Ury Greenberg, *Director for Marketing Research, Columbia University*  
Kevin Lonnie, *CEO & Founder, KL Communications*

Columbia University was looking for a way to keep their alumni feeling connected. This session will look into Columbia's decision to step away from the same old concept testing research and issue an engagement challenge to the alumni and let them build a new communication strategy.



### TAPPING INTO TECHNOLOGY TO UNDERSTAND THE CONSUMER JOURNEY

Paul Donagher, *Managing Director, Consumer & Retail • Market Strategies International*

### THE POWER OF INCENTIVE FULFILLMENT: RETAINING AND REWARDING RESEARCH RESPONDENTS

Mark Hughes, *Manager, Global Payment Solutions • hyperWALLET*

### TURN CUSTOMER FEEDBACK INTO ACTION, OPERATIONALIZE YOUR DATA

Rudy Nádilo, *President North America • Daptesy*

### VIVID EXPERIENCES – MAXIMIZE IMPACT WITH BEHAVIOR-BASED QUALITATIVE

Kelley Styring, *Principal • InsightFarm Inc.*

### YOUNG, MOBILE & POWERFUL: HOW APPLE'S COMPETITORS CAN WIN MARKET SHARE BY WOOLING THE YOUTH MARKET

Jeri Smith, *President & CEO • Communícus*



## ETSY

### SELF-REPORT AND BEHAVIORAL DATA: ASYMMETRY OR ALIGNMENT?

Katie Hansen, *Consumer Insights Analyst, Etsy*

How accurate are survey respondents when relating their past behavior? Using a collection of anonymized survey responses and Etsy's user data, Katie Hansen, PhD, will first look at reporting on past behavior, such as number of purchases, and then turn to ongoing behaviors like sharing. Finally, the session will examine the predictive accuracy of survey respondents' future intentions. Do the buyers who say they'll purchase again actually do so?

## JP MORGAN

### TALENT MANAGEMENT CHALLENGES, OPPORTUNITIES AND BEST PRACTICES

Michael Rosenberg, *Managing Director, J.P. Morgan*

Identifying, nurturing and retaining talented staff can be a challenge in any industry, but market research managers have a unique set of requirements and in many ways a more narrow pool of talent. This session will highlight best practices that have been developed from over 15 years of experience hiring and developing market research professionals. It will also feature lessons learned and helpful hints to avoid common pitfalls associated with managing market research teams.



## THE ESTÉE LAUDER COMPANIES

### EMBRACE STANDARD DEVIATION: A RANDOM SAMPLING ON DOING THINGS DIFFERENTLY THAN THE NORM

Robin Pearl, *Vice President, Consumer Insights, North America at The Estée Lauder Companies*

Throughout the last 35 years in the field of market research and marketing science there have been four transformations that have radically impacted the research industry. While each transition has brought forth numerous benefits, it has also brought to light many challenges. Robin Pearl will focus on these challenges and how we must "deviate from the standard processes" to create innovative and high-quality work.

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# Q

## Names of Note

■ London researcher *Sparkler* has hired **Ed Greggs** as associate partner and **Marielle Cottee** as a senior consultant.

■ **Amanda Phillips** has joined research firm *Millward Brown* as head of sales and marketing in the U.K.

■ The board of directors for the *Ad Council*, New York, has hired **Lisa Sherman** as president and CEO.

■ **Dawn Hudson** is the new chief marketing officer for the *National Football League*, New York.

■ *Almac Group*, a pharmaceutical firm in Craigavon, Northern Ireland, has created two new positions to expand its global marketing team. **Matt Cocking** has been hired as market development director for the clinical technologies business unit and **Laura Montgomery** will serve as the senior market insight director.

■ Gurgaon, India, researcher *Annik* has appointed **Lata Iyer** as senior vice president, research and analytics.

■ **Suzanne Costa** has joined *Verve*, a Toronto research firm, as senior vice president of operations. Also, **Jack Lee** has been hired as senior community manager and **Megan Wardley** as community manager.

■ **Terri Sorenson** has been appointed as senior project coordinator at *Dub*, a Saskatoon, Canada, research firm.

■ In Cincinnati, *Directions Research Inc.* has hired **Betsy Sutherland** as senior vice president of client service and named **Kacie**



Sutherland



Liederbach



McCormick

**Liederbach** and **Mike McCormick** as account manager.

■ Stockholm research software company *Cint* has appointed **Hanna Jahnstedt** as its CFO.

■ *EurotaxGlass*, a London automotive intelligence specialist, has appointed **Lindsey Roberts** as CEO.

■ *Catalytics Performance Consulting*, a Philadelphia management firm, has appointed **Steve Aukers** as senior catalyst.

■ In Cincinnati, *MarketVision Research* has promoted **Stephen Cox** to research manager.

■ New York researcher *KJT Group* has appointed **David Luery** as managing director, global research.

■ Paris research company *Ipsos* has hired **Jake Dorn** as senior vice president, chief client director for Microsoft.

■ *Facts International*, a Tonbridge, U.K., research company, has added **Ellie Osborne** as associate director, **Kirsty Bridgland** as senior research executive, **Cindy Ramnath** as learning and development advisor and **Dawn Chapman** as client services executive.

■ **Kailash Nagdev** has joined London researcher *YouGov* as managing director of its research services in Dubai.

■ San Francisco Internet firm *Krux* has appointed **Yacov Salomon** to lead its global data science development. He will work from their Sydney office.

■ **Michael Chavvaria** has joined *SoapBoxSample*, a Los Angeles researcher, as director of business development.

■ In Cincinnati, **Ryan Hardesty** has joined *MarketVision Research* as a research manager.



Hardesty

■ *Infotools*, a New Zealand marketing firm, has promoted **Chris Spence** to lead the company's global sales team and marketing initiatives and hired **Horst Feldhaeuser** as global client director.

■ **Dean Burnett** has been appointed as senior director, global panel and sampling operations, for researcher *uSamp*. Encino, Calif. In addition, the firm promoted **Andy Jolls** to chief marketing officer.

■ **Alexis Schultz** has joined *Op4G*, a Portsmouth, N.H., researcher, as senior director of client development. She will be based in the Connecticut office.

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2014/20141212

■ London staffing firm *Hasson Associates* has appointed **Beatrice Zornek** as an associate and **Aileen Ryan** as office manager.

■ **Chelsea Gibbons**, a qualitative director at Denver researcher *iModerate*, was awarded a Young Professionals Grant by the *Qualitative Research Consultants Association*, allowing her to attend the QRCA annual conference in October free of charge.

■ **Kenneth Bohlin**, president and CEO of *Informa Financial Information*, London, and *Informa USA*, will retire at the end of the year.

■ *EMI Research Solutions*, Cincinnati, has named **Janet Miller** as sales and business development consultant.



Miller

■ **Anthony Buzzanca** has joined the sensory research department of Denver-based *Ingather Research and Sensory*.

■ **Matt Campion**, executive vice president at South Iselin, N.J., research firm *Schlesinger Associates*, received the *Pharmaceutical Market Research Group R.R. Fordyce* award, recognizing a member dedicated to the betterment of the industry.



Campion

■ **Shelly Berg** has joined *GfK's Retail and Technology* team in the U.K. as senior vice president.

■ *Effective Measure*, a Melbourne, Australia, Internet company, has appointed **Graham Plant** as CEO.

■ **Darlene Lee** has joined the New York office of researcher *Penn Schoen Berland* in the newly created role of senior vice president.

■ *AudienceScience*, a Bellevue, Wash., researcher has hired **Danny Kim** as

director of innovation.

■ *The Word of Mouth Marketing Association (WOMMA)*, Chicago, inducted **Dave Balter**, founder of *BzzAgent*, **Pete Blackshaw**, global head of digital and social media, Nestle, and **Ed Keller**, CEO and co-founder of the *Keller Fay Group*, into its Hall of Fame in November at WOMMA's Summit in Hollywood, Calif.

■ **John Pflum** has joined *20|20 Research*, Nashville, as vice president of accounting and finance.



Pflum

■ Cincinnati researcher *Burke, Inc.*, promoted **John Thomas** to managing director, *Burke Healthcare*.

■ **Carlos Garavito** has joined the *Marketing Store*, Chicago, as vice president, creative director. He will be based in Toronto.

■ **Ian Dobson** has joined British retailer *Argos*, Milton Keynes, U.K., as head of customer and market insight.

■ *The Insight Centre for Data Analytics*, a partnership between *University College Dublin*, the *National University of Ireland at Galway*, *University College Cork*, and *Dublin City University*, has appointed **Oliver Daniels** as CEO.

■ **Roger Streight** has joined Toronto researcher *Asking Canadians* as its director of custom solutions.

■ **Joseph Kim** has been appointed as director of client services at New-York based *SIS International Research*. He will be based in Seoul.

■ In Baldwinsville, N.Y., *Research and Marketing Strategies* has hired **Heather Banks** as a health care transformation coordinator.

■ **Terri Gaughan** has joined the *E.W. Scripps Co.*, a Cincinnati media

company, as director of loyalty and partnerships.

■ San Francisco software company *Instagram* has hired **Marne Levine** as its first chief operating officer.

■ **Nika Kabiri** has been appointed managing director of *Ipsos MarketQuest* in Seattle.

■ *Research Rockstar*, based in the Boston area, has hired **Debra Mascott** as director, curriculum development.

■ Los Angeles researcher *SoapBoxSample* has added **Michael Sanders**, senior developer, and **Bradley Smagcz**, Web programmer, to its technology department. **Adriana Hemans** has joined as marketing coordinator.

■ **Elys Roberts** has been promoted to president of *Ipsos Marketing* in the U.S. He is succeeded by **Steve Girling** as president of *Ipsos Healthcare* in the region.

■ *Millward Brown* has named **Philip Dickinson** as group head of its U.K. food and household client management team. He will be based in Warwick.

■ *ResearchBods*, Leeds, U.K., has hired **Kelly Charles**, **Josh McGregor** and **Reuben Barker** to its digital solutions and communities offering department. **John Gould** has also joined as part of the new business development team along with **Emma Shah** as a project executive.

■ **Michael Schmall** has joined the automotive team of Detroit researcher *Morpace* as vice president.

■ **Alfred Moellenbeck**, managing director of *Euroforum*, will retire at the end of the year. *Euroforum* is a subsidiary of London business intelligence firm *Informa*. **Ann-Marie Brems** will assume his duties.

■ In Washington, D.C., **Michael Dimock** has been named president of the *Pew Research Center*.

■ *Crowd DNA*, a London market

research firm, has promoted **Chris Haydon** to insight and innovation director and **Sarah Brierley** to strategic initiatives director. Also, **Claire Moon** has been promoted to associate director.

■ **TNS BMRB**, the public sector division of Kantar, has appointed **Keith Bolling** as head of national and official statistics surveys and **Gillian Prior** as head of longitudinal studies.

■ **Amanda Hirsch** has joined *Vital Findings*, a Los Angeles research firm, as vice president.

■ London researcher *Firefish* has added **Simon Gedman** as an associate director along with five research executives, **Ellie O'Dell**, **Anna Leggett**, **Posy Knightly-Brown**, **Tom Hayes** and **Toni Coker**.

■ In New Orleans, software company *Fulcrum* has appointed **Bob Ferro** as executive director, client development.

■ **Lindsay Pattison** has been promoted to global CEO at New York marketing firm *Maxus UK*, a division of Group M.

■ **Margaret Zabel** will leave her role as CEO of the *Communications Council*, Sydney, Australia, at the end of December to become the vice president of marketing at McDonald's.

■ **Nick Collins** has joined Emeryville, Calif.-based researcher *Greenberg Strategy* as its chief client officer.

■ In New York, *Viacom* has named **Ross Martin** to the newly created position of executive vice president, marketing strategy and engagement for *Viacom Media Networks*.

■ **Josh Levin** has joined New York marketing research start-up *newlio* as chief marketing officer and partner.

■ *Asia Insight*, a Singapore market research firm, has named **Rebecca Chan** as general manager. She will head the Shanghai office.

■ Legal consulting firm *DecisionQuest*

has hired **Daniel Wolfe** as a senior vice president and **Joan Jackson** as business development manager, both in the Chicago office. At the south Florida office, **Donna Browning** has joined as a director and **Marjorie Tinney** as director of business development.

■ **MSLGROUP**, a subsidiary of New York-based Publicis Group, has appointed **Benjamin Koe** as regional director of strategic insight and impact. He will be based in Singapore.

■ Philadelphia researcher *MRops* has hired **Chris Fabber** as senior vice president sample solutions.

■ Albany, N.Y., research firm *THREE* has appointed **Emily Graban** as senior strategist. She will be based in the firm's Raleigh-Durham, N.C. office

■ **Charles Pearson** has joined London research company *Verve* as senior vice president client development North America.

■ **Luke Atkinson** has been appointed by *Smirnoff*, London, as vice president of global consumer and cultural planning. He will be based in New York.

■ Cambridge, Mass., researcher *IDTechEx* has appointed **Yasuo Yamamoto** as head of business development in Japan.

■ New York researcher *SIS* has promoted **Mandy Pan** to general manager, APAC region, and hired **Kevin Wang** as vice president of operations, APAC region, and **Jackie (JaLi) Huang** as project analyst, APAC region. All are based in Shanghai. **Janette Lavares** and **Jumelle Villamora** have joined the firm as senior project manager in the Manila office and **Joseph (Youngsun) Kim** has been hired as director of client relations in the Seoul office.

■ In Atlanta, marketing researcher *Bug Insights* has hired **Christopher Smith** and **John Rezac** as senior consultant.

■ San Francisco, Internet company

*KISSmetrics* has named **Brian Kelly** as CEO.

■ **Paul Allen**, executive vice president of business development at *Olson Research*, Yardley, Pa., was awarded the Pharmaceutical Market Research Group (PMRG) President's award, designed to recognize a member who demonstrates long-term commitment to PMRG.

■ **Neil Seeman**, founder and CEO of *RIWI Corp.*, received the Disruptive Innovator Award at the Market Research Event in Boca Raton, Fla., in October. The award is designed to recognize individuals who have acted as change agents and made significant contributions to harnessing disruptive innovation to promote research industry progress.

■ *Kantar Health*, based in New York, has hired five new staff for its Epsom, Surrey-based team. **Hazel Haskayne** joins as group director for qualitative practice, **Jenny Maddock** as a junior designer with the creative impact team, and **Anna Tapson**, **Will Edgar** and **Rachel Dixon** in the graduate program.

■ **Barbara Gassaway**, president of *Observation Baltimore* and the *Research Group*, received the 2014 Top 100 Minority Business Enterprise Award, honoring outstanding women and minority business owners in Maryland, Virginia, Pennsylvania, Delaware and the District of Columbia.

■ **Matt Hill** has been named research and planning director at *Thinkbox*, the marketing body for commercial TV in the U.K.

■ Baldwinsville, N.Y., research firm *RMS Healthcare* has added **Heather Banks** to its RMS Practice Transformation team.

■ *The National Food Lab*, Livermore, Calif., announced three promotions: **Debbie Lohmeyer** to senior vice president of consulting services; **Julie Hill** to senior vice president of lab services; and **Wilfredo Ocasio** to chief science officer of food safety.

# Q

## Research Industry News

### News notes

■ **George Washington University**, Washington, D.C., will offer a Master of Science in Business Analytics (MSBA) degree as the result of collaboration between the GWU Department of Decision Sciences, School of Business and businesses.

■ Portland, Ore., researcher **Rentrak** was granted a patent by the U.S. Patent Office for the method and system supporting its return path TVs, also known as set-top boxes. The patented system identifies when the TV is off but the set-top box is on.

■ **Census Data Group Limited**, a Surrey, U.K., staffing firm, has begun employing inmates from HMP High Down Prison in Surrey, U.K., to staff a call center located in the prison. The calls are made externally and then transferred to the prisoners, who do not have actual telephone numbers or any information about the participants. The prisoners earn about £9.80 a week for their work.

■ An Illinois judge approved the proposed \$14 million settlement of Reston, Va., research company **com-Score** in a 2011 class action lawsuit which alleged that the company's software was intrusive and took personal information from online panelists' computers.

■ New York researcher **Nielsen** reported in October that the previous seven months of its U.S. broadcast television ratings were inaccurate due to a technical error. The error benefited ABC, where ratings rose, and had a negative effect on all other networks. Nielsen said it fixed the software and would re-analyze all affected data.

■ **Facebook**, Menlo Park, Calif., announced that it has reviewed its research guidelines following the negative fallout from its manipulation of users' news feeds and has introduced a new set of guidelines, a research review panel, research training and a Web site which will summarize results of all research tests.

■ The Russian government has notified **Google**, **Facebook** and **Twitter** that they are required to register as "organizers of information distribution," which would require them to keep information about their Russian users on servers inside the country. The State Duma has set a deadline of the end of the year for the registration to be completed. Failure to register could lead to the program being blocked from access by Russian Web users.

■ **The Interactive Advertising Bureau (IAB)**, New York, plans to launch a non-profit research and development consortium, the IAB Technical Laboratories, in an effort to simplify the digital advertising and marketing supply chain. It will be geared toward developing technical standards, creating a code library to assist in implementation of IAB standards and establishing test software to enable companies to evaluate the compatibility of their technology with IAB standards. The consortium will be governed by an independent board of directors and executive committee. Current members of the IAB will

automatically be given membership in the IAB Tech Lab.

### Acquisitions/transactions

■ Research firm **EasyInsites Ltd.** has been acquired by **Tribes Research Ltd.** The EasyInsites staff will join the Tribe personnel in one central Guildford, U.K., office under the Tribes name.

■ Portland, Ore., researcher **Rentrak** has agreed to purchase the U.S. television measurement business of Paris-based **Kantar Media**. Rentrak will integrate its national and local TV measurement with Kantar's U.S. services which focus on digital media, advertising expenditure and purchase data. The acquisition price was \$98 million in Rentrak common stock and WPP will also purchase shares directly from the company for \$56 million in cash, giving WPP a final ownership stake of 16.7 percent of Rentrak. The completion date of the transaction is anticipated to be at the end of 2014.

■ In Paris, **Kantar Media** has agreed to purchase the audio watermarking unit of Netherlands technology firm **Civolution**, acquiring products which track media content and audiences. Financial details were not disclosed. The deal is expected to be complete by the end of the year.

■ **CX Act**, Rosslyn, Va., has acquired New York technology firm **Shopalytic**.

■ Leicester, U.K., marketing firm **GI Insight** has purchased a majority stake in London Internet firm **Cognesia**, formerly known as Intellitracker. Cognesia will operate as a division of GI Insight, maintaining its London office, and Simon Roberts, head of insights, and Mark Wilding, head of technology and product, will retain their positions.



[quirks.com/articles/  
2014/20141213](http://quirks.com/articles/2014/20141213)

■ Stockholm software company **Cision** has acquired London PR firm **Gorkana Group**. Terms of the deal were not revealed.

■ **Relevation Marketing**, British Columbia, has acquired **Industrial Quality Management (IQM)**, also in British Columbia. IQM provides marketing, strategic planning and market research to firms in the industrial services sector. Its co-founder Nick Bideshi has joined Relevation as business development director.

■ Plano, Texas, marketing firm **Alliance Data** will acquire **Conversant**, a Westlake, Calif., Internet company, in a cash and stock deal worth up to \$2.3 billion.

■ **Apptentive**, a Seattle software firm, has raised \$5.3 million in funding, which includes an investment from **SurveyMonkey**. As a result, Damon Cronkey of SurveyMonkey is joining the Apptentive board.

■ Arlington, Va., researcher **BioInformatics LLC** has acquired **Strategic Directions International (SDi)**, a Los Angeles marketing intelligence specialist. SDi will continue publishing its customer purchasing behavior reports and industry newsletter, Instrument Business Outlook, and will retain its offices and current staff.

■ **Capital One**, a Washington, D.C., financial services company, has acquired San Francisco-based user experience design firm **Adaptive Path**. Terms of the deal were not disclosed.

■ Germany-based **GfK Group** has acquired **Cogenta**, a Windsor, U.K., research company which collects data on more than 8 million products across a number of countries. It will be fully integrated into GfK.

■ **PeriscopeIQ**, a technology company headquartered in Allentown, Pa., has acquired **Opinionmeter International**, a San Francisco researcher, for an undisclosed sum.

■ **Mystery Researchers**, Atlanta, has

acquired **Beyond Hello**, a Madison, Wis., mystery shopping firm.

■ San Francisco-based Internet firm **Quantcast** has acquired London marketing company **Struq** for an undisclosed sum.

■ **CoreLogic**, an Irvine, Calif., analytics firm, has sold its **Collateral Solutions and Field Services** business units to allow greater focus on its data analytics and data-enabled offerings.

■ **HRA**, the Parsippany, N.J., research division of Michael J. Hennessy Associates, has acquired **CURE Media Group**, publisher of CURE, a free magazine distributed to cancer patients, centers and advocacy groups.

■ India-based health care researcher **Krea** has spun off its **CAN DO** initiative as a separate division. The CAN DO program provides training and employment in panel recruitment, data collection and desk research to people with disabilities.

### Alliances/strategic partnerships

■ **The Nielsen Company**, New York, and **Adobe**, San Jose, Calif., have announced their partnership in creating a cross-platform measurement system, the Nielsen's Digital Content Ratings, powered by Adobe. Combining Nielsen's digital audience measurement tools with Adobe Analytics and Adobe Primetime, the system is designed to measure online TV, video, games, audio and text and to provide comparable metrics on audiences across all major IP devices, including desktops, smartphones, tablets and game consoles. It will be supported by Adobe Analytics census data and will be available in the Adobe Marketing Cloud. Both companies will market the system.

■ Stockholm software firm **Cint** and **Borderless Access Panels**, headquartered in Bangalore, India, will combine the Cint OpinionHub software with the DOI panel assets of Borderless Access.

■ **Counter Intelligence Retail**, a York, U.K. researcher, has contracted with Oslo, Norway, software company **Confermit** to provide customized software designed to conduct checks on data as it is collected and allow for the creation of complex questionnaires.

■ **Buzzback**, a New York research firm, is partnering with Boston translation services company **Lionbridge** to provide a global linguistic check on the names proposed by Buzzback. The additional review is designed to ensure worldwide acceptance of the selected names for products, brands or companies.

■ Little Rock, Ark., researcher **Acxiom** will share its data with Chicago advertising firm **Starcom Mediavest Group (SMG)**, in a move designed to allow SMG to develop more targeted branding, retention and acquisition strategies. SMG will also use the Acxiom AbiliTec software to connect its campaigns across channels and platforms.

■ Mumbai, India, researcher **Majestic MRSS** and Shenzhen, China, foreign investment firm **Dezan Shira Associates** have agreed to a mutual referral agreement.

■ San Francisco Internet company **SurveyMonkey** and **NBC**, New York, have announced a partnership aimed at developing in-depth assessments of public opinion data and exploring new approaches to survey research. Their first study on public opinion of the U.S. response to the Ebola virus polled 1,010 U.S. adult members of the Survey Monkey online panel using a NBC News questionnaire.

■ Portland, Ore., researcher **Rentrak** will expand its contract with the **Fox Networks Group** to include linear TV ratings measurement and single source consumer data reporting.

■ Dutch audience survey firm **NLO** has extended its current contract with Nuremberg, Germany, research company **GfK** for tracking radio audiences. NLO is also studying the use

of smartphone apps to report radio audiences from minute-to-minute. The current diary methodology asks respondents to indicate their radio listening behavior every 15 minutes.

### Association/organization news

■ **ESOMAR** has elected Laurent Flores, SLPV Analytics, Paris, as its new president and David Smith, DVL Smith, London, for the January 2015 to December 2016 term. Additionally, the following eight candidates were elected to the ESOMAR Council for the remaining seats for 2015/2016 term (listed alphabetically by last name): David Bakken (USA), Joaquim Bretcha (Spain), Anne-Sophie Damelin-court (France), Kristin Luck (USA), Pervin Olgun (Turkey), BV Pradeep (Singapore), Niels Schillewaert (USA), Pieter Paul Verheggen (Netherlands).

■ **The Qualitative Research Consultants Association (QRCA)** has elected its officers and directors for 2014-15. The QRCA officers include

Mark Sumpter, president, Consumer Link Moderating & Research Consulting, Inc., Chicago; Monica Zinchiak, vice president, Z. Research Services, San Diego; Manny Schrage, treasurer, Consumer Centers of New York and New Jersey, Montclair, N.J., and Jay Zaltzman, secretary, Bureau West Research Group, Palm Springs, Calif. The QRCA directors are Shaili Bhatt, C+R Research, Chicago; Corette Haf, Corporate Research Consultancy, Malmesbury, South Africa; Marc-André Leduc, M. Leduc & Co., Montreal, and Susan Sweet, Sweet Insight Group, Lafayette, Colo.

### Awards/rankings

■ Des Moines, Iowa, researcher **Quester** received the 2014 EXPLOR Award at the Market Research Event in Boca Raton, Fla. The award recognizes a case study which included innovation in technology or new methodology.

■ **CASRO** has named **Morpace**, a Detroit researcher, as its Research

Organization of the Year. The award honors a member company demonstrating leadership, consistency and excellence in the planning and execution of research services.

■ **Localz**, a Melbourne, Australia, technology firm, was named winner of the JLAB, the technology business incubator of London retailer **John Lewis**. Localz designed a platform which uses Apple's iBeacon technology, WiFi, GPS, QAR codes and near-field communication to calculate a shopper's precise location. This information can then be used to send ads and coupons to the shopper's phone. The technology is also geared toward tracking items which may be time or temperature-sensitive and to complete mobile payments. As winner, Localz received £100,000 in investment funds and the opportunity to test its platform with John Lewis locations.

■ **DJS Research Ltd**, Stockport, U.K., was recognized as the 2014 Stockport Business of the year, with Alasdair



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Gleed, research director, being named Business Person of the Year.

## New accounts/projects

■ **IAB Australia**, the online ad association headquartered in Sydney, has chosen New York researcher **Nielsen** as the supplier of digital audience measurement services in the country. The three-year contract will begin in January 2015. Smartphone and tablet ratings are due to be added in early 2015, with cross-digital ratings for desktops, smartphones and tablets to be added in July 2015 and daily ratings for digital content, including video added in early 2016.

■ **General Mills**, Minneapolis, is shifting its shopper marketing efforts to five WPP Group companies: **Geometry**, Bogota, Colombia; **Rockfish**, Rogers, Ark.; **Kantar Retail**, Surrey, U.K.; **Barrows**, Durban, South Africa; and **Bravo**, Valby, Denmark. Account revenue was not disclosed.

■ Washington, D.C., researcher **ORI** has been awarded three task orders by the **U.S. Department of Labor** which expand its data collection responsibilities to include monthly collection of current employment statistics at four centers and a survey of job openings and labor turnover. The orders have a total value of approximately \$22 million and will involve more than 400 full and part-time ORI employees at six sites.

■ **Fairfax Media**, Sydney, Australia, will resume publishing its political polls through a partnership with Paris research company **Ipsos** after New-York based researcher Nielsen cancelled its contract to run the monthly Fairfax Nielsen Poll last June. The Fairfax Ipsos Poll will be telephone based and utilize a sample size of 1,400. It will provide 10 federal polls annually with state-based surveys on demand.

■ Portland, Ore., researcher **Rentrak** has secured a contract with **Zenith Media** for Rentrak's local TV measurement for advertising purchases.

## New companies/new divisions/relocations/expansions

■ London-based communications agency **PrettyGreen** has launched **Pretty Black&White**, a division geared toward market research, brand positioning and insight planning.

■ **KeyQuest Health**, a market research company headquartered at Richmond-upon-Thames, U.K., has opened a New Jersey office, headed by Miina Rafinski.

■ Boston-based software firm **Crimson Hexagon** has opened its European headquarters on London's South Bank.

■ **Research Panel Asia (RPA)**, Tokyo, has opened an office in New York to serve as its East Coast base of operations. This is the seventh global office and second U.S. office for RPA.

■ Kieran Snyder and Jensen Harris have launched **Textio**, a Seattle-based software firm.

■ **Simon-Kucher**, a management consulting firm in Bonn, Germany, is opening an office in Barcelona.

■ New Orleans researcher **Federated Sample** has spun off its **Fulcrum** sample management and exchange division, allowing it to operate as a stand-alone division. It will be led by Michael McCrary as president, with Andy Ellis assuming the role of president at Federated Sample.

■ **Newzoo**, an Amsterdam researcher, has opened an office in Shanghai, its first international office. It also plans to launch new research combining consumer research, transactional data and financial analysis for customers in Thailand, Vietnam, Malaysia, Indonesia, Singapore and the Philippines.

## Research company earnings/financial news

■ Paris researcher **Ipsos** reported third quarter revenue of EUR 412.7 million, an increase from the second

quarter. Ipsos carried out 35 percent of its business in emerging countries, where its business increased by 5.2 percent. Business (at constant exchange rates) in developed countries declined 2.6 percent.

■ New York researcher **Nielsen** reported its third quarter results, with revenues increasing 13.3 percent to \$1,572 million, or 14.4 percent on a constant currency basis. If the Arbitron and Harris acquisitions are excluded, revenues had increased 2.5 percent, or 3.4 percent on a constant currency basis. Adjusted net income for the third quarter increased 32.6 percent to \$256 million, compared to the third quarter of 2013. On a constant currency basis, the third quarter income was up 36.9 percent.

■ San Francisco technology firm **Radius** has raised \$54.7 million in Series C funding.

■ Provo, Utah, researcher **Qualtrics** has closed a \$150 million Series B financing round.

■ **Tile**, a location-tracking device company in San Mateo, Calif., has raised \$9.5 million in a Series A round.

■ **Insightpool**, an Atlanta social media engagement startup, has raised \$4 million in a Series A round.

■ San Francisco-based software company **GoodData** has completed a \$25.7 million Series E round of funding.

■ **Zoomdata**, a Reston, Va., software firm, has raised \$17 million in series B funding.

■ Analytics software firm **Alteryx Inc.**, Irvine, Calif., announced a \$60 million investment round.

■ **Map-D**, a San Francisco-based data analytics visualization startup, has raised \$1.5 million in seed funding. Its platform is designed to analyze and visualize billions of data points to support graphics-intensive maps and charts.



# CALENDAR OF EVENTS

●●● can't-miss activities

**The Neuromarketing Theory and Practice Conference** will hold its Market Research Exchange conference on **December 2-3** in **London**. Visit <http://www.neuromarketingtheorypractice.com/events>.

**The International Quality and Productivity Center (IQPC)** will hold its Market Research Exchange conference on **December 3-5** at the Ritz Carlton, **Amelia Island, Fla.** Visit [www.marketresearch-exchange.com](http://www.marketresearch-exchange.com).

**The International Quality and Productivity Center** will hold its annual customer experience summit on **December 8-10** in **New Orleans**. Visit <http://bit.ly/1qMguqT>.

**The Dallas Digital Summit** will be held on **December 9-10** at the Irving Convention Center, **Irving, Texas**. Visit <http://www.dallasdigitalsummit.com>.

**The Strategy Institute** will hold its Digital Marketing for Financial Services Summit on **December 9-10** in **New York**. Visit [www.financialdigitalmarketingus.com](http://www.financialdigitalmarketingus.com).

**Corp Events** will host its annual conference, themed "Data Marketing 2014: Unlocking the Power of Your Customer Information," on **December 10-11** at the Eaton Chelsea Hotel in **Toronto**. Visit [www.datamarketing.ca](http://www.datamarketing.ca).

**Toluna** will host a Webinar, titled "Coupling a branded community approach with social media data to deepen

insight – a case study with Discovery Channel," on **December 11** at 1 p.m. EDT. Visit <http://bit.ly/1pMorPI>.

**The Neuromarketing Science and Business Administration (NMSBA)** will hold a conference titled, "Neuromarketing Theory and Practice" on **January 26-27** in **San Francisco**.

**Unicom** will hold a conference, themed "Real-Time Analytics: Making better, faster business decisions" on **November 27** in **London**. Visit <http://conferences.unicom.co.uk/real-time-analytics/index.php>.

**IIR** will hold the Media Insights and Engagement Conference on **February 3-5** at the Westin San Diego, **San Diego, Calif.** Visit <http://www.iirusa.com/mediainsights/home.xml>.

**The 2015 Pharma Market Research Conference** (U.S.) will be held on **February 4-5** at the Hilton Parsippany Hotel, **Parsippany, New Jersey**. Visit <http://pharmamarketresearchconference.com>.

**The Council of American Survey Research Organizations** will hold its digital research conference on **February 11-12** in **Nashville**. Visit <http://www.casro.org/?15drp>.

**Worldwide Business Research** will hold its 2015 mobile shopping conference on **February 11-12** at the American Square Conference Centre, **London**. Visit <http://wbresearch.ch/qud>.

**The International Institute of Knowledge Measurement** will hold its annual conference, themed "Redefining the Art and Science of Marketing" on **February 17-18** in **Colombo, Sri Lanka**. Visit <http://marketingconferences.co/2015/>.

**Worldwide Business Research** will hold its flagship conference, "eTail West" on **February 17-20** at the JW Marriott Palm Desert Resort and Spa in **Palm Desert, Calif.** Visit <http://www.etailwest.com>.

**The Quirk's Event 2015** will be held on **February 23-24** at the New York Marriott at the Brooklyn Bridge in **Brooklyn**. Visit [quirks.com/theevent](http://quirks.com/theevent).

**The Merlien Institute** will hold a conference, themed "Market Research in the Mobile World – Asia-Pacific" on **March 10-12** in **Singapore**. Visit <http://www.mrmw.net>.

**The Advertising Research Foundation** will hold a conference, Re:Think 2015, themed "Reimagine Research" on **March 16-18** in **New York**. Visit <https://www.etchouches.com/ehome/89073>

**The Market Research Society** will hold its annual conference, themed "Impact 2015 – Understanding Customer Behavior in a World of Change" on **March 17-18** in **London**. Visit [www.mrs.org.uk/conference](http://www.mrs.org.uk/conference).

**Worldwide Business Research** will hold a conference, themed "Next Generation Customer Experience," on **March 23-25** at the Omni San Diego Hotel,

**San Diego**. Visit <http://www.the-customer.com>.

**The Sawtooth Software Conference 2015** will be held on **March 25-27** at the Loews Portofino Bay Hotel in Universal Orlando, **Orlando Fla.** Visit <http://bit.ly/1vT1dIb>.

**The Neuromarketing Science and Business Administration** will hold a conference, titled "Neuromarketing World Forum – Understanding Creativity," on **March 25-27** in **Barcelona**. Visit <http://www.neuromarketingworldforum.com/>.

**Worldwide Business Research** will hold a conference, titled "Digital Travel Summit" on **April 27-29** in **Las Vegas**. Visit <http://www.digitaltravelsummit.com>.

**Worldwide Business Research** will hold a conference, NETFINANCE 2015, focused on digital marketing for financial services on **April 27-29** in **Miami**. Visit <http://www.netfinanceus.com>.

**The 2015 Canadian Pharma Market Research Conference** will be held on **April 28-29** at the Sheraton Toronto Airport Hotel and Conference Centre, **Toronto**. Visit <http://pharmamarketresearchconference.com>.

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To submit information on your upcoming conference or event for possible inclusion in our print and online calendar, e-mail Alice Davies at [alice@quirks.com](mailto:alice@quirks.com). For a more complete list of upcoming events visit [www.quirks.com/events](http://www.quirks.com/events).



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# Q

## 2015

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## Group

## Facilities

## Directory

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## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

## Alabama

### Birmingham

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

### Montgomery

**Nolan Research**  
 2569 Bell Road  
 Montgomery, AL 36117  
 Ph. 334-284-4164  
 partners@nolanresearch.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 LLC**  
 601 W. 5th Ave.  
 2nd Floor  
 Anchorage, AK 99501  
 Ph. 907-223-2406  
 adam@haysresearch.com  
 www.haysresearch.com  
 Location: Office building  
 Distance from airport: 7 miles, 12 minutes  
 CL, 1/1, 1/1OR, VC, WC  
 Multiple 25x35 Obs. Rm. Seats 8


## Arizona

### Phoenix

**C&C Market Research - Phoenix**  
 Arrowhead Towne Center  
 7700 W. Arrowhead Towne Center, #2246  
 Glendale, AZ 85308  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 15 miles, 25 minutes  
 1/1, 1/1OR, TK  
 Conference 12x12 Obs. Rm. Seats 8  
 (See advertisement on p. 47)

**C&C Market Research - Phoenix**  
 Arizona Mills  
 5000 Arizona Mills Circle, Suite T546  
 Tempe, AZ 85282  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Location: Shopping mall  
 Distance from airport: 60 miles, 60 minutes  
 1/1, 1/1OR  
 Conference 15x15 Obs. Rm. Seats 6  
 (See advertisement on p. 47)

**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. 47)

  
**fieldWORK**  
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**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, 1/1OR, CUL, VC, WC  
 Conference 19x23 Obs. Rm. Seats 14  
 Conference 22x24 Obs. Rm. Seats 20  
 Conference 22x25 Obs. Rm. Seats 15  
 Conference 23x25 Obs. Rm. Seats 28  
 Conference 11x16 Obs. Rm. Seats 10

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 Location: Office building  
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 Multiple 18x21 Obs. Rm. Seats 12  
 Multiple 21x17 Obs. Rm. Seats 18

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 (See advertisement on p. 3)

**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, 1/1OR, TK  
 Conference 18x24 Obs. Rm. Seats 15



**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, 1/1OR, 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)

**Test America, a division of CRG Global**  
 Paradise Valley Mall  
 4550 E. Cactus Road, Suite 32  
 Phoenix, AZ 85032  
 Ph. 866-209-2553 or 386-677-5644  
 crgsales@crgglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 16 miles, 19 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
 Conference 15x25 Obs. Rm. Seats 6



**WestGroup Research**  
 3033 North 44th Street, Suite 150  
 Phoenix, AZ 85018  
 Ph. 602-707-0050 or 800-999-1200  
 info@westgroupresearch.com  
 www.westgroupresearch.com  
 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. 47)

**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. 47)

### Little Rock

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

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

## California

### Bakersfield

**Datta Research (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  
 alison@aismarketres.com  
 www.aismarketres.com/  
 Alison Hummer, Business Development  
 Location: Office building  
 Distance from airport: 4 miles, 5 minutes  
 1/1, TK  
 Conference 25x25 Obs. Rm. Seats 20  
 (See advertisement on p. 79)

**Nichols Research - Fresno/Central Valley**  
 600 W. Shaw Ave. Suite 350  
 Fresno, CA 93704  
 Ph. 559-226-3100  
 info@nicholsresearch.com  
 www.nicholsresearch.com  
 Celsa Garcia  
 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  
 Mark Tobias, CEO  
 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.

## 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.

### Adept Consumer Testing Encino/Los Angeles

16130 Ventura Blvd., Suite 200  
 Encino, CA 91436  
 Ph. 310-279-4600 or 818-325-3200  
 info@adeptconsumer.com  
 www.adeptconsumer.com  
 Mark Tobias, CEO  
 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.adlerweiner.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



### The AIM Forum

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

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

### AIM/LA

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

### AIM/LA (Br.)

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

### Atkins Research Group, Inc.

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

### C&C Market Research - Los Angeles

Antelope Valley Mall  
 1233 Rancho Vista Blvd., #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. 47)

### 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: 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 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. 310-260-8889 or 888-873-6287  
 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



# STATE-OF-THE-ART FOCUS GROUP FACILITY

LOCATED IN THE HEART OF CALIFORNIA'S CENTRAL VALLEY

AIS CAN PROVIDE THE ACTION - INSIGHT - SOLUTIONS TO SUCCESSFULLY NAVIGATE YOUR BUSINESS



### VIEWING ROOM

accommodates 20 clients  
tiered seating  
optimal live closed circuit viewing  
full length one way mirror  
marker board  
dual language listening capabilities



### CONFERENCE ROOM

accommodates 30 respondents  
fully modular tables  
state-of-the-art audio & video recording  
multiple visual presentation methods:  
marker board, projector, wall railing,  
flip chart easels, & a 42-inch HD TV



### CLIENT LOUNGE

comfortable leather couch  
high-top table  
food & beverage service amenities  
private restroom  
private client entrance  
free wireless internet

## FULL SERVICE MARKET RESEARCH SOLUTIONS:

FOCUS GROUPS - RECRUITING - SURVEYS - EXECUTIVE INTERVIEWS - CENTRAL LOCATION TESTING

MULTIMODAL DATA COLLECTION CAPABILITIES: IN-PERSON, TELEPHONE, INTERNET, MAIL

IN-HOUSE 75 STATION CALL CENTER WITH FULL CATI AND INTERNET CAPABILITIES



**AIS** Market Research, Inc.  
*Action-Insight-Solutions*

For more information visit: [www.aismarketres.com](http://www.aismarketres.com) | or give us a call:  
(559)252-2727



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.



**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, 1/1OR  
 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.

**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, 1/1OR, TK  
 Conference 18x20 Obs. Rm. Seats 13  
 Conference 18x20 Obs. Rm. Seats 14  
 Conference 26x29 Obs. Rm. Seats 19  
 Conference 11x14 Obs. Rm. Seats 6



**LW Research Group**

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

LW Research Group offers high-quality marketing research field service with an on-site phone room capable of handling large-scale national projects. We have earned a reputation for recruiting unsurpassed in the research industry because of our stringent quality controls. We specialize in large-scale automotive clinics and drive tests. LW Research works directly with clients to plan off-site special research events nationwide. Recruiting includes: consumer groups, automotive, children, B2B, real people recruiting/ testimonials, medical and ethnic. Projects include: large-scale recruiting, in-home (ethnographies) and more!

**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, Executive Director  
 Location: Office building  
 Distance from airport: 1 miles, 5 minutes  
 CL, TK, VC, WC  
 Conference 20x22 Obs. Rm. Seats 15  
 Conference 18x18 Obs. Rm. Seats 12



**Mondo Research**

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

**Opinions, Ltd. - Los Angeles**

Topanga Mall  
 6660 Topanga Canyon Blvd., Suite 49A  
 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, 1/1OR, 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 minutes  
 CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
 Conference 16x22 Obs. Rm. Seats 20  
 Conference 16x18 Obs. Rm. Seats 7  
 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, 1/1OR, 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  
 Scott Baker, VP, Qnal Solutions  
 Location: Office building  
 Distance from airport: 11 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
 Multiple 21x18 Obs. Rm. Seats 14  
 Multiple 20x19 Obs. Rm. Seats 14  
 Multiple 20x19 Obs. Rm. Seats 14  
 Multiple 24x18 Obs. Rm. Seats 16  
 (See advertisement on inside front cover)



**Trotta Associates / Trotta-Hansen**

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.  
 (See advertisement on p. 81)

## 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.oc@adlerweiner.com  
 www.adlerweiner.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

**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

Conference 26x26 Obs. Rm. Seats 15

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, Vice President  
 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.

  
**fieldWORK**  
 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 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. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 Conference 12.6x19.6 Obs. Rm. Seats 4

**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  
 (See advertisement on p. 81)



Los Angeles & Orange  
 County, California

310 306-6866  
[www.trotta.net](http://www.trotta.net)

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - 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.

Sacramento



elliott benson

**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

17 years as a globally top-rated facility by Impulse Survey. Expanded data center for nationwide recruiting, online surveys and nationwide field management. Spacious, upscale facilities with open floor plans, the latest technology, and FocusVision streaming. Large multi-purpose rooms for central location tests, mock juries, etc. and test kitchen for sensory testing. All rooms can be specially configured to suit the specific needs of clients - conference, living room, classroom, etc. Use Quirks15 to receive complimentary room rental for 1 2-hr session when combined with recruiting. Expires 12/31/15.

**Opinions of Sacramento**

2025 Hurley Way Suite 110  
 Sacramento, CA 95825  
 Ph. 916-568-1226  
 hugh@opinionsofsac.com  
 www.opinionsofsac.com  
 Hugh Miller, Co-owner  
 Location: Office building  
 Distance from airport: 15 miles, 25 minutes  
 CL, TK, AU, CUL, PUL, WC  
 Multiple 20x16 Obs. Rm. Seats 12  
 Multiple 28x16 Obs. Rm. Seats 16

**Opinions, Ltd. - Sacramento**

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

San Bernardino

**Athena Research Group, Inc.**

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

San Diego



FLAGSHIP RESEARCH  
 San Diego

**Flagship Research**

2840 5th Ave Suite #200  
 San Diego, CA 92103  
 Ph. 888-849-4827 or 619-849-1111  
 bridge@flagshipresearch.com  
 www.flagshipresearch.com  
 Russell Duong  
 Location: Office building  
 Distance from airport: 1 miles, 5 minutes  
 CL, 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's all about quality recruiting. Flagship records every recruiting call. A full-time staff member listens to and archives each recording as validation of the recruit. 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. We provide web streaming such as FocusVision and specialize in nationwide and medical recruiting.

**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  
 Location:  
 Distance from airport: 3 miles, 10 minutes  
 CL, 1/1, TK, CUL, VC, WC  
 Multiple 22x23 Obs. Rm. Seats 20  
 Multiple 20x19 Obs. Rm. Seats 12  
 Multiple 23x23 Obs. Rm. Seats 15



**Plaza Research-San Diego**

9339 Genesee Ave. Suite 100  
 San Diego, CA 92121  
 Ph. 858-200-3000 or 800-654-8002  
 skaplan@plazaresearch.com  
 www.plazaresearch.com  
 Sasha Llamas Kaplan, Director  
 Location: Office building  
 Distance from airport: 11 miles, 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 coordina-

tion 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 (San Diego), CA 92020  
 Ph. 619-444-7700  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 Conference 20x11.4 Obs. Rm. Seats 4



**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.

**Test America, a division of CRG Global**

North County Mall  
 272 East Via Rancho Parkway, Space 147  
 Escondido, CA 92025  
 Ph. 866-209-2553 or 386-677-5644  
 crgsales@crgglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 30 miles, 32 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
 Multiple 30x20 Obs. Rm. Seats 6

San Francisco



**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 conve-

nience. 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. 47)

**Corey, Canapary & Galanis**

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



**Fieldwork San Francisco**  
201 3rd St. Suite 1000  
San Francisco, CA 94103  
Ph. 415-268-8686

info@sanfran.fieldwork.com  
www.fieldwork.com  
Natalie Rettberg, 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 back cover)

**Fleischman Field Research**

250 Sutter St., Suite 200  
San Francisco, CA 94108-4403  
Ph. 415-398-4140  
lynette@ffrsf.com  
www.ffrsf.com  
Lynette Eberhart, President  
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



**Focus Pointe Global - San Francisco**

450 Sansome St. 8th Floor  
San Francisco, CA 94111  
Ph. 415-392-6000 or 888-873-6287  
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.intactqualitativeresearch.com  
Richard Ngo, Partner  
Location: Free standing facility  
Distance from airport: 13 miles, 15 minutes  
CL, TK, TKO, CUL, PUL, VC, WC

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

**The National Food Laboratory, LLC**

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

**Nichols Research - Fremont**

39141 Civic Center Dr. Suite 425  
Fremont, CA 94538  
Ph. 510-794-2990  
info@nicholsresearch.com  
www.nicholsresearch.com  
Grace LaMer  
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  
Matt Crudo  
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@opinionltd.com  
www.opinionltd.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  
Craig Wong, Executive VP  
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

## 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 & A Research, Inc.**

64 Digital Dr.  
 Novato, CA 94949  
 Ph. 415-883-1188 or 800-706-3467  
 info@QAR.com  
 www.qafocussuites.com  
 Craig Wong, Executive VP  
 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. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 Conference 9.7x12.3 Obs. Rm. Seats 2

**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 (an MDC Research company)**

Formerly Ecker and Associates  
 220 S. Spruce Ave.  
 Suite 100  
 South San Francisco, CA 94080  
 Ph. 650-871-6800  
 Meghan.Lybrand@vupointresearch.com  
 www.vupointsf.mdcresearch.com  
 Meghan Lybrand, Account 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. 510-809-3100  
 stephanie.mahley@watchlab.com  
 www.watchlab.com  
 Stephanie Mahley, Associate Director  
 Location:  
 Distance from airport: 14 miles, 20 minutes  
 CL, 1/10R, AU, CUL, PUL, VC

watchLAB's studios are just upstairs from Prada and only steps away from the Magnificent Mile in two of America's finest cities. We are proof that you really can have it all: quality nationwide-recruiting, proactive hands-on project management and an excellence in service from top to bottom. With state-of-the-art technology and our celebrated aesthetics that put people at ease, our facilities always foster the freedom to stay focused on the project. Whether it's a focus group, online board, or any methodology in between, we offer value-added recommendations with the project's successful end results in mind.

**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**

5276 Meadowridge Court  
 (mailing address only)  
 Camarillo, CA 93012  
 Ph. 805-407-2455  
 info@MarketResearchVC.com  
 www.MarketResearchVC.com  
 Linda Braunschweiger  
 Location: Office building  
 Distance from airport: 46 miles, 50 minutes  
 CL, 1/1, 1/10R, VC, WC

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 with clients planning exceptional on- and off-site research events in Ventura, Santa Barbara and San Luis Obispo Counties. MRVC provides a professional conference style focus room, additional breakout suites and comfortable client viewing lounges in Camarillo, CA. MRVC has relationships with nearby hotels and off-site locations.

## Colorado

## Boulder

**Boulder Focus Center**

RRC Associates, Inc.  
 4770 Baseline Road  
 Suite 360  
 Boulder, CO 80303  
 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  
 www.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.



**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 Darré, 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 back cover)



**INGATHER Research & Sensory**  
1614 15th St.  
Suite 100  
Denver, CO 80202  
Ph. 303-988-6808  
info@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  
abishop@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  
Location:  
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)



**Resolution Research®**  
201 Milwaukee St.  
Ste 200  
Denver, CO 80206  
Ph. 303-830-2345  
info@re-search.com  
www.ResolutionResearch.com  
Amy Maples

Beautiful new focus group facilities in the heart of Denver for all your high-tech A/V needs with video

streaming for live stream or capture. Hosts up to 50 persons in one room with smaller rooms to fit your needs, as well as nearly 150-set dividable Auditorium. Space accommodates taste tests with kitchen facilities, medical device testing (includes lab benches & wet lab), product tests, and group training sessions with full electrical & internet and mostly free parking. Lots of space! No catering restrictions. Great feeling, great looking, secure. Two separate locations in central Denver.

**Test America, a division of CRG Global**  
FlatIron Crossing Mall  
One W. FlatIron Circle, Suite 2128  
Broomfield, CO 80021  
Ph. 866-209-2553 or 386-677-5644  
crgsales@crglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 34 miles, 35 minutes  
CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC  
Conference 10x15 Obs. Rm. Seats 10

## 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. 47)

**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

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.

Hartford



Connecticut Connection - Farmington

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

Three luxurious focus group rooms, an additional 50-seat amphitheater for audience groups and a staff eager to meet your needs. Thirty years of experience recruiting every type of respondent and project including business, computer usability, pharmaceutical, ethnic, mock jury and consumer products. Over a million people within a 15-minute drive of this facility. Recruiting and field services throughout the state of Connecticut. Moderators and researchers consistently give our facility top ratings.



Connecticut InFocus

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

Connecticut InFocus: Greater Hartford's premier marketing research facility. Tiered viewing area with wraparound mirrors. Client office with phone, fax, copy machine, laptop computer and modem. Adjacent board room for pre-/post-session meetings. Separate entrances for clients and respondents. State-of-the-art recording equipment. Quality recruiting with in-house validation. Ideal for: focus groups, concept/product/taste testing, one-on-one interviewing, pre-recruited studies, mock juries and ideation. New: videoconferencing. (See advertisement on p. 87)

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

Connecticut Connection - North Haven

New Haven Research Center  
 140 Washington Avenue  
 North Haven, CT 06473  
 Ph. 203-234-9988  
 hartfordresearch@aol.com  
 www.connecticutconnection.com  
 Marsha Myers, Research Coordinator  
 Location: Office building  
 Distance from airport: 40 miles, 50 minutes  
 AU, CUL, PUL, VC, WC

GreatBlue Research, Inc.

162 West Street, Suite A  
 Cromwell, CT 06416  
 Ph. 860-740-4000  
 mjb@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  
 Fairfield County  
 Norwalk, CT 06854  
 Ph. 203-855-5500 or 877-604-5500  
 brianbarton@nemr.com  
 www.nemr.com  
 Location: Office building  
 Distance from airport: 25 miles, 45 minutes  
 CL, 1/1, 1/1OR, VC, WC  
 Conference 20x20 Obs. Rm. Seats 20  
 Conference 20x20 Obs. Rm. Seats 20  
 Multiple 15x15 Obs. Rm. Seats 12



RazorFocus

1351 Washington Blvd. Suite 600  
 Stamford, CT 06902  
 Ph. 203-504-3240 or 203-504-3241  
 paul@RazorFocus.net  
 www.RazorFocus.net  
 Paul Jacobson, Owner and CEO  
 Location: Office building  
 Distance from airport: 32 miles, 40 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 18x16 Obs. Rm. Seats 10  
 Multiple 18x21 Obs. Rm. Seats 12  
 Multiple 23x14 Obs. Rm. Seats 28  
 Conference 14x10 Obs. Rm. Seats 6

RazorFocus is a boutique facility with 3 large FV-ready suites. Our Stamford CT location, an invigorating alternative to Northern NJ and Westchester County, is under an hour from area airports and from Manhattan, by car or train. Exceptional recruiting, via our 21,000+ B2C and B2B database and separate medical database, is our top priority and key POD. Our recruiting area of Fairfield County, CT and Upper Westchester County, NY yields diverse socioeconomic groups, life stages, ethnicities and cultures. High Impulse ratings and 90+ repeat rate are proof!

Delaware

Wilmington

Central Focus

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

District of Columbia

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, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
 Conference 14x17 Obs. Rm. Seats 10  
 Conference 14x17 Obs. Rm. Seats 10



EurekaFacts, LLC

51 Monroe Street, Suite Plaza East 10  
 Rockville, MD 20850  
 Ph. 240-403-4800 or 301-610-0590  
 info@eurekafacts.com  
 www.eurekafacts.com  
 Jorge Restrepo, Client Service Executive  
 Location: Office building  
 Distance from airport: 27 miles, 35 minutes  
 CL, 1/1, 1/1OR, CUL  
 Multiple 40x21 Obs. Rm. Seats 30  
 Multiple 21x24 Obs. Rm. Seats 20  
 Multiple 21x16 Obs. Rm. Seats 20  
 Conference 8x13 Obs. Rm. Seats 5  
 Conference 8x13 Obs. Rm. Seats 5

We have a brand new spacious facility with 5 viewable rooms and featuring a large multi-purpose room with dual client viewing. We feature comfortable, well-appointed client lounges and 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. Mobile focus group capabilities as well. Cognitive interviewers and coders on-site, with the latest version of Morae software to maximize the data gathered from your usability studies. Free WIFI available. Our new facility is easily accessible via public transportation.

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, 1/1OR, AU, PUL  
 Multiple 21x17 Obs. Rm. Seats 14  
 Multiple 21x17 Obs. Rm. Seats 14  
 Multiple 30x37 Obs. Rm. Seats 10



**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



**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.

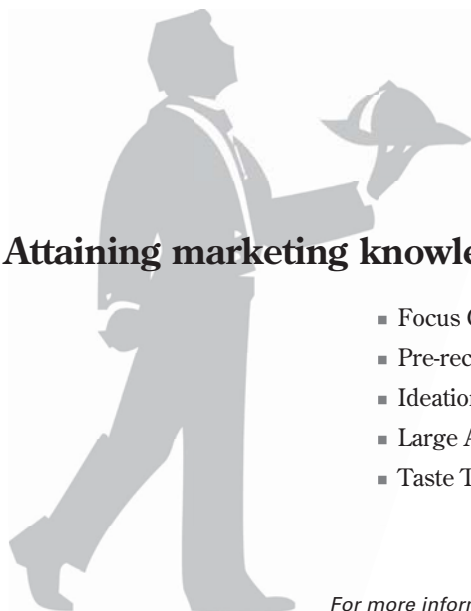


**Shugoll Research**

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

**Attaining marketing knowledge is a journey. Be sure to travel first class.**



- Focus Groups
- Pre-recruited Studies
- Ideation
- Large Auditorium Studies
- Taste Tests
- Mock Juries
- Ethnographic Studies
- IDI's
- Computer Usability Studies
- Product/Concept Testing

For more information, please contact us at 860.652.0307 or visit our website at [www.ctinfocus.com](http://www.ctinfocus.com).



## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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.

**Test America, a division of CRG Global**

Lakeforest Mall  
701 Russell Ave., Suite H116  
Gaithersburg, MD 20877  
Ph. 866-209-2553 or 386-677-5644  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 28 miles, 33 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC  
20x20 Obs. Rm. Seats 8

**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 Avenue  
Suite A  
Ormond Beach, FL 32174  
Ph. 866-209-2553 or 386-677-5644  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Jennifer Schwartz, Director of Field Operations  
Location: Free standing facility  
Distance from airport: 14 miles, 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC  
Conference 16x30 Obs. Rm. Seats 15

**Test America, a division of CRG Global**

Volusia Mall  
1700 W. International Speedway Blvd., Suite 386  
Daytona Beach, FL 32114  
Ph. 866-209-2553 or 386-677-5644  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 1 miles, 4 minutes  
CL, 1/1, 1/1OR, TK, CUL, PUL, 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, SR VP  
Location: Office building  
Distance from airport: 11 miles, 18 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC  
Multiple 20x25 Obs. Rm. Seats 20  
Multiple 12x22 Obs. Rm. Seats 5

**Plaza Research-Fort Lauderdale**

4000 Hollywood Blvd.  
Suite 200N  
Hollywood, FL 33021  
Ph. 954-963-7600 or 800-654-8002  
mstein@plazaresearch.com  
www.plazaresearch.com  
Meredith Stein, Director  
Location: Office building  
Distance from airport: 15 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, VC, WC  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 16x22 Obs. Rm. Seats 20  
Conference 16x21 Obs. Rm. Seats 20

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

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

## 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, 1/1OR, TK, CUL, VC, WC  
Conference 22x16 Obs. Rm. Seats 6  
Conference 20x20 Obs. Rm. Seats 12

Jacksonville and north Florida's "Top Rated" facility

by Impulse! 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. Recent upgrade to metro ethernet over fiber for high speed access to the Internet for web usability testing and ease of use for multiple people. Large kitchen area 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.

**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, 1/1OR, TK, CUL, VC, WC  
Multiple 22x18 Obs. Rm. Seats 12  
Multiple 18x15 Obs. Rm. Seats 8

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

**C&C Market Research - Miami**

Broward Mall  
8000 W. Broward Blvd., Suite 1124  
Plantation, FL 33388  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmrmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 15 miles, 10 minutes  
CL, 1/1, 1/1OR, TK, CUL  
17x15 Obs. Rm. Seats 8  
(See advertisement on p. 47)

**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, 1/1OR, PUL, VC, WC  
Conference 15x25 Obs. Rm. Seats 10

**Miami Market Research, Inc.**

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



**Miami**  
(See also Fort Lauderdale)



**20|20 Research - Miami**  
8350 N.W. 52nd Terrace Suite 420  
Miami, FL 33166  
Ph. 866-960-8269 or 786-594-3740  
natalieo@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!  
(See advertisement on p. 33)

**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  
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

**Orlando**



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

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

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

**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**

**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  
randy@theconsumercenter.com  
www.theconsumercenter.com  
Randy Carson, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10R, TK, TKO  
Multiple 27x18 Obs. Rm. Seats 10

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



**Herron Associates, Inc.**  
 Opinion and Marketing Research

**Herron Associates, Inc. (Br.)**

600 N. Westshore Blvd. Suite 702

Tampa, FL 33609

Ph. 800-392-3828 or 813-282-0866

tampa@herron-research.com

www.herron-research.com

Sue McAdams, President

Location: Office building

Distance from airport: 3 miles, 5 minutes

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

Multiple 15x20 Obs. Rm. Seats 12

Multiple 15x20 Obs. Rm. Seats 12

Multiple 24x28 Obs. Rm. Seats 14

Multiple 18x19 Obs. Rm. Seats 14

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. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Sara McEntyre, Account Manager

Location:

Distance from airport: 5 miles, 10 minutes

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

Multiple 32x22 Obs. Rm. Seats 20

Multiple 20x17 Obs. Rm. Seats 14

Multiple 19x17 Obs. Rm. Seats 8

Tampa, Florida bills itself as "The Next Great American City" and L&E's Tampa facility is way ahead of it. We offer a first-class experience in the heart of a major metropolitan city, and yet only 10 minutes away from Tampa International Airport (TPA.). From the facility space to the nearby food options, you can be sure you will have a top notch experience. L&E Tampa offers three spacious suites, large conference rooms and a staging area. With our sunny Tampa hospitality, L&E will put your mind at ease, expertly manage your project and help you focus on clients.  
 (See advertisement on p. 74)

**Opinions, Ltd. - Tampa**

Brandon Town Center

634 Brandon Town Center

Brandon, FL 33511

Ph. 440-893-0300

Tampa@opinionstld.com

www.opinionstld.com

Location: Shopping mall

Distance from airport: 20 miles, 33 minutes

1/1, VC, WC

Conference 23x10 Obs. Rm. Seats 5



**Plaza Research-Tampa**

4301 Anchor Plaza Pkwy.

Suite 150

Tampa, FL 33634

Ph. 813-769-2900 or 800-654-8002

AKirkpatrick@plazaresearch.com

www.plazaresearch.com

Location: Office building

Distance from airport: 5 minutes

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

Conference 15x20 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 20

Multiple 16x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, 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. 800-523-1288

info@quicktest.com

www.quicktest.com

Christy Crosson, Director of Account Management

Location: Shopping mall

Conference 13 x 22 Obs. Rm. Seats 5

**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, 1/1OR, AU, CUL, VC, WC

Conference 16x18 Obs. Rm. Seats 10

Conference 16x19 Obs. Rm. Seats 12

Multiple 18x24 Obs. Rm. Seats 10

**Quick Test/Heakin**

1061 E. Indiantown Rd., Suite 300

Jupiter, FL 33477

Ph. 561-748-0931 or 800-523-1288

bid@quicktest.com

www.quicktest.com

West Palm Beach/Boca Raton

**3Q GLOBAL**

1061 East Indiantown Road, Suite 300

Jupiter, FL 33477

Ph. 855-799-0003 or 561-745-3602

info@3Q-Global.com

www.3Q-Global.com

Kelly Parsons, Senior Manager Operations

Location: Office building

Distance from airport: 18 miles, 20 minutes

Conference 10x21

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, 1/1OR, WC

Conference 15x20 Obs. Rm. Seats 15

Conference 15x20 Obs. Rm. Seats 15

Conference 24x26 Obs. Rm. Seats 20

Conference 11x14 Obs. Rm. Seats 8

We are consistently "Top Rated" by the Impulse Survey of Focus Group Facilities year after year. Come see our new multi-purpose focus room seating up to 40 respondents and beautiful client lounge with 60" flat panel TV. Independently owned, managed and operated with all staff onsite, we offer top-quality recruiting, services and technology. We provide consumer, business, Hispanic and medical recruiting. We welcome the opportunity to work with you, your clients and your budget for 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, 1/1OR, TK, TKO, CUL

14x19 Obs. Rm. Seats 8

(See advertisement on p. 47)



**Compass Marketing Research**

3725 DaVinci Court, Suite 100  
Norcross, GA 30092  
Ph. 770-448-0754  
info@cmrcompass.com

www.compassmarketingresearch.com

Steven Wyatt, Senior 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!



**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 back cover)



**Focus Pointe Global - Atlanta (Buckhead)**

Monarch Plaza

3414 Peachtree Rd. NE, Suite 800

Atlanta, GA 30326

Ph. 678-298-9222 or 888-873-6287

atlanta@focuspointeglobal.com

www.focuspointeglobal.com

Ron Livers, Facility Director

Location: Office building

Distance from airport: 18 miles, 23 minutes

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

Multiple 24x16 Obs. Rm. Seats 18

Multiple 24x16 Obs. Rm. Seats 18

Multiple 14x16 Obs. Rm. Seats 21

Multiple 33x19 Obs. Rm. Seats 25

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

www.quirks.com

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 Pointe Global - Atlanta (Clairmont)**

2970 Clairmont Rd., Suite 500

Atlanta, GA 30329

Ph. 404-321-0468 or 800-227-2974

atlanta2@focuspointeglobal.com

www.focuspointeglobal.com

Christy McCulla, Facility 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)

**IMAGES Market Research**

1320 Ellsworth Industrial Blvd., Building C

Atlanta, GA 30318

Ph. 404-892-2931

b.mcneil@imagesusa.net

www.imagesmarketresearch.net

Robert L. McNeil, Jr., CEO

Location: Free standing facility

Distance from airport: 10 miles, 15 minutes

CL, WC

Conference 20x18 Obs. Rm. Seats 12

Conference 19x18 Obs. Rm. Seats 10



**Jackson Associates Research, Inc.**

1140 Hammond Dr. Bldg. H

Atlanta, GA 30328

Ph. 770-394-8700

mpope@jacksonassociates.com

www.jacksonassociates.com

Marisa L. Pope, President

Location: Free standing facility

Distance from airport: 20 miles, 30 minutes

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

Multiple 25x16 Obs. Rm. Seats 15

Multiple 22x22 Obs. Rm. Seats 12

Multiple 22x22 Obs. Rm. Seats 12

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, worksta-

tions, conference tables and Wi-Fi throughout. On-site IT and A/V techs. Streaming available internally and externally. PRC-certified personnel.



**Jackson Associates Research, Inc.**

1180 Peachtree St., Suite J

Atlanta, GA 30309

Ph. 770-394-8700

mpope@jacksonassociates.com

www.jacksonassociates.com

Marisa Pope, President

Location: Office building

Distance from airport: 12 miles, 15 minutes

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

Multiple 20x20 Obs. Rm. Seats 10

Multiple 17x19 Obs. Rm. Seats 8

Multiple 17x19 Obs. Rm. Seats 8

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

**Murray Hill National Atlanta**

3475 Piedmont Rd

Suite 1200

Atlanta, GA 30305

Ph. 469-385-1200 or 972-707-7645

susan@mhcrrc.com

www.murrayhillnational.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

mwyrick@plazaresearch.com

www.plazaresearch.com

Megan Wyrick

Location: Office building

Distance from airport: 15 minutes

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

Conference 15x20 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 20

Multiple 15x20 Obs. Rm. Seats 20

Conference 20x30 Obs. Rm. Seats 25

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



**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 (Atlanta), GA 30043  
 Ph. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crosson, Director of Account Management  
 Location: Shopping mall  
 Conference 11.9 x 8.7 Obs. Rm. Seats 2

**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. 404-218-7584 or 404-218-8413  
 vlresearch@mindspring.com  
 www.vlresearch.com  
 Dydra Virgil, Principal  
 Location: Office building  
 Distance from airport: 16 miles, 20 minutes  
 CL, 1/1, 1/10R, TK  
 Multiple 17x14 Obs. Rm. Seats 16  
 Multiple 12x12 Obs. Rm. Seats 10

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. Kagawa, President  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 1/1, 1/10R  
 Conference 20x11 Obs. Rm. Seats 10

**OmniTrak Group, Inc.**  
 1250 Davies Pacific Center  
 841 Bishop Street  
 Honolulu, HI 96813  
 Ph. 808-528-4050  
 aellis@omnitrakgroup.com  
 www.omnitrakgroup.com  
 Alan Ellis, Vice President  
 Location: Office building  
 Distance from airport: 4 miles, 20 minutes  
 1/1, 1/10R, TK  
 Conference 14x16 Obs. Rm. Seats 9

**QMark Research**  
 1003 Bishop St.  
 Pauahi Tower, 9th Floor  
 Honolulu, HI 96813  
 Ph. 808-524-5194 or 808-544-3020  
 barbara.ankersmit@anthologygroup.com  
 www.qmarkresearch.com  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/10R, AU, VC  
 Conference 20x26 Obs. Rm. Seats 15



WARD RESEARCH  
 INCORPORATED

**Ward Research, Inc.**  
 828 Fort Street Mall, Suite 210  
 Honolulu, HI 96813  
 Ph. 808-522-5123  
 wrstaff@wardresearch.com  
 www.wardresearch.com  
 Denise Charles, Vice President/General Manager  
 Location: Office building  
 Distance from airport: 5 miles, 15 minutes  
 1/1, 1/10R  
 Conference 14x24 Obs. Rm. Seats 15

With nearly 34 years of experience in the Hawaii market, a database of over 12,000 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.adlerweiner.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.adlerweiner.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, 1/10R, TK, PUL, VC  
 Conference 30x25 Obs. Rm. Seats 12

**Bryles Research, Inc.**  
 9405 Enterprise Dr.  
 Mokena, IL 60448  
 Ph. 708-478-3333 or 877-478-5070  
 bids@brylesresearch.com  
 www.brylesresearch.com  
 Jeff Bryles, Dir. of Operations  
 Location: Free standing facility  
 Distance from airport: 12 miles, 35 minutes  
 CL, 1/1, 1/10R, TK  
 Conference 15x18 Obs. Rm. Seats 15  
 Multiple 30x34 Obs. Rm. Seats 15  
 Conference 18x12 Obs. Rm. Seats 8

**C R Market Surveys, Inc.**  
 2255 S. Michigan Ave., Suite 2W  
 Chicago, IL 60616-1200  
 Ph. 312-376-1250 x70 or 800-882-1983  
 bids@crmarketsurveys.com  
 www.cmarketsurveys.com  
 Cheryl 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

**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. 47)

**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

**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.ffrfocusfacility.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**  
 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 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 back cover)



**Fieldwork Chicago-O'Hare**  
 8420 W. Bryn Mawr Ave. Suite 200  
 Chicago, IL 60631  
 Ph. 773-714-8700  
 info@ohare.fieldwork.com  
 www.fieldwork.com  
 Kate Albert, President  
 Location: Office building  
 Distance from airport: 3 miles, 5 minutes  
 CL, 1/10R, TK, CUL, VC, WC  
 Conference 20x25 Obs. Rm. Seats 20  
 Conference 21x21 Obs. Rm. Seats 20  
 Conference 21x15 Obs. Rm. Seats 15  
 Conference 20x20 Obs. Rm. Seats 15

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 back cover)

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



**fieldWORK**  
 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 back cover)



**Focus Centre of Chicago, Inc.**  
 211 E. Ontario Suite 400  
 Chicago, IL 60611  
 Ph. 312-628-7171  
 info@focuscentre-chicago.com  
 www.focuscentre-chicago.com  
 Lynn Rissman, President  
 Location: Office building  
 Distance from airport: 25 miles, 45 minutes  
 CL, VC, WC

Multiple	23x30	Obs. Rm.	Seats 15
Multiple	18x30	Obs. Rm.	Seats 15
Multiple	18x30	Obs. Rm.	Seats 15
Multiple	18x15	Obs. Rm.	Seats 10

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. 312-924-0114 or 888-873-6287  
 chicago@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Samir Ali, Facility Director  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, 1/10R, TK, CUL, VC, WC  
 Multiple 16x22 Obs. Rm. Seats 15  
 Multiple 18x22 Obs. Rm. Seats 15  
 Multiple 16x22 Obs. Rm. Seats 15  
 Multiple 16x21 Obs. Rm. Seats 15  
 Multiple 20x28 Obs. Rm. Seats 15

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 Pointe Global - Chicago (Oak Brook)**  
 2311 W. 22nd St., Suite 100  
 Oak Brook, IL 60523  
 Ph. 630-990-8300 or 800-322-2376  
 oakbrook@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Jill Karmann, Facility 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)



**FOCUSCOPE, Inc.**  
 515 N. State St. Suite 1920  
 Chicago, IL 60654  
 Ph. 708-386-5086  
 krooney@focusscope.com  
 www.focusscope.com  
 Kevin Rooney, President  
 Location: Office building  
 Distance from airport: 12 miles, 25 minutes  
 CL, 1/1, 1/10R, CUL, VC, WC  
 Multiple 22x20 Obs. Rm. Seats 16  
 Multiple 24x18 Obs. Rm. Seats 12  
 Multiple 34x19 Obs. Rm. Seats 20

3 spectacular facilities (Chicago, Oak Brook, Oak Park), all Impulse "Top Rated". Chicago facility NEWLY REMODELED. We have the industry's most complete database, worked by our experienced, well-supervised recruit staff. Rigorous quality control; attentive, proactive service at every level; superb cuisine options; and every available technological resource. Capabilities include: online community platforms, panel development, field management, central location testing, online surveys, usability testing, ethnographies, shop-a-longs, ethnic recruiting, online community recruiting, mock juries.  
 (See advertisement on p. 58)

**FOCUSCOPE, Inc. (Br.)**  
 1100 Lake St., Suite 60  
 Oak Park, IL 60301  
 Ph. 708-386-5086  
 krooney@focusscope.com  
 www.focusscope.com  
 Kevin Rooney, President  
 Location: Office building  
 Distance from airport: 10 miles, 25 minutes  
 CL, 1/1, 1/10R, TK, CUL, VC, WC  
 Multiple 22x15 Obs. Rm. Seats 12  
 Multiple 22x15 Obs. Rm. Seats 11  
 (See advertisement on p. 58)

**FOCUSCOPE, Inc. (Br.)**  
 One Oakbrook Terrace Suite 320  
 Oakbrook Terrace, IL 60181  
 Ph. 708-386-5086  
 krooney@focusscope.com  
 www.focusscope.com  
 Kevin Rooney, President  
 Location:  
 Distance from airport: 16 miles, 30 minutes  
 CL, 1/1, 1/10R, CUL, VC, WC  
 Multiple 29x14 Obs. Rm. Seats 15  
 Multiple 21x23 Obs. Rm. Seats 20  
 Multiple 21x23 Obs. Rm. Seats 20  
 (See advertisement on p. 58)

**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, 1/10R, 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  
 (See advertisement on p. 45)

**MFORCE Research**  
 4043 N. Ravenswood, Suite 301  
 Chicago, IL 60613  
 Ph. 773-525-3385  
 steveh@mforceresearch.com  
 www.mforceresearch.com  
 Steve Halloran, Project Manager  
 Location: Office building  
 Distance from airport: 13 miles, 20 minutes  
 CL, 1/1, 1/10R, CUL, WC  
 Multiple 17x12 Obs. Rm. Seats 7

**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 Data Research, Inc.**  
 737 N. Michigan Ave. Suite 1310  
 Chicago, IL 60611  
 Ph. 847-501-3200  
 mary.borre@national-data.net  
 www.national-data.net  
 Mary Borre, Vice President  
 Location: Office building  
 Distance from airport: 18 miles, 40 minutes  
 CL, 1/1, 1/10R, VC, WC  
 Multiple 19x17 Obs. Rm. Seats 20  
 Multiple 19x17 Obs. Rm. Seats 15  
 Multiple 24x17 Obs. Rm. Seats 20  
 Multiple 26x16 Obs. Rm. Seats 15  
 Living 12x17 Obs. Rm. Seats 5

**National Qualitative Centers, Inc.**  
 625 N. Michigan Ave., 14th Fl.  
 Chicago, IL 60611  
 Ph. 800-335-1222 or 312-642-1001  
 chicago@nqchicago.com  
 www.nqchicago.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 North**  
 Burnee Mills Mall  
 6170 W. Grand Ave., Suite 191  
 Burnee, IL 60031  
 Ph. 440-893-0300  
 Chris@opinionstld.com  
 www.opinionstld.com  
 Location: Shopping mall  
 Distance from airport: 33 miles, 43 minutes  
 1/1, TK, VC, WC  
 Conference 8x23 Obs. Rm. Seats 12

**Opinions, Ltd. - Chicago South**  
 Fox Valley Mall  
 2086 Fox Valley Center  
 Aurora, IL 60504  
 Ph. 440-893-0300  
 Chicago-fox@opinionstld.com  
 www.opinionstld.com  
 Jennifer Jackson, Director of Client Services  
 Location:  
 Distance from airport: 31 miles, 45 minutes  
 1/1, 1/10R, VC, WC  
 Conference 20x14

**P&K Research**  
 6323 N. Avondale Ave., Suite 100  
 Chicago, IL 60631  
 Ph. 773-774-3100 or 800-747-5522  
 info@pk-research.com  
 www.pk-research.com  
 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 17  
 Conference 16x24 Obs. Rm. Seats 17  
 Multiple 16x22 Obs. Rm. Seats 17  
 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 24x36 Obs. Rm. Seats 12

Extensively renovated this year (2014). Huge Creative Suite for living room setting, break out areas, writable wall, and food prep ability in adjacent room. Super modern upscale design. Rebuild, so new pictures not available at time of printing. Check the website. Now offering National Recruiting using PrecisionScreen. Commercial test kitchen. Convenient O'Hare location.

**Q&M Research, Inc.**  
 19211 Henry Dr.  
 Mokena, IL 60448  
 Ph. 708-479-3200  
 dtucker@qandm.com  
 www.qandm.com  
 Donald Tucker, 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.)**  
 Yorktown Center Mall  
 203 Yorktown Center, Space 266-D  
 Lombard, IL 60148  
 Ph. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 Conference 10 x 17 Obs. Rm. Seats 4

**R5 Research**  
 1046 West Kinzie, 2nd Floor  
 Chicago, IL 60642  
 Ph. 312-377-9725  
 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

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

**Schlesinger Associates Chicago**

625 N. Michigan Ave.  
Suite 2600  
Chicago, IL 60611  
Ph. 312-587-8100  
chicago@schlesingerassociates.com  
www.schlesingerassociates.com  
Pam Lintner, VP  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  
Multiple 17x14 Obs. Rm. Seats 12  
Multiple 20x16 Obs. Rm. Seats 14  
Multiple 20x16 Obs. Rm. Seats 14  
Multiple 20x16 Obs. Rm. Seats 14  
Multiple 25x15 Obs. Rm. Seats 14  
Multiple 20x15 Obs. Rm. Seats 14  
Multiple 20x15 Obs. Rm. Seats 12  
(See advertisement on inside front cover)

**Schlesinger Associates Chicago O'Hare**

9550 Higgins Rd., Suite 1150  
Rosemont, IL 60018  
Ph. 847-720-2660  
ohare@schlesingerassociates.com  
www.schlesingerassociates.com  
Pam Lintner, VP  
Location: Office building  
Distance from airport: 5 miles, 3 minutes  
CL, 1/1, 1/1OR, TK, AU, PUL, VC, WC  
Multiple 22x17 Obs. Rm. Seats 10  
Multiple 22x17 Obs. Rm. Seats 10  
Multiple 25x17 Obs. Rm. Seats 10  
(See advertisement on inside front cover)

**Smith Research, Inc.**

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

**Smith Research, Inc. (Br.)**

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

**Smith Research, Inc. (Br.)**

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

**Solutions in Marketing**

20660 Caton Farm Rd.  
Crest Hill, IL 60403  
Ph. 815-744-7950 or 815-744-9662  
Bridget.Adell@solutionsmarketresearch.com  
www.solutionsmarketresearch.com  
Bridget Adell, President  
Location: Office building  
Distance from airport: 30 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, TKO, VC, WC  
Multiple 20x19 Obs. Rm. Seats 15

**Survey Center Focus, LLC**

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

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

**Test America, a division of CRG Global**

Woodfield Shopping Center  
5 Woodfield Shopping Center, Suite D128  
Schaumburg, IL 60173  
Ph. 866-209-2553 or 386-677-5644  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 14 miles, 18 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC  
Multiple 20x24 Obs. Rm. Seats 18

**watchLAB**

1 E. Erie St., #600  
Chicago, IL 60611  
Ph. 312-428-2560  
melissa.rubio@watchlab.com  
www.watchlab.com  
Melissa Rubio, Associate Director  
Location: Office building  
Distance from airport: 17 miles, 45 minutes  
CL, 1/1, 1/1OR, AU, CUL, VC, WC

watchLAB's studios are just upstairs from Prada and only steps away from the Magnificent Mile in two of America's finest cities. We are proof that you really can have it all: quality nationwide-recruiting, proactive hands-on project management, and an excellence in service from top to bottom. With state-of-the-art technology and our celebrated aesthetics that put people at ease, our facilities always foster the freedom to stay focused on the project. Whether it's a focus group, online board, or any methodology in between, we offer value-added recommendations with the project's successful end results in mind.

## 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, 1/1OR, TK, TKO  
Conference 20x30 Obs. Rm. Seats 14

## Indiana

## Evansville

**LK Research, Inc.**

4847 E. Virginia St.  
Suite B  
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 Kellermeyer, Director of Research  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/10R  
 Conference 15x20 Obs. Rm. Seats 10

**Indiana Research Service, Inc.**  
 5130 Potomac Dr.  
 Fort Wayne, IN 46835  
 Ph. 260-485-2442  
 ccage@indianaresearch.com  
 www.indianaresearch.com  
 Chris Cage, General Manager  
 Location: Office building  
 Distance from airport: 7 miles, 20 minutes  
 1/1, 1/10R, VC  
 Conference 28x25 Obs. Rm. Seats 8

## Indianapolis



**Herron Associates, Inc. (Br.)**  
 The Idea Center®  
 6049 Lakeside Blvd.  
 Indianapolis, IN 46278  
 Ph. 317-882-3800 or 800-392-3828  
 indy@herron-research.com  
 www.herron-research.com  
 Sue McAdams, President  
 Location: Office building  
 Distance from airport: 12 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
 Multiple 21x24 Obs. Rm. Seats 15  
 Multiple 20x23 Obs. Rm. Seats 15  
 Multiple 16x20 Obs. Rm. Seats 8  
 Multiple 34x39 Obs. Rm. Seats 14

Herron Associates 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  
 Courtney Kiger  
 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.

**Opinions, Ltd. - Indianapolis**  
 Castleon Square Mall  
 6020 E. 82nd St., Suite 304  
 Indianapolis, IN 46250  
 Ph. 440-893-0300  
 Indianapolis@opinionstld.com  
 www.opinionstld.com  
 Location: Shopping mall  
 Distance from airport: 38 miles, 45 minutes  
 1/1, 1/10R, VC, WC  
 Conference 20x14

**Walker Research Focus Group Facility**  
 6910 N. Shadeland, Suite 210  
 Indianapolis, IN 46220  
 Ph. 317-806-2701 or 317-679-5582  
 bmiller@walkerinfo.com  
 www.walkerinfo.com  
 Barbara Miller, Vice President  
 Location: Office building  
 Distance from airport: 20 miles, 20 minutes  
 CL, 1/1, 1/10R

## South Bend

**Indiana Research Service, Inc. (Br.)**  
 913 Bellevue Ave.  
 South Bend, IN 46615  
 Ph. 866-600-2442  
 drs01@earthlink.net  
 www.indianaresearch.com  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 CL  
 Conference 30x16 Obs. Rm. Seats 6

## Iowa

### Cedar Rapids

**Vernon Research Group**  
 1962 1st Ave. N.E., Suite 2  
 Cedar Rapids, IA 52402  
 Ph. 319-364-7278 x7101 or 888-710-7278  
 mvernon@vernonresearch.com  
 www.vernonresearch.com  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, TK, VC, WC  
 Multiple 18x18 Obs. Rm. Seats 10

### Davenport

**Personal Marketing Research, Inc.**  
 322 Brady St.  
 Davenport, IA 52801  
 Ph. 563-322-1960  
 pduffy@personalmarketingresearch.com  
 www.personalmarketingresearch.com  
 Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 1/1, TK, CUL, PUL  
 Conference 16x18 Obs. Rm. Seats 12  
 Conference 20x40 Obs. Rm. Seats 10

## Des Moines



**ESSMAN/RESEARCH**  
**Essman/Research**  
 100 East Grand Ave., Suite 340  
 Des Moines, IA 50309  
 Ph. 515-282-7145  
 D.Stearns@essmanresearch.com  
 www.essmanresearch.com  
 Deborah Stearns, VP and Marketing Research Dir.  
 Location: Office building  
 Distance from airport: 6 miles, 12 minutes  
 1/1  
 Conference 25x19 Obs. Rm. Seats 20

Since 1977, Essman/Research has provided full-service marketing research services. Centrally located in downtown Des Moines, Essman/Research offers onsite moderators, tiered seating for up to 20 client viewers, FocusVision, digital recording, wireless Internet, and a professional and experienced research staff. We coordinate and recruit research projects across the country. Essman/Research is consistently recognized as a "top-rated" research focus facility by the Impulse Research Corporation. For your next qualitative or quantitative research project, call Essman/Research, we question everything!



**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  
 dougb@midowainterviewing.com  
 www.midiowainterviewing.com  
 Doug Brown  
 Location: Office building  
 Distance from airport: 9 miles, 15 minutes  
 1/1, 1/10R  
 Conference 20x13 Obs. Rm. Seats 7

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

## Sioux City

### Dakota - Iowa Focus

725 S. Main  
 Sioux Center, IA 51250  
 Ph. 712-722-3999  
 zfirm@hotmail.com  
 Dave Brennan, President  
 Location: Office building  
 Distance from airport: 1 miles, 15 minutes  
 1/1, 1/1OR, VC  
 Multiple 10x10 Obs. Rm. Seats 8

## Waterloo

### Strategic Marketing Services

Business and Community Services Building, Suite 32  
 University of Northern Iowa  
 Cedar Falls, IA 50614  
 Ph. 319-273-2886  
 gregory.gerjerts@uni.edu  
 www.sms.uni.edu  
 Greg Gerjerts  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 CL, 1/1, 1/1OR, VC, WC

## Kansas

### Kansas City

(See Kansas City, MO)

### 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@parrishotels.com  
 www.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



#### 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

#### Opinions, Ltd. - Louisville

Green Tree Mall  
 757 E. Lewis and Clark Pkwy., Space 346  
 Clarksville, IN 47129  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.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  
 Stephanie@personalopinion.com  
 www.personalopinion.com  
 Stephanie Neal  
 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 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

#### SC I

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, 1/1OR, 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



**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

Baltimore Research features eight focus suites, chic client lounges, four kitchens (one with observational viewing), private bathrooms throughout, full-time chef and free parking. Suites have the latest technology you need to deliver high-quality research: FocusVision HD streaming, digital recording, content-on-demand playback, fiberoptic Wi-Fi, usability lab with eye tracking technology, Perception Analyzer dials, InterClipper and mobile data collection tools. Recruitment is done by a highly-experienced team. We also have moderators on staff who provide value-added insight to the research findings.

**C&C Market Research - Baltimore**  
 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. 47)

**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



**L & E Research**  
 101 E. Chesapeake Ave.  
 Suite 102  
 Towson, MD 21286  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Sara McEntyre, Account Manager  
 Location: Office building  
 Distance from airport: 27 miles, 35 minutes  
 CL, TK, CUL, VC  
 Multiple 20x28 Obs. Rm. Seats 14  
 Conference 15x20 Obs. Rm. Seats 16

Baltimore is the "Charm City" and L&E's Baltimore facility could be the charm for your next project. Located in Towson, just 15 minutes north of downtown Baltimore, the Baltimore market can also provide a more "typical" experience than nearby Washington, D.C. This facility has two focus group rooms, providing one space with 560 square feet which has proven to be perfect for large advertising, sensory, prototype and automotive projects. The other space offers modular tables that can easily be converted into space for IDIs making it ideal for medical & label reading studies.  
 (See advertisement on p. 74)



**Observation Baltimore**  
 A Div. of The Research Group, Inc.  
 5520 Research Park Drive  
 Six minutes to BWI airport & AMTRAK  
 Baltimore, MD 21228  
 Ph. 410-332-0400  
 peter@obaltimore.com  
 www.observationbaltimore.com  
 Peter Scanlon  
 Location: Office building  
 Distance from airport: 5 miles, 6 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

We take pride in creating a special environment for research to thrive, which is why Observation Baltimore is Where The Magic Happens. As the premiere focus group facility in Maryland, we offer precise recruiting of consumers, physicians, health care professionals and business professionals. Our gorgeous facility boasts three technology-friendly focus group suites equipped with private client offices, spacious lounges and superior hospitality. Observation Baltimore is just six minutes from BWI Airport and AMTRAK and is rated "One of the World's Best" focus group facilities by Impulse Survey.

**Quick Test/Heakin (Br.)**  
 White Marsh Mall  
 8200 Perry Hall Blvd., Suite 1160  
 Baltimore, MD 21236  
 Ph. 410-933-9400  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 1/1, TK  
 Conference 17.7x14.9 Obs. Rm. Seats 8

## Massachusetts

### Boston



**A Suburban Focus Group - Boston**  
 95 Eastern Ave.  
 Dedham, MA 02026  
 Ph. 781-326-3448  
 questions@suburbanfocusgroup.com  
 www.suburbanfocusgroup.com  
 Michael Vigeant, President and CEO  
 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  
 Location:  
 Distance from airport: 9 miles, 15 minutes  
 TK, TKO, CUL, VC, WC

**Bernett Research Services, Inc.**  
 World Trade Center East  
 Two Seaport Lane  
 Boston, MA 02210  
 Ph. 617-746-2703  
 info@bernett.com  
 www.bernett.com  
 Matt Hayes, President and CEO  
 Location: Office building  
 Distance from airport: 2 miles, 5 minutes  
 CL, 1/1, 1/10R, 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

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

**C&C Market Research - Boston**

Natick Mall  
 1245 Worcester Street, Suite 2016  
 Natick, MA 01760  
 Ph. 508-545-0325  
 boston@ccmarketresearch.com  
 www.ccmarketresearch.com

Matt Zimich  
 Location: Shopping mall  
 Distance from airport: 25 miles, 55 minutes  
 CL, VC, WC  
 Conference 12x20 Obs. Rm. Seats 5  
 Living 12x20 Obs. Rm. Seats 5  
 (See advertisement on p. 47)



**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 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. 617-573-0808 or 888-873-6287  
 boston@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Aurora Choi, Facility Director  
 Location:  
 Distance from airport: 2 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, CUL, VC, WC  
 (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

**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

We have "Creative" out of the box problem solving skills and are "Focused" on our client needs. Our dedicated staff is well trained, experienced and will exceed expectations. Our recently built facility is modern and elegant. Large 20x30 focus room with client observation (seats 10-12) and lounge attached. Our facility has a private entrance, Wifi, free DVD/digital audio recording, Focus Vision, private restrooms in suite, and a large 25x 17 test kitchen. We are centrally located to pull respondents from across the Detroit area, and maintain an extensive database of over 20,000 households.

**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.



**Michigan Market Research**  
 23800 W. Ten Mile  
 Ste 190  
 Southfield, MI 48033  
 Ph. 248-569-7095 or 734-516-9314  
 roxanne@mimarketresearch.com  
 www.mimarketresearch.com  
 Roxanne Naszradi, President  
 Location: Free standing facility  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, TKO, AU, CUL, PUL, VC, WC  
 Conference 20x27 Obs. Rm. Seats 18  
 Conference 20x20 Obs. Rm. Seats 18

Centrally located in the Detroit Metro area. Precise recruiting. Facility updated 2014. Live video streaming over a secure and encrypted site, digital audio and video recording and Wi-Fi access. We have a 6000+ square foot facility featuring two spacious focus suites with additional third breakout area available. Oversized viewing areas for comfort, large test kitchen for sensory studies and multiple IDI rooms that can be used for dyads/triads. Experienced staff pays close attention to detail while understanding the urgency of each project. Formerly known as Crimmins & Forman.

**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  
 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.

### 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

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

Multiple 22x16 Obs. Rm. Seats 10

Multiple 27x17 Obs. Rm. Seats 15

### 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, 1/1OR, 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

Rachelle Souser Neal, President

Location: Free standing facility

Distance from airport: 8 miles, 20 minutes

1/1, 1/1OR, TK, CUL

Conference 18x20 Obs. Rm. Seats 14

Conference 13x10 Obs. Rm. Seats 4

Multiple 28x17 Obs. Rm. Seats 4

## Minnesota

### Minneapolis/St. Paul



#### Ascendancy Research

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

Conference 24x21 Obs. Rm. Seats 16

Conference 20x14 Obs. Rm. Seats 10

Conference 23x15 Obs. Rm. Seats 10

Ascendancy Research 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

2520 Broadway Street NE

Minneapolis, MN 55413

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, 1/1OR, TK, CUL, PUL

Multiple 34x17 Obs. Rm. Seats 10

Multiple 16x16 Obs. Rm. Seats 12

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

Conference 29x25 Obs. Rm. Seats 20

Conference 18x22 Obs. Rm. Seats 25

Conference 25x20 Obs. Rm. Seats 25

Conference 23x21 Obs. Rm. Seats 25

Conference 22x19 Obs. Rm. Seats 10

Conference 17x12 Obs. Rm. Seats 15

Fieldwork Minneapolis is the product of clients' requests and years of fieldwork experience. Our beautiful 10,000-sq.-ft. facility is located seven short

freeway miles from the airport - convenient for clients and for respondents from all over the Twin Cities. Our 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 back cover)



### Focus Market Research

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. 103)



### 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, 1/1OR, 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! Videostreaming and streaming. Please ask for our references! Member of First Choice Facilities.  
 (See advertisement on p. 103)



**Focus Pointe Global - Minneapolis**  
 7300 Metro Boulevard, Suite 250  
 Minneapolis, MN 55439  
 Ph. 952-858-1550 or 800-526-5718  
 minneapolis@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Chris Tucker, Facility 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)

**Food Perspectives, Inc.**  
 13755 First Avenue North, Suite 500  
 Plymouth, MN 55441-5473  
 Ph. 763-553-7787  
 contact@foodperspectives.com  
 www.foodperspectives.com  
 Joyce Lizzi, VP Client Accounts  
 Location: Office building  
 Distance from airport: 25 miles, 35 minutes  
 CL, 1/1, 1/10R, TK, TKO, WC  
 Multiple 28x19 Obs. Rm. Seats 24  
 Multiple 23x22 Obs. Rm. Seats 12  
 Conference 19x14 Obs. Rm. Seats 0  
 Conference 13x15 Obs. Rm. Seats 0  
 Conference 8x8 Obs. Rm. Seats 8  
 Conference 8x8 Obs. Rm. Seats 8  
 Conference 8x8 Obs. Rm. Seats 8  
 Conference 8x8 Obs. Rm. Seats 8

**FRS Research Group, Inc.**  
 formerly Field Research Services  
 2055 Rice St.  
 St. Paul, MN 55113  
 Ph. 651-644-3150  
 bonnie@frsresearchgroup.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@leederesearch.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 22x28 Obs. Rm. Seats 18  
 Conference 16x15 Obs. Rm. Seats 14

**Orman Guidance Research\*, Inc.**  
 5001 W. American Blvd., Suite 715  
 Bloomington, MN 55437-1106  
 Ph. 800-605-7313 or 952-831-4911  
 rsundin@ormanguidance.com  
 www.ormanguidance.com  
 Rosemary Sundin  
 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

**TASTE TEST**

Medical
Soda
Wine

SOFT SERVE
Pop
Ice Cream

Financial/Banking
Insurance
Frozen Entrees

Residential Kitchen
MOCK JURIES
Fast Food

Frozen Food
Focus Groups
CLT

**PIZZA**

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

- FULL CONSUMER RESIDENTIAL KITCHEN
- MICROWAVES, RANGES AND OVENS
- LARGE 4' DOORS FOR EASE OF ACCESS
- KITCHEN WITH VIEWING

Individual testing stations for 25 Respondents

Conscientious, experienced staff

Ample free parking

Awarded the IMPULSE 11 Year "TOP RATED" HONOR ROLL

Minneapolis@FocusMarketResearch.com  
 612-869-8181 Bob Yoerg and  
 Judy & Ray Opstad

**14+ Years**  
**On Site -- Online -- Off Site**  
**Focus Groups, 1:1 Interviews**  
**CLT/Taste Tests for over 40 years**  
**11 YEAR TOP RATED BY IMPULSE**

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.

Rochester

**SNG Research Corporation**  
 6301 Bandel Rd. N.W., Suite 101  
 Rochester, MN 55901  
 Ph. 507-285-1026  
 hhes@snresearch.com  
 www.snresearch.com  
 Holly Hess, Research Manager  
 Location: Office building  
 Distance from airport: 14 miles, 15 minutes  
 1/1, 1/1OR  
 Conference 14x19 Obs. Rm. Seats 8

Missouri

Kansas City



**Focus Pointe Global - Kansas City**  
 9233 Ward Pkwy., Suite 150  
 Kansas City, MO 64114  
 Ph. 816-361-0345 or 800-628-3428  
 kansascity@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Jim Finke, Facility 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 on the Plaza**  
 (Formerly Fieldhouse Marketing Research-FHMR)  
 4638 J C Nichols Parkway  
 Kansas City, MO 64112  
 Ph. 800-706-3467 or 913-341-4245  
 craig.wong@qar.com  
 www.QAFocusSuites.com  
 Craig Wong, Executive Vice President  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, TK, AU, CUL, WC  
 Multiple 18x23 Obs. Rm. Seats 24  
 Multiple 18x23 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, 1/1OR, TK  
 Conference 16x11 Obs. Rm. Seats 6  
 (See advertisement on p. 47)



**Focus Pointe Global - St. Louis**  
 1650 Des Peres Rd., Suite 110  
 St. Louis, MO 63131  
 Ph. 314-966-6595 or 800-992-2139  
 stlouis@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Tonie Covelli, Facility Director  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 18x22 Obs. Rm. Seats 14  
 Multiple 19x22 Obs. Rm. Seats 14  
 Multiple 20x23 Obs. Rm. Seats 23

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 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, 1/1OR, 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.



**L & E Research**  
 Maplewood - Central  
 7305 Marietta Ave.  
 St. Louis, MO 63143  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Lindsay Marsden, Account Manager  
 Location: Office building  
 Distance from airport: 17 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, TKO, VC, WC  
 Multiple 20x21 Obs. Rm. Seats 8  
 Multiple 20x25 Obs. Rm. Seats 10  
 Multiple 20x21 Obs. Rm. Seats 15

Let L&E show you our second Missouri facility: the best in St. Louis. Positioned in the Maplewood district, it is the only focus group facility in the area with a full test kitchen, including ovens, spacious reach-ins and the ability to run up to 28 microwaves at a time. It is also the largest central location testing room in St. Louis, making it ideal for large focus groups and mock trials. Easy to get to and situated in the historic town center of Maplewood, you will also find plentiful parking and easy access to cafés, restaurants and a number of eclectic shops. (See advertisement on p. 74)



**L & E Research**  
 Frontenac - West  
 10403 Clayton Road, Suite 115  
 St. Louis, MO 63131  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Lindsay Marsden, Account Manager  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, CUL  
 Multiple 26x20 Obs. Rm. Seats 8  
 Multiple 17x16 Obs. Rm. Seats 5

It's only appropriate that L&E has two facilities in the "Show Me" state, and we are eager to show you why. In our first St. Louis facility, high technology meets historic charm in the lovely Le Chateau Village in the Frontenac district. Just steps away from local restaurants, accommodations and upscale shopping - and only 15 minutes from Lambert-St. Louis International Airport (STL) our facility provides two focus group rooms totaling 1500 square feet. Catering is available in all rooms, and the kitchen provides ample space for storage and food preparation. (See advertisement on p. 74)



**LUCAS MARKET RESEARCH**  
 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 Echelemeyer, Vice President  
 Location: Free standing facility  
 Distance from airport: 7 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  
 Conference 22x18 Obs. Rm. Seats 12  
 Conference 22x16 Obs. Rm. Seats 12  
 Multiple 40x25 Obs. Rm. Seats 12  
 Conference 20x12 Obs. Rm. Seats 12

Lucas Market Research LLC 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

After more than 50 years of service to the marketing research industry, no project is too challenging for us to handle. Maybe that's why, for the 20th year, PMR was named an Impulse Guide "Top Rated" focus group facility - an achievement only nine other facilities in the world can claim. With St. Louis' largest consumer, medical and business databases, we offer the strongest recruiting in the area. Our beautiful and centrally located facility offers the latest technology; usability labs, FocusVision streaming in HD, and digital recording. Let St. Louis' leader exceed your expectations.

**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

**Test America, a division of CRG Global**  
Chesterfield Mall  
291 Chesterfield Center, Suite 2036  
Chesterfield, MO 63017  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 18 miles, 20 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
Multiple 18x24 Obs. Rm. Seats 10

## 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

### 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  
Abby Reid, 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

**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

## 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. 47)



**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 turn-key home away from home  
(See advertisement on p. 125)

### 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**  
2080, East Flamingo  
Suite 309  
Las Vegas, NV 89119  
Ph. 702-650-5500 or 800-797-9877  
info@lasvegasfieldandfocus.com  
www.lvff.vegas  
Eric Souza, President/Owner  
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.



**PRECISION OPINION**  
THE MOST TRUSTED NAME IN MARKET RESEARCH.  
**Precision Opinion**  
101 Convention Center Drive, P125  
Las Vegas, NV 89109  
Ph. 702-483-4000  
info@precisionopinion.com  
www.precisionopinion.com  
Jim Medick, President  
Location:  
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. Our full time staff is ready to conduct your focus groups, product placements, movie/TV testing, IDIs, mock juries, food and beverage tastings and more. Clients find incredibly high levels of service backed by the best recruiting staff in the business.

## 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.

**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, 1/1OR, 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

**Test America, a division of CRG Global**

Miracle Mile Shops at Planet Hollywood  
3663 Las Vegas Blvd. S., Suite 185  
Las Vegas, NV 89109  
Ph. 866-209-2553 or 386-677-5644  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 3 miles, 11 minutes  
CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC  
Multiple 20x40 Obs. Rm. Seats 20  
Conference 20x10  
Living 10x15  
Multiple 20x20 Obs. Rm. Seats 20

## New Hampshire

## Manchester/Nashua

**Granite State Marketing Research, Inc.**

13 Orchard View Dr., Suite 3  
Londonderry, NH 03053  
Ph. 603-434-9141  
dot@gsmrinc.com  
www.gsmrinc.com  
Dorothy Bacon, President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
1/1, 1/1OR, 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, 1/1OR, 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, 1/1OR, 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, 1/1OR, TK, AU, VC  
Multiple 26x22 Obs. Rm. Seats 22  
Conference 19x20 Obs. Rm. Seats 15  
Conference 17x17 Obs. Rm. Seats 15



16 Commerce Drive  
Cranford NJ, 7016  
Ph. 908-967-6790  
E-mail: maryana@cecresearch.com  
http://cecresearch.com  
Location: Free standing facility  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC

Modern research facilities accommodate any testing / focus group studies that clients require: taste testing, mock jury trials, cosmetic product trials, focus group discussions and more. Our kitchen features commercial-grade appliances and custom configuration to accommodate any food / beverage study. Focus group facilities are fully-equipped with a/v capabilities, concealed microphones and one-way observation mirrors. Adaptable testing rooms feature laptops, wireless internet and optional privacy dividers, seating 30 individual participants or up to 50 auditorium-style.



EAST-FORT LEE, NJ  
**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, 1/1OR, TK, AU, CUL, VC, WC  
Conference 23x21 Obs. Rm. Seats 30  
Conference 20x20 Obs. Rm. Seats 30  
Conference 20x21 Obs. Rm. Seats 30  
Conference 24x22 Obs. Rm. Seats 30  
Conference 16x14 Obs. Rm. Seats 10

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 back cover)

**Focus Inn™**

1093 Greenwood Lake Turnpike  
Ringwood, NJ 07456  
Ph. 973-728-0643  
info@focusinn.com  
www.focusinn.com  
Kelly Dale, Facility Manager  
Location: Free standing facility  
Distance from airport: 48 miles, 45 minutes  
CL, 1/1, 1/1OR, TK, VC, WC  
Multiple 15x14 Obs. Rm. Seats 10  
Multiple 27x16 Obs. Rm. Seats 6

**Focus Pointe Global - New Jersey**

20 E. Puffin Way, 2nd Floor  
Teaneck, NJ 07666  
Ph. 201-928-1888 or 888-873-6287  
nj@focuspointeglobal.com  
www.focuspointeglobal.com  
Janis Fallows, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR, TK, CUL, VC, WC  
Multiple 18x18 Obs. Rm. Seats 25  
Multiple 18x20 Obs. Rm. Seats 18  
Multiple 16x25 Obs. Rm. Seats 18

Focus 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 World International, Inc.**

146 Hwy. 34, Suite 100  
Holmdel, NJ 07733  
Ph. 732-946-0100  
gary@focusworldint.com  
www.focusworldinternational.com  
Gary Eichenholtz, CEO/COO  
Location: Free standing facility  
Distance from airport: 20 miles, 35 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC  
Multiple 18x24 Obs. Rm. Seats 15  
Multiple 16x18

**Ideas To Go, Inc.**

10 N. Park Place Suite 520  
Morristown, NJ 07960  
Ph. 973-267-7670  
tina.vatrano@ideastogo.com  
www.ideastogo.com  
Tina Vatrano, Facility Manager  
Location: Office building  
Distance from airport: 20 miles  
CL, VC



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



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Houston  
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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](http://www.plazaresearch.com)

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

### Market Research Center - Seton Hall University

400 South Orange Ave  
 South Orange, NJ 07079  
 Ph. 973-761-9704  
 adam.warner@shu.edu  
 www.shu.edu/academics/business/market-research  
 Adam Warner, Director  
 Location: Office building  
 Distance from airport: 6 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, AU, CUL  
 Conference 25x12 Obs. Rm. Seats 12

### Marketing Solutions Corporation

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

Multiple	18x21	Obs. Rm. Seats 15
Multiple	18x21	Obs. Rm. Seats 15
Multiple	18x21	Obs. Rm. Seats 15
Multiple	18x21	Obs. Rm. Seats 15



### 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. Heeger-Leibowitz, V.P. of Operations  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, VC, WC  

Multiple	24x18	Obs. Rm. Seats 25
Multiple	24x18	Obs. Rm. Seats 20
Multiple	28x26	Obs. Rm. Seats 25
Multiple	12x12	Obs. Rm. Seats 8

TOP-RATED NJ/NY metro-area facility (Impulse 2014). 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: 22 miles, 37 minutes  
 1/1, VC, WC  
 Conference 22x14 Obs. Rm. Seats 4

### 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, 1/1OR, TK, TKO  

Conference	15x20	Obs. Rm. Seats 16
Conference	25x27	Obs. Rm. Seats 14
Conference	19x45	Obs. Rm. Seats 6
Conference	12x20	Obs. Rm. Seats 10



### Plaza Research-New York

120 Rte. 17 N.  
 Paramus, NJ 07652  
 Ph. 201-265-7500 or 800-654-8002 x11  
 jgottesman@plazaresearch.com  
 www.plazaresearch.com  
 Jill Gottesman  
 Location: Office building  
 Distance from airport: 30 minutes  
 CL, 1/1, 1/1OR, TK, TKO, CUL, WC  

Conference	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@pmcrresearch.com  
 www.pmcrrresearch.com  
 Kimberly Schwarz, President  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/1OR, VC, WC  

Multiple	20x18	Obs. Rm. Seats 12
Multiple	20x20	Obs. Rm. Seats 18

### Q Research Solutions, Inc.

3548 Route 9 South, 2nd Floor  
 Old Bridge, NJ 08857  
 Ph. 732-952-0000  
 rhodam@qrsqglobal.com  
 www.qrsqglobal.com  
 Rhoda Makled, Sr. VP Client Services  
 Location: Office building  
 Distance from airport: 30 miles, 35 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
 Conference 22x14 Obs. Rm. Seats 12

### Quick Test/Heakin (Br.)

Woodbridge Center  
 195 Woodbridge Center  
 Woodbridge (New York Metro), NJ 07095  
 Ph. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 Conference 20x13 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  
 ebyrnes@sensorspectrum.com  
 www.spectrumdiscoverycenter.com  
 Erin Byrnes, Sr. Project Manager  
 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	

### Taurus Market Research

1810 Englishtown Rd.  
 Old Bridge, NJ 08857  
 Ph. 732-251-7772 x4  
 ruthann@taurusresearch.com  
 www.taurusresearch.com  
 Ilene Kaplan, Vice-President  
 Location: Free standing facility  
 Distance from airport: 30 miles, 40 minutes  
 CL, 1/1, 1/1OR, VC  

Multiple	15x16	Obs. Rm. Seats 20
Conference	16x18	Obs. Rm. Seats 12
Conference	12x09	Obs. Rm. Seats 8

### Test America, a division of CRG Global

Freehold Raceway Mall  
 3710 Route 9, Suite 238A  
 Freehold, NJ 07728  
 Ph. 866-209-2553 or 386-677-5644  
 crgsales@crsglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 36 miles, 43 minutes  
 CL, 1/1, 1/1OR, TK, TKO, CUL, PUL, VC, WC  

Conference	22x12	Obs. Rm. Seats 6
Multiple	18x24	Obs. Rm. Seats 10

### 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  
 mgeorgianna@reckner.com  
 www.reckner.com  
 Sandy Schoeffling, Manager  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, TK, CUL, PUL, VC, WC  

Multiple	17x20	Obs. Rm. Seats 15
Multiple	24x40	Obs. Rm. Seats 0

New Mexico

Albuquerque

**Sandia Market Research**  
 600 Central Ave SW, Suite 111  
 Albuquerque, NM 87102  
 Ph. 800-950-4148 or 505-883-5512  
 janine@sandiamarketresearch.com  
 www.sandiamarketresearch.com  
 Janine Vita  
 Location: Office building  
 Distance from airport: 3 miles, 5 minutes  
 CL, 1/1, 1/10R, WC  
 Multiple 15x30 Obs. Rm. Seats 15

New York

Albany

**Markette Research, Inc.**  
 One Fairchild Square  
 Suite 101A  
 Clifton Park / Albany, NY 12065  
 Ph. 518-383-1661  
 Albanyinfo@marketteresearch.com  
 www.marketteresearch.com  
 Dawn Whalen  
 Location: Free standing facility  
 Distance from airport: 12 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, CUL, PUL, WC  
 Conference 20x20 Obs. Rm. Seats 10  
 Conference 18x20 Obs. Rm. Seats 10

Buffalo



**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, 1/10R, 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, 1/10R, 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  
 Location:  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC

**New York City**  
*(See also Northern New Jersey and Connecticut)*

**Advanced Focus - The Facility**  
 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, 1/10R, AU, CUL, PUL, VC, WC  
 Multiple 28x22 Obs. Rm. Seats 24  
 Multiple 19x15 Obs. Rm. Seats 15  
 Multiple 20x17 Obs. Rm. Seats 16  
 Multiple 21x18 Obs. Rm. Seats 18

**Advanced Focus - 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. 47)

**C&C Market Research - New York Metro**  
 Palisades Center  
 1000 Palisades Center Dr., #C402, 4th Fl.  
 West Nyack, NY 10994  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 40 minutes  
 CL, 1/1, 1/10R, TK, CUL  
 (See advertisement on p. 47)

**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

**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 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  
 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. 212-682-0220 or 888-873-6287  
 ny@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Jarrett Lodge, Facility Director  
 Location: Office building  
 Distance from airport: 9 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, CUL, VC, WC  
 Multiple 17x16 Obs. Rm. Seats 12  
 Multiple 19x12 Obs. Rm. Seats 12  
 Multiple 21x14 Obs. Rm. Seats 12  
 Multiple 25x22 Obs. Rm. Seats 18

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)

## 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.

### The Focus Room on Fifth, LLC

Market Research & Video Conference Center - NYC  
 693 Fifth Ave.  
 Between 54th & 55th St.  
 New York, NY 10022  
 Ph. 212-935-6820  
 amanda@focusroom.com  
 www.focusroom.com  
 Jessica De Palo  
 Location: Office building  
 Distance from airport: 25 minutes  
 CL, 1/1, 1/1OR, 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: 20 minutes  
 CL, 1/1, 1/1OR, TK, VC  
 Conference 14x19 Obs. Rm. Seats 25  
 Conference 14x19 Obs. Rm. Seats 25  
 Conference 14x16 Obs. Rm. Seats 15  
 Multiple 23x30



### FocusSuites

#### Focus Suites of New York

355 Lexington Ave., 13th Floor  
 (40th & Lexington)  
 New York, NY 10017  
 Ph. 212-867-7373  
 julia.cosel@focussuites.com  
 www.focussuites.com  
 Julia Cosel  
 Location: Office building  
 Distance from airport: 30 minutes  
 CL, 1/1OR, 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, it 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 to handle all required logistics. Newly Renovated in 2014!!

### I.C. International

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

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



## Consumer Centers

Meadowlands, NJ • New York City

### New York Consumer Center

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

TOP-RATED (Impulse 2014) 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/quants, 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.

### Opinions, Ltd. - NYC/NJ

Willowbrook Mall  
 1400 Willowbrook Mall, Space 1550  
 Wayne, NJ 07470  
 Ph. 440-893-0300  
 NYC-NJ@opinionsltd.com  
 www.opinionsltd.com  
 Mark Kikel, President/Owner  
 Location: Shopping mall  
 Distance from airport: 22 miles, 37 minutes  
 1/1, VC, WC  
 Conference 22x14 Obs. Rm. Seats 4

### 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

### 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  
 PGrubb@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  
 Conference 20x14



### RRU Research - Fusion Focus

373 Park Avenue, South, 10th Floor  
 New York, NY 10016  
 Ph. 718-222-5600  
 mlivia@RRUResearch.com  
 https://rruresearch.com/  
 Location: Office building  
 Distance from airport: 9 miles, 23 minutes  
 CL, 1/1, 1/1OR, CUL, VC, WC  
 Conference 19x15 Obs. Rm. Seats 15  
 Multiple 20x16 Obs. Rm. Seats 13  
 Living 20x16 Obs. Rm. Seats 13  
 Multiple 20x15 Obs. Rm. Seats 10  
 Multiple 16x15 Obs. Rm. Seats 10

RRU Research, formerly known as Recruiting Resources Unlimited, LLC was established in 1975 and has long held a reputation as one of the industry's qualitative recruiting powerhouses. We are professionally staffed with highly experienced project managers and recruiters in New York as well as major markets across the U.S.. In 2014, RRU Research opened Fusion Focus, a 5 room, state of the art and fully renovated research facility located on Park Ave. South in Midtown Manhattan. Our extensive respondent database and professional screening expertise can accommodate any specifications.



**Schlesinger Associates**

Quality Without Compromise

**Schlesinger Associates NYC**

500 Fifth Ave., Suite 1030

New York, NY 10110

Ph. 212-730-6400

aj@schlesingerassociates.com

www.schlesingerassociates.com

AJ Shaw, Vice President

Location: Office building

Distance from airport: 10 miles, 25 minutes

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

Multiple 20x19 Obs. Rm. Seats 10

Multiple 20x15 Obs. Rm. Seats 15

Multiple 20x15 Obs. Rm. Seats 15

Multiple 20x16 Obs. Rm. Seats 5

Multiple 20x20 Obs. Rm. Seats 22

Multiple 21x16 Obs. Rm. Seats 15

Multiple 19x10 Obs. Rm. Seats 8

Multiple 17x13 Obs. Rm. Seats 11

Multiple 19x15 Obs. Rm. Seats 10

Schlesinger Associates is the leading full-service data collection company with 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)



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

Conference 25x35 Obs. Rm. Seats 20

Conference 15x20 Obs. Rm. Seats 12

SIS's Manhattan focus group facility provides cost-effective rentals, state-of-the-art amenities, high-quality and flexible client servicing in New York City. Our qualitative methodologies include focus groups, in-depth interviews, tele-depths, shop-alongs, online diaries, usability testing and ethnography. Other facility services include moderation, recruitment, translation and reporting. SIS offers vast nationwide qualitative capabilities, resources and databases. Our expertise includes over 50 industries, including consumer, B2B, medical, automotive, education, multicultural and low-incidence. (See advertisement on p. 15)

**SOHO Research Centre**

375 W. Broadway, Suite 502

New York, NY 10012

Ph. 212-431-0462

kcrawford@sohoresearchcentre.com

www.sohoresearchcentre.com

Monika Bialokur, Sales

Location: Office building

Distance from airport: 9 miles, 30 minutes

1/1, 1/10R, CUL

Conference 20x13 Obs. Rm. Seats 8

**Test America, a division of CRG Global**

Jefferson Valley Mall

650 Lee Blvd., Suite K13

Yorktown Heights, NY 10598

Ph. 866-209-2553 or 386-677-5644

crgsales@crgglobalinc.com

www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations

Location: Shopping mall

Distance from airport: 28 miles, 33 minutes

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

Multiple 18x24 Obs. Rm. Seats 10

**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, 1/10R, VC, WC

Conference 29x17 Obs. Rm. Seats 14

**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



**Tippling Point Communications**

1349 University Avenue

Rochester, NY 14607

Ph. 585-340-1119

Research@tippingpointcomm.com

www.tippingpointcomm.com

Location: Free standing facility

Distance from airport: 9 miles, 15 minutes

CL, 1/1, TK, VC, WC

Multiple 24 x 15 Obs. Rm. Seats 7

Conference 13 x 12 Obs. Rm. Seats 5

Conference 8 x 7 Obs. Rm. Seats 3

Conference 8 x 7 Obs. Rm. Seats 3

Tippling Point Communications offers the premier facility in Rochester to host your focus group. Our state-of-the-art focus group facility, built in 2014, has multiple viewing areas. The main focus group room is furnished for easy customization, and equipped with a smart board, HDTV technology and built-in camera and microphones. Our experienced and knowledgeable staff provides outstanding service, including assistance with finding a moderator, scheduling, reminder calls, recruitment, participant reimbursement, catering and recording of your session. Services are priced a la Carte or as bundled packages to meet your specific needs.

**Syracuse**

**KS&R's INSITE**

224 Harrison Street, Suite 704

Syracuse, NY 13202

Ph. 800-645-5469 or 315-446-3403

insite@ksrinc.com

www.ksrinc.com

Joseph W. Snyder, Dir. of Operations

Location: Office building

Distance from airport: 12 miles, 15 minutes

1/1

Conference 15x18 Obs. Rm. Seats 20

**Research & Marketing Strategies, Inc.**

15 E. Genesee St., Suite 210

Baldwinsville, NY 13027

Ph. 315-635-9802 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, 1/10R, CUL, PUL, VC, WC

Conference 21x14 Obs. Rm. Seats 10

**North Carolina**

**Asheville**

**C&C Market Research - Asheville**

Asheville Mall

3 South Tunnel Rd., #K-18

Asheville, NC 28805

Ph. 479-785-5637

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. 47)



**Accelerant Research**

BlogNog™

1242 Mann Drive, Suite 100

Matthews, NC 28105

Ph. 704-206-8501

paulr@accelerantresearch.com

www.accelerantresearch.com

Paul Rubenstein, Ph.D., President

Charlotte, North Carolina's premier focus group facility. To request a cost estimate, please fill out the form to the left of your screen, email or call us. National panel of research participants, provide white-glove treatment on recruitment. Our facility has convenient access to all of Charlotte. We provide free secure live online video streaming, free use of BlogNog online qualitative research platform for homework assignments, free stationary video recording & password protected online video archival, state-of-the-art focus group facility, wired for any research needs, and high-speed wired and wireless Internet.

## 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.



### AOC Marketing Research

10100 Park Cedar Dr., Suite 100  
 Charlotte, NC 28210  
 Ph. 704-341-0232  
 info@aocresearch.com  
 www.aocresearch.com  
 Cathleen Christopher  
 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

Top three in the nation for recruiting and personnel according to Impulse Survey of Focus Facilities, 2014. Our specialty is recruiting and implementing large quota taste tests, central location tests, focus groups, in-depth interviews, and other in-person research in our southeast facility. Expanded in 2014, all four of our rooms are within their own private suites. Each suite has a private lounge, office, restroom, an outside entrance/exit, and separate HVAC zones for clients and participants. Our work environment encourages dedication and excellence and we take pride in delivering respondents who are exactly on spec.



### L & E Research

4824 Parkway Plaza Blvd.  
 Suite 110  
 Charlotte, NC 28217  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Sara McEntyre, Account Manager  
 Location: Office building  
 Distance from airport: 6 miles, 10 minutes  
 CL, VC, WC

Conference	33x23	Obs. Rm.	Seats 12
Conference	20x20	Obs. Rm.	Seats 10
Conference	20x17	Obs. Rm.	Seats 8

The Queen City's new slogan, "Charlotte's Got A Lot" also applies to L&E's Charlotte facility. It is a quick 10 minute drive from Charlotte Douglas International Airport (CLT) and has three focus group rooms, Banker's, Racing and Blue Ridge. All rooms are equipped with ceiling height windows that can be covered or opened and well-appointed lounges and attached viewing rooms conceived for client comfort. Customize table configurations with our modular tables and utilize 750 square feet in the Banker's conference room for any type of study including mock trials and large groups.  
 (See advertisement on p. 74)



### Spectrum Discovery Center

222 Oak Avenue  
 Kannapolis, NC 28081  
 Ph. 704-250-1200  
 discovery@sensoryspectrum.com  
 www.spectrumdiscoverycenter.com  
 Erin Byrnes, Sr. Project Manager  
 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.

## Charlotte



### 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

20|20 Charlotte - newly renovated facility and additional 5th room!!! Come and see how our newly updated facility matches our ever outstanding services!! Serving the industry since 1986! 'Top Rated' every year by Impulse Surveys. We are more than just a focus group facility. We are your trusted fieldwork partner in Charlotte with the quality metrics to prove it. Just ask us for our current group fill rate and client satisfaction ratings. Check out our focus group facilities in Nashville and Miami.  
 (See advertisement on p. 33)

## Greensboro/Winston-Salem

### Bellomy Research, Inc.

175 Sunnynoll Court  
 Winston-Salem, NC 27106  
 Ph. 800-443-7344 or 336-721-1140  
 gkelley@bellomyresearch.com  
 www.bellomyresearch.com  
 Julie Hauser, Manager Focus Group Facilities  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/10R, VC  
 Conference 26x20 Obs. Rm. Seats 12

## Raleigh/Durham



### First In Focus Research

4009 Barrett Dr., Suite 101  
 Raleigh, NC 27609  
 Ph. 919-510-0445 x25  
 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  
 www.harkerresearch.com  
 Katherine Thomas, Office Manager  
 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. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Renee Wyckoff, Account 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 17x21 Obs. Rm. Seats 15  
 Conference 20x16 Obs. Rm. Seats 10  
 Conference 15x20 Obs. Rm. Seats 12

L&E's Raleigh facility is also our headquarters, only 15 minutes from Raleigh-Durham International Airport (RDU). The city's slogan, "You can see the whole state from here!" reflects our ability to give the perspective you need for your research project. This facility boasts a 700 sq ft multi-purpose room and three large focus group rooms, which have modular tables for custom configuration, well-appointed client lounges and comfortable viewing rooms, plenty of ledge and corkboard space, and the leading video conferencing, web streaming and digital recording technologies, including FocusVision and L&E video streaming. (See advertisement on p. 74)

### 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: 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  
 Multiple 35x25

#### Illumination Research

5947 Deerfield Boulevard  
 Suite 203  
 Cincinnati, OH 45040  
 Ph. 513-774-9531  
 info@illumination-research.com  
 www.illumination-research.com  
 Heather Hall  
 Location: Office building  
 Distance from airport: 40 miles, 45 minutes  
 CL, VC  
 Conference 20x30 Obs. Rm. Seats 15

### Ipsos

Ipsos Reid / Ipsos ASI / Ipsos Interactive Custom Panels / Ipsos Loyalty / Ipsos Public Affairs  
 3505 Columbia Pkwy  
 Suite 300  
 Cincinnati, OH 45226  
 Ph. 513-872-4300  
 info@ipsos-na.com  
 www.ipsos-na.com  
 April Jeffries  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, TK, VC  
 Conference 18x22 Obs. Rm. Seats 12



### L & E Research

9908 Carver Rd.  
 Cincinnati, OH 45242  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Lindsay Marsden, Account Manager  
 Location: Free standing facility  
 Distance from airport: 25 miles, 40 minutes  
 CL, 1/1, 1/10R, 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

Like Charlotte, Cincinnati also claims "The Queen City" as its nickname, but to avoid confusion we prefer "The Queen City of the West." L&E's unique facility is indeed fit for a queen, with more than 10,000 square feet of state-of-the-art space that provide our clients and research respondents with every comfort and professional advantage. L&E Cincinnati offers three spacious focus group suites and a large creative space, the Envisage Studio, for consumer directs, team meetings or ideation sessions. We offer the latest video conferencing, web streaming and digital recording technologies. (See advertisement on p. 74)

#### 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

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.

**MarketVision Research®**

10300 Alliance Road  
 Cincinnati, OH 45242  
 Ph. 513-791-3100  
 info@mv-research.com  
 www.mv-research.com  
 Tina Rucker  
 Location: Office building  
 Distance from airport: 25 miles, 35 minutes  
 CL, 1/1, 1/1OR, WC  
 Conference 16x24 Obs. Rm. Seats 24  
 Conference 15x22 Obs. Rm. Seats 14



**Service Industry Research Systems, Inc. (SIRS)**

Field & Focus Group Facilities  
 201 Martha Layne Collins Blvd.  
 Highland Heights, KY 41076-1750  
 Ph. 859-781-9700  
 sdye@sirsinc.com  
 www.sirsinc.com  
 Stacy Dye, VP of Client Services  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, VC  
 Multiple 24x18 Obs. Rm. Seats 18  
 Multiple 20x22 Obs. Rm. Seats 18

For the past eight years, SIRS has been named one of the Top Market Research Companies by Impulse Survey. Our facility in Greater Cincinnati features two separate focus group suites, with their own viewing room, client lounge and full kitchen. Our lounge features closed circuit televised viewing, with viewing rooms comfortably seating 18 people. SIRS provides individualized, one-on-one service with a designated SIRS coordinator, experienced hostesses and accomplished moderators. We are "focused" on providing our clients "solutions" that can help to answer key questions and make important decisions.

**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.marketingresearch.com  
 Ron Mayher, Owner  
 Location: Free standing facility  
 Distance from airport: 20 miles, 20 minutes  
 CL, 1/1, 1/1OR, PUL, VC, WC  
 Conference 20x25 Obs. Rm. Seats 12



*You...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, 1/1OR, 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 Top Rated in the Impulse Survey! Featured on the "CBS This Morning" show and are Northern Ohio's largest focus group facility. We specialize in on-site recruiting for consumer, litigation, executive and medical interviews, providing over 6,000 sq. ft. of comfort and technology for focus groups, IDIs, taste tests, pre-recruits and entire project management in a high-end environment. We're conveniently located 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. 115)

**National Survey Research Center**

5350 Transportation Blvd. Suite 19  
 Cleveland, OH 44125  
 Ph. 800-837-7894 or 216-518-2805  
 laurens@nsrc.com  
 www.nsrc.com  
 Lauren Schmidt, Director, Business Development  
 Location: Office building  
 Distance from airport: 7 miles, 13 minutes  
 VC  
 Conference 15x20 Obs. Rm. Seats 15

**Opinion Centers America**

896 Corporate Way  
 Suite 430  
 Cleveland, OH 44145  
 Ph. 800-779-3003 or 440-779-3000  
 oca@opinioncenters.com  
 www.opinioncenters.com  
 Karen Cunningham  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 CL, WC  
 20x20 Obs. Rm. Seats 12

**Opinions, Ltd. - Cleveland**

South Park Center  
 500 South Park Center FL632  
 Strongsville, OH 44136  
 Ph. 440-893-0300  
 Cleveland@opinionsltd.com  
 www.opinionsltd.com  
 Mark Kikel, President/Owner  
 Location:  
 Distance from airport: 8 miles, 12 minutes  
 1/1, 1/1OR, VC, WC  
 Conference 14x16 Obs. Rm. Seats 6

**Opinions, Ltd. - Headquarters**

33 River St.  
 Chagrin Falls, OH 44022  
 Ph. 440-893-0300  
 anita.evans@opinionsltd.com  
 www.opinionsltd.com  
 Mark Kikel  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, WC  
 Conference 18x18 Obs. Rm. Seats 12



**Precision Dialogue**  
 905 Corporate Way  
 Westlake, OH 44145  
 Ph. 877-332-9222  
 info@precisiondialogue.com  
 www.precisiondialogue.com  
 Cathleen Zapata, Chief Experience Officer  
 Location: Office building  
 Distance from airport: 7 miles, 17 minutes  
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC  
 Multiple 17x14 Obs. Rm. Seats 20

Precision Dialogue 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 Dialogue 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 plognogram, product, website, e-mail, mobile, tablet, commercials, direct mail, in-store product display testing and more.

**Columbus**

**Complete Research Connection**

2323 W. Fifth Ave., Suite 150  
 Columbus, OH 43204  
 Ph. 614-220-4120  
 info@crmr.com  
 www.crmr.com  
 Lorne Dillabaugh, Managing Director  
 Location: Office building  
 Distance from airport: 12 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, PUL, VC, WC  
 Multiple 28x32 Obs. Rm. Seats 30  
 Multiple 16x22 Obs. Rm. Seats 25  
 Multiple 15x16 Obs. Rm. Seats 9  
 Multiple 8x8 Obs. Rm. Seats 5  
 Multiple 28x28



**Focus Pointe Global - Columbus**

7634 Crosswoods Dr.  
 Columbus, OH 43235  
 Ph. 614-436-2025 or 800-242-4118  
 columbus@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Stephanie Wolf, Facility 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-Boardhead; 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)



### L & E Research

One Easton Oval, Suite 100  
Columbus, OH 43219  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Renee Wyckoff, Account Manager  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
CL, 1/1, 1/10R, TK, CUL, VC, WC

Multiple	15x16	Obs. Rm.	Seats 15
Multiple	16x20	Obs. Rm.	Seats 15
Multiple	24x26	Obs. Rm.	Seats 18
Multiple	16x19	Obs. Rm.	Seats 25
Conference	11x12	Obs. Rm.	Seats 8

At one time, Columbus, Ohio embraced the nickname "America's Test Market." So it's no wonder we embraced Columbus as one of our premier research locations, as well. L&E's facility is located in the metropolitan community of Easton, a 1300-acre mixed-use development, home to young professionals and families. Located in the heart of a top-tier retail market and the dominant destination for shopping, dining and entertainment in Central Ohio, our facility offers five focus group rooms, including a suite specifically for IDIs.

(See advertisement on p. 74)

### LextantLabs

A Division of Lextant  
1322 Manning Parkway  
Powell, OH 43065  
Ph. 614-228-9711  
chris@lextant.com  
www.lextantlabs.com  
Kay Wilson, Director, Lab and Environments  
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  
chris@lextant.com  
www.lextant.com  
Kay Wilson, Director, Lab and Environments  
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  
gilley@udayton.edu  
https://www.udayton.edu/business/business\_research\_group/  
Kim Gilley, Research Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes

	24x21		
	24x16	Obs. Rm.	Seats 10
Conference	12x20	Obs. Rm.	Seats 10

## 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 203  
Oklahoma City, OK 73134  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Location: Shopping mall  
Distance from airport: 20 miles, 30 minutes  
TK

	20x14	Obs. Rm.	Seats 6
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(See advertisement on p. 47)



OKLAHOMAFOCUS

### 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 Soloman-designed facility has a board-room feel and technology is state-of-the-art. Session recording available in MP3, WMV, MPEG and DVD in addition to videostreaming. FocusVision also available. Spacious client viewing room with adjacent-but-separate lounge. Separate client entrance. We are known for our ability to handle complex projects. Owner-managed and -operated, we take personal pride in our work. Clients receive exemplary service immediately upon entering our impressive, freestanding, company-owned building with ample parking, 10 minutes from the OKC airport.

### Oklahoma Market Research

4900 N. Portland Ave. Suite 150  
Oklahoma City, OK 73112  
Ph. 405-525-3412  
mail@datanet-research.com  
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

# Focus Groups of Cleveland

## Top Rated in the Impulse Survey

## Overall Highest Rating among All Top-Rated Facilities in Cleveland for 2014!

**Three Large Suites Multi-Purpose Rooms**  
**Featured on CBS Early Morning Show**  
**Newly Remodeled 6,000 sq. ft. Facility**  
**Litigation Research, Medical, Consumer,**  
**Product Placement, Taste Tests, Pre-Recruits,**  
**Videoconferencing, Excellent Recruiting**

***We are the largest centrally located facility serving all parts of greater Cleveland/Akron & vicinity***

**Call: 216-901-8075**  
**www.focusgroupsofcleveland.com**

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

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

**Shapard Research**

820 NE 63rd St.  
 Oklahoma City, OK 73105  
 Ph. 405-607-4664  
 veda@shapard.com  
 www.shapard.com  
 Veda Shapard  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes

Conference 24x16 Obs. Rm. Seats 6

**Tulsa**

**Consumer Logic, Inc.**

4500 S. 129th E. Ave., Suite 112  
 Tulsa, OK 74134  
 Ph. 800-544-1494 or 918-665-3311  
 info@consumerlogicresearch.com  
 www.consumerlogicresearch.com  
 Dan Jarrett, President  
 Location: Office building  
 Distance from airport: 7 miles, 12 minutes  
 CL, 1/1, 1/10R, VC  
 Conference 15x22 Obs. Rm. Seats 9

**Oregon**

**Portland**



**Consumer Opinion Services, Inc. (Br.)**

Lloyd Focus & Videoconference Center  
 2225 Lloyd Center  
 Portland, OR 97232  
 Ph. 503-493-2870  
 melissa@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. 125)

**MDC Research/VuPoint Research**

8959 S.W. Barbur Blvd.  
 Suite 204  
 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:  
 Distance from airport: 7 miles, 10 minutes  
 CL, 1/1, 1/10R, TK

**Erie**

**Opinions, Ltd. - Pittsburgh**

Millcreek Mall  
 290 Millcreek Mall  
 Erie, PA 16565  
 Ph. 440-893-0300  
 Pittsburgh-Erie@opinionstd.com  
 www.opinionstd.com  
 Location:  
 Distance from airport: 8 miles, 15 minutes  
 1/1, 1/10R, VC, WC  
 Conference 13x14 Obs. Rm. Seats 6



**The Bartlett Group**

3690 Vartan Way  
 Harrisburg, PA 17110  
 Ph. 717-540-9900  
 qbusiness@bartlettresearch.com  
 www.bartlettresearch.com  
 Sherry Ritchey  
 Location: Free standing facility  
 Distance from airport: 13 miles, 20 minutes  
 CL, 1/10R, WC  
 Conference 12x20 Obs. Rm. Seats 12

Bartlett Research (The Bartlett Group), founded in 1986 serves clients in diverse industries throughout the world with a focus on qualitative and quantitative marketing research. Services include, but are not limited to, focus group studies, ethnographic studies, usability studies, online surveys, depth interviews, recruiting, moderating, development of screeners and moderator guides, report writing, consulting, data analysis, project management, vendor coordination, transcription services and secondary research. Offering both on-site and off-site capabilities.

**Harrisburg**



**CentralFocus**

180 W. Airport Rd.  
 Lititz, PA 17606-5423  
 Ph. 717-560-7842  
 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. Streaming video offered. Centrally located. Focused on results.



Scoring market share with superior field research

**FieldGoals.US**

PO Box 103  
 Camp Hill, PA 17001  
 Ph. 877-469-6631 x1 or 717-480-0335  
 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

Bring your research to FieldGoals at CPCC - our stately Harrisburg market focus group facility. With over 5,600 square feet of flexible meeting space, FieldGoals.US can facilitate not only your typical panel discussion but also large dial tests, auditorium studies, music evaluations and mock trials, with room for breakout and client lounges. FieldGoals at CPCC also has fully equipped classrooms with digital A/V equipment and Smart Boards for your training sessions and one-on-one interviews. Look for our second focus group facility opening in 2015 servicing York and Lancaster, PA markets.

**Philadelphia/Southern NJ**

**C&C Market Research - Philadelphia**

Franklin Mills  
 1749 Franklin Mills Circle, #159  
 Philadelphia, PA 19154  
 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. 47)

**Focus Pointe Global - Bala Cynwyd**

225 E. City Ave., Suite 10  
 Bala Cynwyd, PA 19004  
 Ph. 610-949-9100 or 888-873-6287  
 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. 215-701-1500 or 888-873-6287  
 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**

**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.



**Group Dynamics in Focus, Inc.**

555 City Avenue  
 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

34 years at our Suburban Philadelphia location. Specialize in Health Care, consumer goods, B2B, taste testing from various socioeconomic and ethnic groups from Pennsylvania and South Jersey. 800 sq. ft. multipurpose space for mock juries, shopping displays or theatre seating for 50. Rely on our professional staff for field management and national recruiting of doctors for telephone interviews. #1 rating in Impulse Directory in the Philadelphia Area. Honored by the Philadelphia Business Journal for the 3rd year as Outstanding Family-Owned Business and Outstanding Woman-Owned Business.

**Karchner Marketing Research, LLC**

3956 Ridge Pike  
 Collegeville, PA 19426  
 Ph. 610-489-0559 or 610-564-9624  
 helen@kmrinsights.com  
 www.kmrinsights.com  
 Helen Karchner, CEO/Co-Founder/Moderator  
 Location: Free standing facility  
 Distance from airport: 36 miles, 45 minutes  
 CL, 1/1, 1/10R, VC, WC  
 Conference 19 x 15 Obs. Rm. Seats 5



**Plaza Research-Philadelphia**

9000 East Lincoln Drive  
 Two Greentree Centre, Suite 224  
 Marlton, NJ 08053  
 Ph. 856-596-7777 or 800-654-8002  
 bfarms@plazaresearch.com  
 www.plazaresearch.com  
 Bethany Farms, Director  
 Location: Office building  
 Distance from airport: 30 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, WC  
 Conference 18x20 Obs. Rm. Seats 15  
 Conference 15x20 Obs. Rm. Seats 15  
 Multiple 15x20 Obs. Rm. Seats 15

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.  
 (See advertisement on p. 107)

**Quick Test/Heakin (Br.)**

Neshaminy Mall  
 109 Neshaminy Mall  
 Bensalem, PA 19020  
 Ph. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 1/1, TK  
 Conference 17x12 Obs. Rm. Seats 6

**Reckner: Philadelphia, PA**

1600 Market St., Suite 1550  
 Philadelphia, PA 19103-7202  
 Ph. 215-981-0120 or 215-822-6220  
 PGrubb@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, VP  
 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, VP  
 Location: Free standing facility  
 Distance from airport: 15 miles, 25 minutes  
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC  
 Multiple 22x17 Obs. Rm. Seats 20  
 Multiple 24x17 Obs. Rm. Seats 15  
 Multiple 20x17 Obs. Rm. Seats 15  
 (See advertisement on inside front cover)

**Pittsburgh**

**Campos Market Research, Inc.**

D/B/A Campos Inc  
 216 Boulevard of the Allies  
 Pittsburgh, PA 15222-1619  
 Ph. 412-471-8484 x309  
 info@campos.com  
 www.campos.com  
 Kelli Best, Director Field and Fulfillment  
 Location: Office building  
 Distance from airport: 17 miles, 30 minutes  
 CL, 1/1, 1/10R, TK, VC, WC  
 Multiple 16x22 Obs. Rm. Seats 14  
 Multiple 18x25 Obs. Rm. Seats 10

**FCP Research**

Formerly Focus Center of Pittsburgh  
 2101 Greentree Road  
 # A-106  
 Pittsburgh, PA 15220  
 Ph. 412-279-5900  
 fcp@fcpresearch.com  
 www.fcpresearch.com  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/10R, CUL, VC, WC  
 Conference 19x21 Obs. Rm. Seats 12  
 Conference 23x25 Obs. Rm. Seats 15

## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/10R - 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.

**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

## York

**Polk-Lepson Research Group**

3 Rathton Road  
York, PA 17403  
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

## Charleston

**Coastal Focus LLC**

4600 Goer Drive  
Suite 206  
Charleston, SC 29406  
Ph. 843-744-9009 or 843-744-9093  
fdbose@coastal-focus.com  
www.coastal-focus.com  
Francis DuBose, President  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC  
Multiple 25x35 Obs. Rm. Seats 20  
Living 12x20 Obs. Rm. Seats 6  
Conference 10x12 Obs. Rm. Seats 3

## 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

**Midlands Market Research LLC**

1825 St. Julian Place  
Columbia, SC 29204  
Ph. 803-254-8697 or 803-254-3853  
info@midlandsres.com  
www.midlandsres.com  
Judy DuBose, President  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
1/1, TK, CUL, VC, WC  
Conference 18x25 Obs. Rm. Seats 15

## 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](http://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

10608 Flickenger Lane, Suite 102  
Knoxville, TN 37922  
Ph. 865-392-5047 or 866-764-7342  
jjones@southernstn.com  
www.southernstn.com  
Jenny Jones, President  
Location: Free standing facility  
Distance from airport: 10 miles, 10 minutes  
CL, 1/1, 1/10R, TK, CUL, VC, WC  
Multiple 19x21 Obs. Rm. Seats 16

Our state-of-the-art facility and experienced staff will make your next group session a relaxing experience. High-quality recruiting is the basis of our success. Now offering nationwide online panels for both your qualitative and quantitative needs. Visit our Web site for pictures of our facility.

## Memphis



### Access Insights

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 8x10 Obs. Rm. Seats 10  
Multiple 15x40 Obs. Rm. Seats 25

"Not just people, the right people." Precise recruiting is essential for successful research. New location provides maximum access for urban, suburban and rural demographic draw. Located in the heart of Memphis, hotels, restaurants, entertainment and shopping all within walking distance. Large focus suites with individual HVAC and A/V controls. Flexible group spaces ideal for mock juries, CLTs, living room, children and one-on-ones. Kitchens with viewing, quality in-house recruiting and excellent show rates. "If they exist we will find them." We set the standard for integrity and service in Memphis.



### AccuData Market Research, Inc. (Br.)

5575 Poplar Ave. Suite 320  
Memphis, TN 38119  
Ph. 800-625-0405 or 901-763-0405  
memphis@accudata.net  
www.accudata.net  
Shannon Hendon, Field Director  
Location: Office building  
Distance from airport: 7 miles, 10 minutes  
CL, 1/1, 1/10R, TK, PUL, VC, WC  
Conference 22x20 Obs. Rm. Seats 14  
Conference 20x18 Obs. Rm. Seats 12  
Multiple 19x20 Obs. Rm. Seats 12

Top-rated facility where fastidious recruiting is our trademark guaranteed. Food is great but all anybody wants is the world's best BBQ from Corky's just down the road. Now we are located on Poplar, the main drag in Memphis just two blocks from the interstate, with hotels and shopping malls all around. Renowned for Southern-style customer service and a huge database. The latest in videoconferencing, videostreaming and digital A/V.



### Axiom Research

6060 Primacy Parkway, Suite 401  
Memphis, TN 38119  
Ph. 901-821-4333 or 877-757-4333  
info@axiom-mr.com  
www.axiom-mr.com  
Carla Fray, Field Service Director  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC  
Multiple 22x17 Obs. Rm. Seats 10  
Multiple 23x18 Obs. Rm. Seats 12  
Conference 25x27 Obs. Rm. Seats 18

Memphis' highest-rated facility for recruiting, value, facility, food service, location and personnel! Axiom recruits to your exact specs. High show rates. Treat your clients to Memphis' best. Spacious and comfortable client and research areas. Exceptional client support. Client-controlled AC. FocusVision. Digital A/V FTP. Perfect for CLTs, jury research, dial research. Test kitchen - 4 ovens, 9 microwaves, 5 refrigerators and deep freeze. DDE for CLTs. Upscale office district. City's best hotels and restaurants nearby. Closest facility to airport. Serving Tennessee, Mississippi and Arkansas.

## Nashville



### 20|20 Research - Nashville

161 Rosa L. Parks Blvd.  
2nd Floor  
Nashville, TN 37203  
Ph. 704-594-7873  
susanb@2020research.com  
www.2020research.com  
Susan Brewleski, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, VC, WC  
Conference 18x25 Obs. Rm. Seats 15  
Conference 18x31 Obs. Rm. Seats 15  
Conference 18x26 Obs. Rm. Seats 15

The country's newest facility in one of its most historic buildings. USA Today called Nashville the most "American" city - perfect for the research and Time

Magazine calls it The South's Red-Hot town - perfect for you! We continue to be your trusted fieldwork partner in Nashville with the quality metrics to back it up. Excellent recruiting, top shelf technology, personal chef catering - we offer everything you'd want in a facility. So, come on down and see us! Ask us about ONLINE qualitative software and services, nationwide recruiting, video streaming, Affdex Discovery, website usability. (See advertisement on p. 33)

### 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

## Texas

### Austin

#### ATX Insights

8500 Bluffstone Cove  
Suite B204  
Austin TX, 78756  
Ph. 512-401-3064  
sales@atxinsights.com  
www.atxinsights.com/home.shtml  
Location: Office Building  
Distance from airport: 20 miles, 25 minutes  
CL, 1/1, 1/10R, CUL, PUL, VC, WC  
Multiple 23x20 Obs. Rm. Seats 10  
Multiple 15x13 Obs. Rm. Seats 8

#### 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  
Location:  
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@thinkgrouppaustin.com  
www.thinkgrouppaustin.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

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.

Brownsville

**Hispanic Focus Unlimited**  
 303 W. Newcombe 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

**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. 47)

**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. 47)



**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.  
 (See advertisement on p. 121)



**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 back cover)



**Focus Pointe Global - Dallas**  
 5400 LBJ Freeway  
 One Lincoln Centre, Suite 400  
 Dallas, TX 75240  
 Ph. 214-420-6400 or 888-873-6287  
 dallas@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Marsha Fugitt, VP Facility Operations  
 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)

**Ft. Worth Research**  
 3901 Arlington Highlands Blvd.  
 Suite 200  
 Arlington, TX 76018  
 Ph. 817-563-4063  
 Tara@FortWorthResearch.com  
 www.FortWorthResearch.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

**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**  
 12160 Abrams  
 Suite 635  
 Dallas, TX 75243  
 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 Airoidi, Owner  
 Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, CUL, VC, WC  
 Conference 27x18 Obs. Rm. Seats 18  
 Living 26x15 Obs. Rm. Seats 16  
 Multiple 20x14 Obs. Rm. Seats 20

Market Research Dallas is a full-service strategic market research firm based in Dallas known for our ability to handle challenging projects. We are successful in serving our clients' needs throughout the world, and committed to cost-effectively meeting the needs of our clients through professional, seamless, and on-time market research services. We are multi-cultural, offering Hispanic, African American, and Asian research services and are an active member of the Market Research Association. Owner-managed and operated, we take personal pride in our work. 90 of our customers are repeat clientele!

**Murray Hill National Dallas**

14185 Dallas Parkway  
 Suite 1200  
 Dallas, TX 75254  
 Ph. 469-385-1200 or 972-707-7645  
 susan@mhcrrc.com  
 www.murrayhillnational.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: 20 minutes  
 CL, 1/1, 1/10R, TK, CUL, VC, WC  
 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)

**Quick Test/Heakin (Br.)**

Vista Ridge Mall  
 3401 S. Stemmons Freeway., Suite 1008  
 Lewisville, TX 75067  
 Ph. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 Conference 23x13 Obs. Rm. Seats 6



**"Top-Rated Facility 1998-2014"**  
 with 16 years of Excellence - Impluse Survey



FIRST CHOICE FACILITIES



511 E. John W. Carpenter Frwy, Suite 100  
 Irving, Texas 75062  
 Tel: 972.869.2366  
 info@dallasbydefinition.com

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

### Schlesinger Associates Dallas

JP Morgan International Plaza III  
 14241 Dallas Pkwy., Suite 500  
 Dallas, TX 75254

Ph. 972-503-3100  
 dallas@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Nancy Ashmore, Vice President  
 Location: Office building

Distance from airport: 15 miles, 25 minutes  
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC  
 Multiple 20x16 Obs. Rm. Seats 12  
 Multiple 25x17 Obs. Rm. Seats 10  
 Multiple 22x17 Obs. Rm. Seats 16  
 Multiple 20x16 Obs. Rm. Seats 16  
 (See advertisement on inside front cover)

### Test America, a division of CRG Global

Grapevine Mills Mall  
 3000 Grapevine Mills Parkway, Suite 259  
 Grapevine, TX 76051

Ph. 866-209-2553 or 386-677-5644  
 crgsales@crglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 8 miles, 10 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
 Conference 17x10 Obs. Rm. Seats 6

### VuPoint Dallas (an MDC Research company)

13747 Montfort  
 Dallas, TX 75240  
 Ph. 800-344-8725  
 info@mdcresearch.com  
 www.mdcresearch.com

Location: Free standing facility  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/10R, VC, WC  
 Multiple 26x30 Obs. Rm. Seats 18  
 Multiple 18x27 Obs. Rm. Seats 12

## 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. 47)



### 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 and 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, theater style chairs and natural light. In the focus group room, we provide a Smartboard - an interactive, digital whiteboard with large touch screen display, a functional and comfortable living room set up and attention to every little detail!



### Creative Consumer Research

3945 Greenbriar Dr.  
 Stafford, TX 77477  
 Ph. 281-240-9646 or 281-804-8171  
 ppratt@ccrsurveys.com  
 www.ccrsurveys.com

Pat Pratt  
 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, ppratt@ccrsurveys.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

Moderator-designed and managed. Houston's trusted consistently Top Rated qualitative focus facility. Centrally located in the Galleria area next to 4-diamond hotel in park setting. 4 spacious suites - multi-purpose room seats 60. Private suite available.

Latest technologies including 30 Mbps dedicated fiber. All managers have 15+ years' experience, assuring meticulous recruiting and a great service experience. Best choice for consumer, B2B, medical/healthcare, mock jury, usability labs, Spanish-speaking. Member of QRCA and MRA. Martin is past President of MRA/secretary of CMOR. Woman-owned.  
 (See advertisement on p. 123)



### 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. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com  
 Christy Crossan, Director of Account Management  
 Location: Shopping mall  
 Conference 18x14 Obs. Rm. Seats 6

### 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 video-streaming 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



### A Lighthouse Focus Center

375 East 500 South  
Salt Lake City, UT 84065  
Ph. 801-446-4000  
janderson@go-lighthouse.com  
www.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.



### 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  
Benjamin Unger  
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

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



## Qualitative

### Recruiting, Facilities & Services

Moderator designed and managed

[www.opinions-unlimited.com](http://www.opinions-unlimited.com)

Bids: [ask@opinions-unlimited.com](mailto:ask@opinions-unlimited.com)

713.888.0202

*Brought to you by Anndel & Andy Martin, PhD  
from deep in the heart of Texas!*

Established in Houston 1995  
Consistently Top Rated

## 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.



## Io DATA

## 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 Research and Development

1292 W. 12700 S.  
Salt Lake City, UT 84065  
Ph. 801-446-4000  
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.



## PEGUS RESEARCH

## PEGUS Research

331 South Rio Grande  
Salt Lake City, UT 84101  
Ph. 877-273-2321  
focusgroup@pegus.com  
www.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.

## 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

## Virginia

## Newport News/Norfolk/Virginia Beach

## 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  
Carla Lindemann, COO  
Location:  
Distance from airport: 10 miles, 15 minutes  
VC, WC  
Conference 21x24 Obs. Rm. Seats 10  
(See advertisement on p. 51)

## 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  
A Division of Alan Newman Research  
1025 Boulders Pkwy., Suite 401  
Richmond, VA 23225  
Ph. 804-272-6100 or 804-272-6100 ext. 226  
field@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. 125)

#### 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. 125)

#### Consumer Opinion Services, Inc. (Br.)

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. 125)



#### 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 back cover)

New Focus Suite  
& Manager in Portland



# Piece of mind

Most research is about finding key information that will improve sales, provide a competitive edge, or help refine a message or product.

*That's why you call us.*

We are the experts in helping you find that missing piece of information.

And that's truly peace of mind.



## Consumer Opinion Services

Market Research Since 1960

Consistently Top Rated in the Impulse Survey -- We can handle your project anywhere

206-241-6050

Seattle ▼ Portland ▼ Las Vegas

info@ConsumerOpinionServices.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.

**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 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  
cshbert@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  
Suite 800

Seattle, WA 98121-2352

Ph. 206-219-1987

donna@nwinsights.com

www.nwinsights.com

Donna Glosner, 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@opinionstld.com

www.opinionstld.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.com

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.

## Vancouver

**Opinions, Ltd. - Portland, OR**

Vancouver Mall

8700 NE Vancouver Mall Dr., Suite 187

Vancouver, WA 98662

Ph. 440-893-0300

Portland@opinionstld.com

www.opinionstld.com

Location: Shopping mall

Distance from airport: 10 miles, 16 minutes

1/1, VC, WC

Conference 12x20 Obs. Rm. Seats 10

## West Virginia

## Charleston

**McMillion Research Service**

Mindfield Online - featuring IQD

1012 Kanawha Blvd. E., Suite 301

Charleston, WV 25301-2809

Ph. 304-343-9650

jmace@mcmillionresearch.com

www.mcmillionresearch.com/

Jay Mace

Location: Office building

Distance from airport: 3 miles, 10 minutes

1/1, 1/10R, PUL

Conference 18x14 Obs. Rm. Seats 12

(See advertisement on p. 7)

## 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. 47)

## Wisconsin

## Green Bay/Appleton



Global Data Collection Services

**Focus Pointe Global - Appleton**

4330 W. Spencer St.

Appleton, WI 54914

Ph. 920-636-1200 or 800-637-0775

appleton@focuspointeglobal.com

www.focuspointeglobal.com

Bonnie Smerda, Facility 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

Focus Pointe Global is a leading national provider of high-quality qualitative and quantitative marketing research data collection services. The 1.5 million-member FPG QualPanel™ provides practitioners the articulate, engaged and committed respondents required for any marketing research project, no matter the methodology. FPG owns and operates 18 premier focus group facilities in the major metropolitan markets that are also the major DMA's for quantitative

research projects. FPG is committed to providing its clients unrivaled research solutions with professional integrity and the highest level of service quality. (See advertisement on p. 3)

**Leede Research Group, Inc.**

1332 S. 26th St.  
Manitowoc, WI 54220  
Ph. 920-482-1417  
Jim@Leede.com  
www.Leede.com  
Jim DeZeeuw  
Location: Free standing facility  
Distance from airport: 35 miles, 30 minutes  
1/1, 1/10R  
Conference 21x19 Obs. Rm. Seats 10



**The Martec Group - Green Bay**

1445 North Road  
Suite 1  
Green Bay, WI 54313  
Ph. 888-811-5755  
linda.segersin@martecgroup.com  
www.martecgroup.com  
Linda Segersin, Director  
Location: Free standing facility  
Distance from airport: 1 miles, 5 minutes  
CL, TK, VC  
Multiple 19x24 Obs. Rm. Seats 12

The Martec Group's Green Bay office, located in the shadow of famed Lambeau Field, offers a 1,020 sq ft focus group suite designed with our client's convenience and comfort in mind. Located an easy 5-minutes from Austin Straubel International Airport (GRB), you and group participants have easy access to our facility, hotels and restaurants. We provide you with transportation to hotels and our facility. Recruiting in our in-house phone center, a great "show" rate of 99, a comfortable facility, highlighted by great food and snacks prepared by our in-house chef, make your focus group in Green Bay a true success!

**Matousek & Associates, Inc.**

(formerly Wisconsin Research, Inc.)  
1270 Main St.  
Green Bay, WI 54302  
Ph. 920-436-4647  
smcclellan@matousekandassociates.com  
www.matousekandassociates.com  
Michelle VandenBush, Vice President  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
1/1, 1/10R, TK  
Multiple 22x18 Obs. Rm. Seats 14

**Madison**



**City Research Solutions**  
8383 Greenway Blvd., Suite 600  
Middleton, WI 53562  
Ph. 608-826-7345  
mel@cityresearchsolutions.com  
www.cityresearchsolutions.com  
Kristie Groh, Facilities Manager  
Location: Office building  
Distance from airport: 40 miles, 40 minutes  
CL, 1/1, 1/10R, TK, TKO, PUL  
Multiple 40x23 Obs. Rm. Seats 30  
Multiple 20x15 Obs. Rm. Seats 30  
Multiple 15x10 Obs. Rm. Seats 8  
Living 12x8 Obs. Rm. Seats 30

City Research world-class facilities allow our clients to gain fresh insights in a unique midsize Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, multi-room client suite with adjacent work area/meeting room and a full test kitchen with viewing capabilities. Take a virtual tour of our facilities on our Web site www.cityresearchsolutions.com.

**Milwaukee**



**Advantage Research, Inc.**  
W202 N10246 Lannon Rd.  
Germantown, WI 53022  
Ph. 262-502-7000 or 262-502-7008  
ccatanese@advantageresearchinc.com  
www.advantageresearchinc.com  
Cathy Catanese, Field Service Project Manager  
Location: Free standing facility  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10R, TK, AU, CUL, VC, WC  
Conference 28x18 Obs. Rm. Seats 12  
Conference 20x18 Obs. Rm. Seats 12  
Conference 26x22 Obs. Rm. Seats 12

ARI receives the highest overall ratings in the Impulse Survey in the Milwaukee area, as well as for Value, Recruiting, Facility, and Personnel! We can cost-effectively recruit high quality research participants anywhere in the U.S. Focus facility capabilities include: B2B, dial tests, focus groups, 1-on-1s, in-homes, product placement, CLT's, mock trials, website usability, taste tests, child studies, and more. Beautiful, spacious free-standing facility. State-of-the-art technology. Onsite moderators available. Quant services: online, CATI, mail, data tabulation, and analysis and reporting.



**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  
Dan Salbreiter, Research Operations Manager  
Location: Office building  
Distance from airport: 17 miles, 25 minutes  
CL, 1/1, 1/10R, VC, WC  
Conference 22x17 Obs. Rm. Seats 18  
Conference 12x25 Obs. Rm. Seats 10  
Conference 15x9 Obs. Rm. Seats 4

The 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 2014 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, 1/10R, CUL, PUL, VC, WC  
Multiple 20x20 Obs. Rm. Seats 10

**Reckner: Milwaukee, WI**

9833 South 13th St.  
Oak Creek, WI 53154  
Ph. 414-768-6040 or 215-822-6220  
pgrubb@reckner.com  
www.reckner.com  
Peter Grubb, Executive Director  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
Multiple 20x18 Obs. Rm. Seats 15  
Multiple 38x22  
Multiple 8x10 Obs. Rm. Seats 4

## 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.

## Argentina

**Infoquality Argentina**

Amenabar 1550 4, Of. A  
C1426AKD 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, 1/10R, TK, TKO, CUL, VC, WC  
Multiple 13x13 Obs. Rm. Seats 10  
Multiple 21x12 Obs. Rm. Seats 10

## Australia

**The City Group Rooms**

Level 11, 60 York St.  
Sydney, NSW 02000  
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 02060  
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 02220  
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 02150  
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 03121  
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 05070  
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 9/30-32 Barcoo Street  
Roseville, NSW 02069  
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 02000  
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 03182  
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 06153  
Australia  
Ph. 61-8-9316-3366  
sandra@wcfcs.com.au  
www.wcfcs.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.mii Barbados.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  
2600 Berchem  
Belgium  
Ph. 32-3-449-46-00  
marketresearch@maresco.biz  
www.maresco.biz  
Lieve Brauers, Managing Director  
Location: Free standing facility  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10R, TK, TKO  
Conference 30x30 Obs. Rm. Seats 25  
Conference 26x26 Obs. Rm. Seats 12  
Living 20x13 Obs. Rm. Seats 10

## Brazil

**ÁBACO Marketing Research - ÁBACO-LAB QUAL CENTER**

Avenida Paulista 1499, 13th floor  
São Paulo 01311-200  
Brazil  
Ph. 55-11-3262-3300 or 203-971-8532 (USA)  
Abaco@AbacoResearch.com  
www.AbacoResearch.com  
Alan Grabowsky, President  
Distance from airport: 12 miles, 30 minutes  
CL, 1/1, 1/10R, TK, VC  
Multiple 25x18



**ÁBACO Marketing Research Brazil**

São Paulo Marketing Center  
 Avenida Paulista 1499, 13th Floor  
 São Paulo 01311-200  
 Brazil  
 Ph. 55-11-3262-3300 or 203-971-8532 (USA)  
 Abaco@AbacoResearch.com  
 www.AbacoResearch.com  
 Alan Grabowsky, President  
 Location: Free standing facility  
 Distance from airport: 12 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  
 São Paulo 01310-000  
 Brazil  
 Ph. 55-11-3262-3300 or 775-320-7725 (U.S.)  
 abaco2@AbacoResearch.com  
 www.AbacoResearch.com  
 Janice M. Grabowsky, V.P. Operations  
 Location: Office building  
 Distance from airport: 6 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, VC, WC  
 Multiple 25x18 Obs. Rm. Seats 6



**Demanda**

Rua da Consolacao  
 1992 - 4th floor cep  
 Sao Paulo-CEP 01302-001  
 Brazil  
 Ph. 55-11-3218-8000  
 demanda@demanda.com.br  
 www.demanda.com.br  
 Gabriela Prado, PHD, Managing Director  
 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

We are a proud boutique market research company. 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. We conducted over 6,000 research projects and public opinion polls for more than 800 companies and government entities in 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.

Canada

British Columbia

Vancouver

**CRC Research**  
 1398 West 7th Avenue  
 Vancouver, BC V6H 3W5  
 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

**NRG Research Group**  
 1380 - 1100 Melville St.  
 Vancouver, BC V6E 4A6  
 Canada  
 Ph. 604-681-0381 or 800-301-7655  
 info@nrgresearchgroup.com  
 www.nrgresearchgroup.com  
 Location: Office building  
 Distance from airport: 12 miles, 25 minutes  
 CL  
 Conference 15x12 Obs. Rm. Seats 6

**Qualitative Coordination**  
 707 10th Ave. S.W., Suite 120  
 Calgary, AB T2R 0B3  
 Canada  
 Ph. 403-229-3500  
 tracyqc@telus.net  
 www.qcresearch.ca  
 Tracy Thomson  
 Location: Office building  
 Distance from airport: 30 minutes  
 WC  
 Conference Obs. Rm. Seats 15  
 Conference Obs. Rm. Seats 15

**StyleLabs Marketing Group**  
 2500 4th Street SW  
 Calgary, AB T2S 2T3  
 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



**Vancouver Focus®**  
 1156 Hornby St.  
 Vancouver, BC V6Z 1V8  
 Canada  
 Ph. 604-682-4292 or 604 689-5511  
 Director@VancouverFocus.com  
 www.vancouverfocus.com  
 Erika Thompson  
 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 R3C 3Z3  
 Canada  
 Ph. 800-301-7655 or 204-989-8999  
 info@nrgresearchgroup.com  
 www.nrgresearchgroup.com  
 LLisa Morrow, Qualitative Coordinator  
 Location: Office building  
 Distance from airport: 5 miles, 20 minutes  
 CL  
 Conference 14x17 Obs. Rm. Seats 15  
 Conference 14x17 Obs. Rm. Seats 6

New Brunswick

Fredericton

**MQO Research**  
 720 Main St., 3rd Floor  
 Moncton, NB E1C 1E4  
 Canada  
 Ph. 506-867-9100  
 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 A1B 4B7  
 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

## 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.

## Nova Scotia

## Halifax

## MQO Research

Collins Bank Building, Historic Properties  
 1869 Upper Water Street, Suite 301  
 Halifax-Dartmouth, NS B3J 1S9  
 Canada  
 Ph. 902-422-9243  
 miranda@mqoresearch.com  
 www.mqoresearch.com  
 Jennifer Jeffrey, Facilities Coordinator  
 Distance from airport: 20 miles, 30 minutes  
 20x16

## Ontario

## London

## Insights, Inc.

546 Adelaide St. N.  
 London, ON N6B 3J5  
 Canada  
 Ph. 519-679-0110  
 kathy@insights.on.ca  
 www.insights.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 K2P 2P7  
 Canada  
 Ph. 613-230-2200  
 info@decima.com  
 www.decima.com  
 Virginie Roux, Qual. Project Coord.  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CUL, WC  
 Conference 40x20 Obs. Rm. Seats 12  
 Conference 20x30 Obs. Rm. Seats 12  
 Conference 20x15 Obs. Rm. Seats 12

## Opinion Search Inc.

160 Elgin Street, Suite 1800  
 Ottawa, ON K2P 2P7  
 Canada  
 Ph. 800-363-4229 or 613-230-9109  
 ConsumerInsightsNAOSInfo@neilsen.com  
 www.opinionsearch.com  
 Jas Singh, Sr Project Dev-Qualitative  
 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 P3E 3Z8  
 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 L5L 3N9  
 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, 1/10R, TK, TKO, CUL, PUL  
 Conference 18x25 Obs. Rm. Seats 10

## Consumer Vision Ltd.

2 Bloor St. W., 3rd Floor  
 Toronto, ON M4W 3E2  
 Canada  
 Ph. 416-967-1596 or 866-967-1596  
 info@consumervision.ca  
 www.consumervision.ca  
 Kristi Turnbull  
 Location: Office building  
 Distance from airport: 20 miles, 35 minutes  
 CL, 1/1, 1/10R, AU, CUL, PUL, WC  
 Conference 40x24 Obs. Rm. Seats 20  
 Conference 24x19 Obs. Rm. Seats 10  
 Multiple 22x22 Obs. Rm. Seats 14  
 Multiple 20x15 Obs. Rm. Seats 7  
 Multiple 19x19 Obs. Rm. Seats 5  
 Multiple 15x15 Obs. Rm. Seats 5  
 Multiple 22x22 Obs. Rm. Seats 10



## Contract Testing Inc.

**Contract Testing Inc.**  
 PROVEN PROTOCOLS. SUPERIOR PRODUCTS.  
 119 West Dr.  
 Brampton (Toronto), ON L6T 2J6  
 Canada  
 Ph. 905-456-0783 x233 or 800-342-1825  
 andrew.scholes@contracttesting.com  
 www.contracttesting.com  
 Andrew Scholes  
 Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, TK, CUL, PUL  
 Conference 20x22 Obs. Rm. Seats 12

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 video recording 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 M2N 6K1  
 Canada  
 Ph. 416-966-5900 or 866-455-9311  
 Toronto@ccrresearch.com  
 www.ccrresearch.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 M4P 2E5  
 Canada  
 Ph. 416-962-2013  
 info@decima.com  
 www.decima.com  
 Phyllis Friedman, V.P. Qual. Research  
 Location: Office building  
 Distance from airport: 40 miles, 55 minutes  
 CUL, WC  
 Multiple 17x25 Obs. Rm. Seats 18  
 Conference 16x20 Obs. Rm. Seats 12  
 Living 10x19 Obs. Rm. Seats 10

## Focus Focus

2 Bloor St. E., Suite 2218  
 Toronto, ON M4W 1A8  
 Canada  
 Ph. 416-961-5511  
 courtney@focus-focus.com  
 www.focus-focus.com  
 Courtney Comeau, Facility Manager  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, 1/1

## Head Quarters Downtown Toronto

1255 Bay St. Suite 301  
 Toronto, ON M5R 2A9  
 Canada  
 Ph. 416-929-4669 x229 or 866-929-4669 x229  
 jmcFarlane@headquarters.ca  
 www.headquarters.ca  
 Jeff McFarlane, Vice President  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, TK, CUL, PUL, WC  
 Multiple 25x17 Obs. Rm. Seats 20  
 Multiple 23x18 Obs. Rm. Seats 20  
 Multiple 20x18 Obs. Rm. Seats 20

## Head Quarters Uptown Toronto

5075 Yonge St. Suite 600  
 Toronto, ON M2N 6C6  
 Canada  
 Ph. 416-929-4669 x 329 or 866-929-4669 x 329  
 mvendramin@headquarters.ca  
 www.headquarters.ca  
 Anne Dusseault, Sales Director  
 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 M4P 1E4  
 Canada  
 Ph. 416-847-9001  
 info@ipsos-na.com  
 www.ipsos-na.com  
 Peter Milic  
 Location: Office building  
 Distance from airport: 10 miles, 35 minutes  
 1/1, 1/10R, 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 N2H 6N7  
 Canada  
 Ph. 800-827-0676 or 519-584-7700  
 dave@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 M4P 2E5  
 Canada  
 Ph. 800-363-4229 or 416-962-9109  
 ConsumerInsightsNAOSIinfo@nielsen.com  
 www.opinionsearch.com  
 Cynthia Dennis, Sr Project Dev - Qualitative  
 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 M4X 1Y5  
 Canada  
 Ph. 416-488-2328 or 800-701-3137  
 gini.smith@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

**Winning Research**  
 10 Milner Business Court, Suite 900  
 Toronto, ON M1B 3C5  
 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 H3H 2T4  
 Canada  
 Ph. 514-937-4040 x175 or 877-937-4040  
 reservation@adhoc-research.com  
 www.adhoc-research.com  
 Rosa Paccione, Focus Group Coordinator  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/10R, 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 H3H 2T4  
 Canada  
 Ph. 800-932-7511  
 facilitymontreal@ccresearch.com  
 www.ccresearch.com  
 Jordan Lindsay, 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 07x09 Obs. Rm. Seats 5

**Decima Research Inc. (Br.)**  
 1080 Cote du Beaver Hall 4th Floor  
 Montreal, QC H2Z 1S8  
 Canada  
 Ph. 514-288-0037  
 info@decima.com  
 www.decima.com  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CUL, WC  
 Multiple 30x20 Obs. Rm. Seats 12  
 Multiple 14x24 Obs. Rm. Seats 12  
 Multiple 24x16 Obs. Rm. Seats 12

**Legendre Lubawin Marketing, Inc.**  
 1172 St. Mathieu  
 Montreal, QC H3H 2H5  
 Canada  
 Ph. 514-937-2079  
 victoria@legendrelubawin.com  
 Victoria Lubawin, Owner  
 Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 1/1, 1/10R, VC  
 Conference 20x15 Obs. Rm. Seats 10

**Leger**  
 507 Place D'Armes, Suite 700  
 Montreal, QC H2Y 2W8  
 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 H2Z 1S8  
 Canada  
 Ph. 800-363-4229 or 514-288-0199  
 ConsumerInsightsNAOSIinfo@nielsen.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 H3G 2S1  
 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 H3G 2C1  
 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 City

**SOM**  
 3340, rue de la P erde, 3rd Floor  
 Quebec City, QC G1X 2L7  
 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  
 200032 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  
 Conference 17x13  
 Conference 15x13

**Consumer Search China - Beijing (Br.)**  
 Room 820, East Wing, Office Tower 1, Beijing  
 Junefield Plaza  
 No. 6, Xuanwumenwai Street  
 100052 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.  
 510055 Guangzhou  
 China  
 Ph. 8620-8385-2188  
 guangzhou@csg-worldwide.com  
 www.consumersearch-group.com  
 Ms. Bel Wong  
 Location: Office building  
 Distance from airport: 90 minutes  
 Conference 19x16 Obs. Rm. Seats 10

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

**Consumer Search China - Shanghai (Br.)**

Room 1008, Tower A Finance, Bund Square, No.818  
LongHua Rd. (East)  
200023 Shanghai  
China  
Ph. 8621-5318-8689  
shanghai@csg-worldwide.com  
www.consumersearch-group.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: 90 minutes  
Conference 18x17 Obs. Rm. Seats 10

**DDMA Market Research**

Data Driven Marketing Asia  
Office 401, 223 Xikang Road  
DongLong AIA Building  
Jing An District, Shanghai 200040  
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. 133)

**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. 133)

**Kadence International**

Room I&J, 23th Floor, JiaLi Building  
1228-2 YanAn West Rd  
Shanghai 200052  
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  
200060 Shanghai  
China  
Ph. 86-21-6298-8956  
info@labbrand.com  
www.labbrand.com  
Vladimir Djurovic, Managing Director  
Location: Office building  
Distance from airport: 10 miles, 35 minutes  
CL, 1/1, 1/10R, CUL, WC  
Conference 20x14 Obs. Rm. Seats 5

## Columbia

**Centro Nacional de Consultoria**

Diagonal 34 N 5-27  
Bogota  
Colombia  
Ph. 57-1-339-4888  
cnc@cnccol.com  
www.centronacionaldeconsultoria.com  
Location: Free standing facility  
VC  
Conference 20x26 Obs. Rm. Seats 4

## Denmark

**Norstat Denmark**

Frederiksborggade 1, 4. Sal  
Copenhagen 01360  
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**

Ave. Los Proceres.  
Diamond Mall. Local 32A  
Santo Domingo 00809  
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 Joe Street  
10151 Tallinn  
Estonia  
Ph. 370-680-8955  
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  
11316 Tallinn  
Estonia  
Ph. 372-626-8500  
emor@emor.ee  
www.emor.ee  
Location: Office building  
Distance from airport: 4 miles, 15 minutes  
1/1, 1/10R, 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  
00100 Helsinki  
Finland  
Ph. 358-2-634-8300  
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**

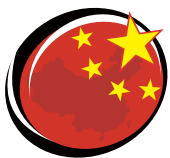
10 Rue de Nancy  
75010 Paris  
France  
Ph. 33-1-43-38-78-78  
nando.cito@cyble.com  
www.cyble.com  
Nando Cito  
Location: Free standing facility  
Distance from airport: 15 miles, 30 minutes  
CUL, WC  
Multiple 25x20 Obs. Rm. Seats 6

**La Maison du Test**

2 Bd Saint Martin  
75010 Paris  
France  
Ph. 33-1-4003-0501  
location@lamaisondutest.com  
www.lamaisondutest.com  
Anne-Lise Maysounave  
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.

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.

**La Maison du Test**

142 rue Montmartre  
75002 Paris  
France  
Ph. 33-1-4039-1110  
mdtfacility@lamaisondutest.com  
www.lamaisondutest.com

Anne-Lise Maysounave  
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.

**Louvre Focus Group**

43 rue de Richelieu  
75001 Paris  
France  
Ph. 33-1-44-86-06-50  
contact@louvrefocusgroup.com  
www.louvrefocusgroup.com  
Location: Office building

CL, WC  
Living 20x20 Obs. Rm. Seats 10  
Conference 20x20 Obs. Rm. Seats 10

**MSM Market Research**

60 rue d'Alsace  
92110 Clichy  
France  
Ph. 33-1-41-06-57-00  
ncabart@msm.fr  
www.msm.fr

Nathalie Cabart, Managing Director  
Location: Free standing facility  
Distance from airport: 17 miles, 30 minutes  
CL, 1/1, 1/10R, VC  
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 department dedicated to international research (50 of our turnover), MSM relies on a wide experience of coordinating 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)  
75002 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  
75002 Paris  
France  
Ph. 33-1-42-68-12-26  
mikael@puzzleparis.com  
www.puzzleparis.com  
Distance from airport: 75 miles, 25 minutes  
CL, 1/1, 1/10R, 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  
Samir Alliche  
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  
45127 Essen  
Germany  
Ph. 49-201-82737-0  
info@confield.com  
www.confield.com  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10R, 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  
65183 Wiesbaden  
Germany  
Ph. 49-611-999-600  
mail@enigma-gfk.de  
www.enigma-gfk.de  
Location: Office building  
Distance from airport: 19 miles, 30 minutes  
CL, 1/1, TK, AU  
Multiple 18x12  
Multiple 13x18  
Multiple 18x12  
Multiple 14x23  
Multiple 22x12  
Multiple 12x09

**IMR - Institute for Marketing Research**

An der Hauptwache 11  
60313 Frankfurt  
Germany  
Ph. 49-69-297-207-14  
markus.schaub@imr-frankfurt.de  
www.imr-fieldservice.de  
Markus Schaub  
Location: Office building  
Distance from airport: 25 minutes  
1/1, 1/10R, TK, CUL, WC  
Obs. Rm. Seats 10  
Obs. Rm. Seats 20

**insight europe gmbh**

Grosse Friedberger Strasse 33-35  
60313 Frankfurt  
Germany  
Ph. 49-69-956366-0  
eva@insighteurope.de  
www.insighteurope.de  
Eva Caspary, Managing Director  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
1/1, 1/10R, 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  
04107 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  
80333 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 16x20 Obs. Rm. Seats 12

**INTERVIEW + EXPLORATION julia otte GmbH (Br.)**

Grabenstrasse 17  
40213 Duesseldorf  
Germany  
Ph. 49-211-52099-0  
tgiesselmann@interview-exploration.de  
www.interview-exploration.de  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
CL, 1/1, 1/10R, VC, WC  
Conference 20x20 Obs. Rm. Seats 14  
Conference 20x20 Obs. Rm. Seats 10  
Conference 13x19 Obs. Rm. Seats 6

**INVISIO**

Georgstrasse 22  
30159 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  
70190 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**

Königstrasse 1A  
70173 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**

Hansestasse 69  
48165 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  
80331 Munich  
Germany  
Ph. 49-89-232360-0  
studio.muenchen@kraemer-germany.com  
www.kraemer-germany.com  
Anja Teubel  
Location: Shopping mall  
Distance from airport: 45 miles, 60 minutes  
1/1, 1/10R, TK, AU, CUL, PUL, WC  
Conference 26x20 Obs. Rm. Seats 3

**Leyhausen Field Services**

Friedrich-Ebert-Platz 5  
51373 Leverkusen  
Germany  
Ph. 49-214-8334-320 or 49-214-8334-324  
b.peters@leyhausen.com  
www.leyhausen.com

**Marktforschung Zentzis GmbH**

Mönckebergstrasse 13  
20095 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**

**Martec GmbH**  
Berliner Strasse 219  
Offenbach D-63067  
Germany  
Ph. 011-49-69-80-90-360  
Office@martecgroup.de  
www.martecgroup.com  
Claus Botzem, Managing Director  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, VC, WC

The Martec Group's European focus group/meeting facility has been designed with our client's convenience and comfort in mind. Located 20-minutes from Frankfurt International Airport (FRA) and less than 1-minute walk from Ledemuseum Sbahn station, employees or group participants have easy access to the facility, hotels and restaurants. Martec's conference room is also utilized as an inexpensive alternative to Frankfurt city center surcharges. Martec- Frankfurt always has an English and German speaking project manager available with moderators and simultaneous translators available in a variety of languages upon request.

**mc markt-consult institut**

Hammerbrookstr. 93  
20097 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 - Berlin**  
A Schlesinger Associates Company  
Tauentzienstrasse 3-5  
10789 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  
60313 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)



**Schmiedl Marktforschung GmbH**

A Schlesinger Associates Company  
**Schmiedl Marktforschung GmbH - Munich**  
A Schlesinger Associates Company  
Neuhauser Strasse 27  
80331 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)

**T.I.P. Biehl & Partner**

Markt- und Tourismusforschung  
Eurener Strasse 15  
54294 Trier  
Germany  
Ph. 49-651-948-0030  
tip@tip-web.de  
www.tip-web.de  
Location: Shopping mall  
Conference 20x20 Obs. Rm. Seats 1  
(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
1/1OR - 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.

## Greece

**GLOBAL LINK International Marketing Research**

5 Konitsis Street & Kifissias Avenue  
 151 25 Maroussi, Athens  
 Greece  
 Ph. 30-210-612-8800  
 globallink@globallink.gr  
 www.globallink.gr  
 Constantine D. Sigalos  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK, VC  

Conference	23x13	Obs. Rm.	Seats 14
Conference	18x10	Obs. Rm.	Seats 8
Conference	26x13	Obs. Rm.	Seats 10

**Medi-Mark Ltd.**

64 L. Riankour Str., Apollo Tower, 18 B3  
 115 23 Athens  
 Greece  
 Ph. 30-210-699-0124  
 medimark@hol.gr  
 Location: Office building  
 1/1, 1/1OR  

Conference	20x13	Obs. Rm.	Seats 6
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**MRC-The Market Research Centre Ltd.**

10 Georgoula Street  
 115 24 Athens  
 Greece  
 Ph. 30-210-6922767 or 30-210-6994803  
 mrc@ath.forthnet.gr  
 www.mrc.gr  
 Zoe Psylla  
 Location: Office building  
 Distance from airport: 17 miles, 35 minutes  
 1/1, 1/1OR, CUL, VC, WC  

Multiple	24x13
Conference	15x10

**Prisma Options Ltd.**

25 Alexandroupoleos, Ambelokipi  
 115 27 Athens  
 Greece  
 Ph. 30-210-748-2001  
 info@prisma-options.com  
 www.prisma-options.com  
 Marita Sormunen  
 Location: Office building  
 Distance from airport: 15 miles, 30 minutes  
 CL, 1/1, 1/1OR, VC, WC  

Conference	20x15	Obs. Rm.	Seats 4
Multiple	15x12	Obs. Rm.	Seats 8

**Stohos Ltd.**

7 Anastasiou St.  
 115 24 Athens  
 Greece  
 Ph. 30-210-69-82300  
 stohos@hol.gr  
 www.stohosresearch.com  
 Location: Free standing facility  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, TK, TKO, CUL, PUL, VC, WC  

Conference	23x10	Obs. Rm.	Seats 10
Conference	20x14	Obs. Rm.	Seats 10
Multiple	36x16	Obs. Rm.	Seats 10
Living	7x7	Obs. Rm.	Seats 5
Multiple	10x10	Obs. Rm.	Seats 10

## Hong Kong

**Consumer Search Hong Kong Ltd.**

5/F, Island Place Tower, 510 King's Road  
 North Point  
 Hong Kong  
 Ph. 852-2891-6687  
 general@csg-worldwide.com  
 www.csg-worldwide.com  
 Ms. Bel Wong  
 Location: Office building  
 Distance from airport: 45 minutes  
 1/1  

Conference	18x13	Obs. Rm.	Seats 12
Living	18x14	Obs. Rm.	Seats 10

**FRChong Kong Ltd**

7A Redana Centre, 25 Yiu Wa Street Causeway Bay  
 Causeway Bay  
 Hong Kong  
 Ph. 852-2147-0468  
 admin@frchongkong.com  
 www.frchongkong.com  
 Ricky Law, Fieldwork Manager  
 Location: Office building  
 Distance from airport: 45 minutes  
 1/1  

Multiple	10x10	Obs. Rm.	Seats 6
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## Hungary

**InsightLab.hu Market Research Ltd.**

Francia út 54.  
 H-1146 Budapest  
 Hungary  
 Ph. 36-1-269-0394  
 info@insightlab.hu  
 www.insightlab.hu  
 Eszter Takacs, Senior Researcher  
 Distance from airport: 30 miles, 45 minutes  
 CL, 1/1, 1/1OR, AU, CUL  

Living	13x16	Obs. Rm.	Seats 5
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## India

**Data Search (P) Limited**

187, Santoshpur Avenue  
 Calcutta 700 075  
 India  
 Ph. 91-33-2416-4434 or 91-33-2416-6891  
 operations@datasearchindia.net  
 www.datasearchindia.com  
 Hirak Bhattacharya, Sr. Manager Field Operations  
 Location: Shopping mall  
 Distance from airport: 45 minutes  
 CL, 1/1, 1/1OR, TK  

Conference	15x15	Obs. Rm.	Seats 4
Living	16x10	Obs. Rm.	Seats 6
Multiple	18x14	Obs. Rm.	Seats 6

**Impetus Research Pvt. Ltd.**

A-105, First Floor, Sector - 19, Dwarka  
 New Delhi 110 075  
 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, 1/1OR, AU, CUL, VC, WC

## Indonesia

**Kadence International**

Wisma Bakrie 2  
 Wisma Bakrie 2, 15th Floor  
 Jl. HR Rasuna Said Kav. B2  
 Jakarta 12920  
 Indonesia  
 Ph. 62-21-5794-2133  
 indonesia@kadence.com  
 www.kadence.com  
 Location: Office building  
 Distance from airport: 21 miles, 45 minutes  
 1/1, 1/1OR, 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

## Ireland

**Viewing Facility and Fieldwork**

30 Grafton Street  
 Dublin 00022  
 Ireland  
 Ph. 353-1-671-6000 or 353-8-7234-3610  
 kate@graftonsuite.ie  
 www.graftonsuite.ie  
 Kate Gibson, Managing Director  
 CL, 1/1, 1/1OR, TK, WC  

Multiple	26x26	Obs. Rm.	Seats 20
Multiple	26x26	Obs. Rm.	Seats 0
	26x26		

## Italy

**Adacta International**

Corso Vittorio Emanuele, 122  
 80121 Naples  
 Italy  
 Ph. 39-081-7613232  
 adacta@adactainternational.com  
 www.adactainternational.com  
 Location: Office building  
 CL, 1/1, 1/1OR, TK, VC  

Conference	20x17	Obs. Rm.	Seats 5
Conference	13x13	Obs. Rm.	Seats 3

**ART s.a.s.**

Via Caminadella 2  
 20123 Milan  
 Italy  
 Ph. 39-02-72-01-09-89  
 ricerche@art.it  
 www.art.it  
 Ferdinando Boschi  
 Location: Office building  
 Distance from airport: 7 miles, 30 minutes  
 1/1, 1/1OR, CUL, PUL, WC  

Conference	13x20	Obs. Rm.	Seats 10
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**Brerapoint Research Facility**

Viale Elvezia 10 a  
20154 Milan  
Italy  
Ph. 39-02-92875821  
info@brerapoint.com  
www.brerapoint.com  
Luca Notari  
Location: Office building  
1/1, 1/10R  
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  
20123 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  
00165 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  
00173 Rome  
Italy  
Ph. 39-06-84-55-51  
medipragmaint@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  
00162 Rome  
Italy  
Ph. 39-06-844-881  
pragma@pragma-research.it  
www.pragma-research.it  
Leni Avataneo, Project Manager  
Location: Office building  
Distance from airport: 40 minutes  
CL, 1/1, 1/10R, TK, AU, VC  
Conference Obs. Rm. Seats 5  
Conference Obs. Rm. Seats 5

**Japan****CarterJMRN KK**

formerly Carter Associates KK  
KDX Nogizaka 4F  
7-2-29 Roppongi  
Minato-ku, Tokyo 106-0032  
Japan  
Ph. 81-3-6434-0520  
unmaskjapan@carterjmrn.com  
www.carterjmrn.com  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
1/1, 1/10R, CUL  
Conference 8.2 x 9.84 Obs. Rm. Seats 7

**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 103-0023  
Japan  
Ph. 81-3-6667-3400  
kumada@nrc.co.jp  
www.nrc.co.jp  
Location: Office building  
Conference 19x17 Obs. Rm. Seats 15

**Sevensas Marketing Research, Co., Ltd.**

Sky Building, 2-11, 501 Sotobori  
Shinjuku, Tokyo 162-0845  
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 LV-1011  
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  
LV-1012, 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****Basic Insight Sdn. Bhd.**

C-16-03, 3 Two Square  
No 2 Jalan 19/1  
Selangor, Petaling Jaya 46300  
Malaysia  
Ph. 603-79600886  
emily@basicinsight.my  
www.basicinsight.my  
Emily Chan, Director  
Location: Office building  
Distance from airport: 34 miles, 43 minutes  
TK, VC, WC  
Conference 23x12 Obs. Rm. Seats 8  
Living 13x13 Obs. Rm. Seats 8

**Joshua Research Consultants Sdn Bhd**

7-6, 6th Floor, The Boulevard Mid Valley City  
Lingkar Syed Putra  
59200 Kuala Lumpur  
Malaysia  
Ph. 60-3-2297-7700  
info@joshuaresearch.com  
www.joshuaresearch.com  
Alan Tay, Executive Director  
Location: Office building  
Distance from airport: 50 minutes  
1/1, 1/10R  
Multiple 10x11 Obs. Rm. Seats 6

**Mexico****Amaro&Gleizer Investigación Cualitativa**

Av. Homero 1933, 11th Floor, Los Morales Polanco  
Mexico City 11560  
Mexico  
Ph. 52-55-5395-9500  
laura@amaroygleizer.com  
www.amaroygleizer.com  
Location: Office building  
Distance from airport: 12 miles, 90 minutes  
CL  
Conference 13x13 Obs. Rm. Seats 9  
Conference 13x13 Obs. Rm. Seats 9

**EPI Marketing, S.A. de C.V.**

G. Gonzalez Camarena 1450-7  
Santa Fe  
Mexico City, DF 01210  
Mexico  
Ph. 52-55-1209-6606 or 305-432-4235 (U.S.)  
info@epimarketing.com  
www.epimarketing.com  
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

**Inter-View Partners**

Psyma Latina S. A. de C.V.  
Rio Rhin 22-204  
Mexico City, DF 06500  
Mexico  
Ph. 52-55-5592-0572  
montserrat.guzman@ivp-latina.com  
www.psyma-latina.com  
Montserrat Guzman, International Projects Manager  
Location: Office building  
Distance from airport: 8 miles, 30 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Multiple Obs. Rm. Seats 10  
Conference Obs. Rm. Seats 5

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

**Ipsos Mexico**

Santa Fe 94, Tower A, 7th Floor,  
Santa Fe Zedec  
Mexico City 01210  
Mexico  
Ph. 52-55-1101-0000  
info@ipsos.com  
www.ipsos.com  
Jacquie Matthews  
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 Mexico**

Nuevo Leon 192, 1st Floor, 3 and 4  
Colonia Condesa  
Mexico City, DF 06170  
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 Duraznos 75 - 205  
Bosques de las Lomas  
Mexico City, DF 11700  
Mexico  
Ph. 52-55-55964040  
info@mexicocityfocus.net  
www.thefocusnetwork.com  
Rony Jerusalmi, Managing Director  
Location: Office building  
CL, TK  
Conference 17x19 Obs. Rm. Seats 15  
Conference 16x14 Obs. Rm. Seats 15

**Pearson, S.A. de C.V.**

Homero 223-4to. Piso, Col. Polanco  
Mexico, DF 11560  
Mexico  
Ph. 52-55-5531-5560 or 52-55-5531-5324  
pearson@pearson-research.com  
www.pearson-research.com  
Manuel Barberena, President and CEO  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10R, TK, CUL, VC, WC  
Conference 16x13 Obs. Rm. Seats 10  
Conference 16x16 Obs. Rm. Seats 10  
Living 10x06 Obs. Rm. Seats 5

**Cynthia Zelinski Qualitative Research**

Paseo de los Laureles 401-35  
Bosques de las Lomas  
Mexico City, DF 05120  
Mexico  
Ph. 52-55-5407-4921  
czelinski@prodigy.net.mx  
Cynthia Zelinski, Research Coordinator  
Location: Free standing facility  
Distance from airport: 45 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Conference 18x13 Obs. Rm. Seats 10  
Living 17x15 Obs. Rm. Seats 10

## Netherlands

**Calls & More**

Zwarteweg 30  
3833 AL Leusden  
Netherlands  
Ph. 31-85-2010000  
info@callsandmore.nl  
www.callsandmore.nl  
Location: Shopping mall  
Distance from airport: 35 miles, 45 minutes  
1/1, 1/10R, TK  
Multiple 26x20 Obs. Rm. Seats 14  
Multiple 23x20 Obs. Rm. Seats 12

**Team Vier b.v.**

Veenplaats 19  
1182 JW Amstelveen  
Netherlands  
Ph. 31-20-645-53-55  
info@teamvier.nl  
www.teamvier.nl  
Location: Office building  
Distance from airport: 3 miles, 8 minutes  
CL, 1/1, 1/10R, VC, WC  
Conference 32x10 Obs. Rm. Seats 8

## Nigeria

**Webhaptic Intelligence Limited**

Suite G2A, Damry Plaza, Alagbole/Akute Road  
Lagos 00234  
Nigeria  
Ph. 234-803-491-5553  
info@webhaptic.com  
www.webhaptic.com  
Location: Shopping mall  
Distance from airport: 8 miles, 45 minutes  
PUL, VC, WC  
Conference 16x17 Obs. Rm. Seats 5

## Norway

**Norstat Norway HQ**

Fridtjof Nansens Plass 2  
0160 Oslo  
Norway  
Ph. 47-21-300-300  
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.**

Ambassador Building  
Domaniewska 34A  
02 677 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

## Puerto Rico

**Custom Research Center, Inc.**

1650 De Diego Ave  
San Juan 00927  
Puerto Rico  
Ph. 787-764-6877  
parimal@customresearchpr.com  
www.customresearchpr.com  
Parimal Choudhury, President  
Location: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC  
Multiple 12x16 Obs. Rm. Seats 20  
Multiple 12x16 Obs. Rm. Seats 10

**Gaither International, Inc.**

Jordán Street # 703  
San Juan PR 00909  
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, 1/10R, VC, WC  
Conference 13x10 Obs. Rm. Seats 10

Gaither International is a full-service marketing research company in the San Juan metro area in Puerto Rico. We have two in-house moderators with a combined qualitative research experience of over 25 years who have worked on focus groups, IDIs (consumer and corporate), observational techniques, ethnography, in-home and in-store studies, among others. We do our own recruiting and our facilities can accommodate full or mini-groups, one-on-one interviews, taste tests, concept testing and Web usability tests while the clients sit comfortably in our comfortable and spacious viewing room.

**IBOPE Inteligencia**

Diana Street Lot 19  
Cond. Amelia Park Guayabo  
San Juan 04505  
Puerto Rico  
Ph. 787-721-0141  
marie.quintero@ibope.com  
www.ibope.com  
Location: Office building  
CL, 1/1, 1/10R, TK  
Conference  
Conference

**ARPO Research Consultants**

Caidos de la Division Azul, 1  
Portal Oficinas  
28016 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, 1/10R, TK, CUL, PUL, VC, WC  
Conference 14x14 Obs. Rm. Seats 14  
Multiple 12x9  
Multiple 10x10  
Multiple 6x5  
Multiple 6x5

Qualitative and quantitative research in consumer, pharmaceutical and B2B areas. Spanish/English bilingual office staff and moderators. A comfortable, modern and cozy viewing facility equipped with a very large one-way mirror and state-of-the-art technology. FocusVision available. Excellent simultaneous translators specialized in qualitative research. Try us! We'd love to welcome you here!

**BDI Research**

Luchana 29, Bajo Centro Derecha  
28010 Madrid  
Spain  
Ph. 34-914-458877  
int@bdiresearch.com  
www.bdiresearch.com  
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

**BDI Research**

Diputacio 180, Planta 4  
08011 Barcelona  
Spain  
Ph. 34-934155228  
int@bdiresearch.com  
www.bdiresearch.com  
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  
Entrepelanta  
28001 Madrid  
Spain  
Ph. 34-91-435-99-85  
international@salascastello23.com  
www.salascastello23.com  
Inma Rodriguez, Project Manager  
Location: Office building  
Distance from airport: 8 miles  
TK, CUL

**Romania****MERCURY Research**

95, Siret Street, 1st Floor, Sector 1  
Bucharest 12152  
Romania  
Ph. 40-21-224-6600  
contact@mercury.ro  
www.mercury.ro  
Ingrid Lambru  
Location: Office building  
Distance from airport: 5 miles, 30 minutes  
CL, 1/1, WC  
Conference 19x15 Obs. Rm. Seats 15

**Russia****Analytics - Russia**

2/4 Luzhnetskaya Naberezhnaya  
Bld 12  
Moscow 119270  
Russia  
Ph. 7-495-223-0040  
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**

R. Luxemburg 22-909  
Ekaterinburg 620075  
Russia  
Ph. 7-343-272-4313  
info@bazisgroup.com  
www.bazisgroup.com  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1, 1/10R, WC  
Multiple 10x23 Obs. Rm. Seats 8

**WorkLine Research**

22 Zvenigorodskaya St. Office 233  
191119 St. Petersburg  
Russia  
Ph. or 7-812-748-24-11  
workline@workline.ru  
www.workline.ru  
Natalia Georgieva, General Director  
Location: Office building  
Distance from airport: 19 miles, 90 minutes  
CL, 1/10R, CUL, PUL, VC, WC  
Multiple 4x5 Obs. Rm. Seats 10  
Multiple 4x5 Obs. Rm. Seats 10

**Singapore****Consulting Group - Asia Insight Pte. Ltd.**

9 Tan Quee Lan Street  
#02-05 TanQueeLan Suites  
Singapore 188098  
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, 1/10R, 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 149544  
Singapore  
Ph. 65-6876-7077  
info@joshuaresearch.com  
www.joshuaresearch.com  
Alan Tay, Executive Director  
Location: Office building  
Distance from airport: 25 minutes  
1/1, 1/10R, 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 48980  
Singapore  
Ph. 65-6372-8710  
singapore@kadence.com  
www.kadence.com  
Location: Office building  
Distance from airport: 12 miles, 30 minutes  
CL, 1/1, 1/10R, WC  
Conference 16x16 Obs. Rm. Seats 10

**South Korea****ThinkUser Co., Ltd. (Korea)**

Artizen Blodg., 3rd F, 532  
Shinsa-dong, Kangnam-gu  
Seoul 135-888  
South Korea  
Ph. 82-2-546-5471  
global@thinkuser.com  
www.thinkuser.com  
Matthew Smith, Global Collaboration Manager  
Location: Free standing facility  
Distance from airport: 40 miles, 60 minutes  
CL, 1/1, 1/10R, CUL, VC, WC  
Multiple 12x8 Obs. Rm. Seats 15  
Multiple 8x8 Obs. Rm. Seats 12  
Multiple 19x13 Obs. Rm. Seats 12  
Multiple 17x13 Obs. Rm. Seats 7  
Multiple 18x13 Obs. Rm. Seats 7

**Spain****A Window**

Diputació 237  
Second Floor; Office 1st  
Barcelona 08007  
Spain  
Ph. 34-93-459-31-03  
services@awindow.info  
www.awindow.info  
Marina Gonzalez  
Location: Office building  
Distance from airport: 11 miles, 20 minutes  
CL, 1/1, 1/10R, WC  
Multiple 21x12 Obs. Rm. Seats 9  
Living 13x10

## 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.

**Estudio Silvia Roca Barcelona**

CLValencia 230 2-2  
 08007 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  
 28001 Madrid  
 Spain  
 Ph. 34-914-324-493  
 esr@estudiosilviaroca.es  
 www.estudiosilviaroca.es  
 Ivan Bautista, International Director  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, PUL, VC, WC  
 Multiple 30x18 Obs. Rm. Seats 15  
 Multiple 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.**

Pelayo, 44-4  
 08001 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-Investigación y Técnicas de Campo**

C/Bravo Murillo n 5  
 28015 Madrid  
 Spain  
 Ph. 34-91-448-33-12  
 intercampo@intercampo.es  
 www.intercampo.es  
 Location: Office building  
 Distance from airport: 6 miles, 40 minutes  
 1/1, 1/10R  
 Living 13x10 Obs. Rm. Seats 5

**Nueva Investigacion**

Raimundo Fernandez Villaverde, 57, 2D  
 28003 Madrid  
 Spain  
 Ph. 34-91-353-14-90  
 nueva@nuevainvestigacion.com  
 www.nuevainvestigacion.com  
 Location: Office building  
 Distance from airport: 15 minutes  
 CL, 1/1, 1/10R, TK, VC, WC  
 Living 20x20 Obs. Rm. Seats 12  
 Living 16x13 Obs. Rm. Seats 8  
 Living 7x7 Obs. Rm. Seats 2  
 Living 7x7 Obs. Rm. Seats 2

## Sweden

**Nordic Viewpoint**

QQFS (Qualitative & Quantitative Field Services)  
 J A Wettergrens Gata 5  
 Gothenburg  
 42130 Västra Frölunda  
 Sweden  
 Ph. 46-31-355 9000  
 emma.kverh@qqfs.com  
 www.qqfs.com/  
 Emma Kverh, Fieldwork Director  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/10R, PUL, VC, WC  
 Conference 23.1x14.9 Obs. Rm. Seats 10  
 Conference 23.1x14.9 Obs. Rm. Seats 12

**Norstat Sweden**

St Larsgatan 32B  
 582 24 Linköping  
 Sweden  
 Ph. 46-13-489-40-00  
 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

**Viewpoint Research**

2/F No. 71 Sung Chiang Rd.  
 Taipei  
 Taiwan  
 Ph. 886-22-500-7111  
 stephanielien@vow.com.tw  
 www.vow.com.tw  
 Location: Office building  
 Distance from airport: 50 miles, 40 minutes  
 1/1, 1/10R, VC  
 Conference 30x15 Obs. Rm. Seats 15

## Ukraine

**GreenWell Ukraine**

72 Krasnoarmeyskaya Str  
 03150 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 AL1 1NG  
 United Kingdom  
 Ph. 44-1727-837322  
 mark@abaresearch.co.uk  
 www.abaresearch.co.uk

**all global viewing**

Victoria House, 64 Paul St.  
 London EC2A 4NG  
 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 HA9 8BU  
 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 SK2 6EQ  
 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

**Aspect Viewing Facilities - Manchester**

3 Canal Street, The Village  
 Manchester M1 3HE  
 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 RH10 6AN  
 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 BS3 HB  
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 B15 1TS  
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 SK9 1BH  
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 CR0 1RZ  
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 EC1V 1LR  
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 EN4 8QZ  
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 St.  
London W1W 8DU  
United Kingdom  
Ph. 44-207-436-8033  
lisa@homesweethome.org.uk  
www.homesweethome.org.uk  
Brigitta Lokin, Studio Manager  
Location: Office building  
CL, WC  
Living 18x24  
Conference 14x16 Obs. Rm. Seats 14  
Living 15x15  
Multiple 11x10 Obs. Rm. Seats 9

**InnerVisions**

Concept House  
Sandbeck Way, Wetherby  
West Yorkshire LS22 7DN  
United Kingdom  
Ph. 44-1937-543690  
info@swift-research.co.uk  
www.swift-research.co.uk  
Julia Wilson

**Kadence International**

10 Valentine Place  
London SE1 8QH  
United Kingdom  
Ph. +44-(0)20-7620-8393  
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 LS17 6RB  
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 SL1 5AN  
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

**M3 Global Research and Studios (London)**

4 London Studios of Choice  
Galena House, 8-30 Galena Road  
London W6 0LT  
United Kingdom  
Ph. 44-20-8741-6200  
studio@eu.m3.com  
www.research.m3.com  
Caroline Bates, Director, Business Development  
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  
8x10  
Multiple 20x16 Obs. Rm. Seats 15

**The Observatory Studios**

45/46 Poland St.  
London W1F 7NA  
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 WC1V 7DA  
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 M1 3HE  
United Kingdom  
Ph. 1-61-242-7859  
info@pioneersuite.com  
www.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 B9 4AA  
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 EH6 6SH  
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 B29 6PB  
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 SW19 8RR  
United Kingdom  
Ph. 44-020-8254-4444  
info@plus4.co.uk  
www.thequalitativelab.co.uk  
Jane Allen, Facility Supervisor  
Location: Free standing facility  
Distance from airport: 45 minutes  
1/1, 1/10R, WC  
Multiple 18x12 Obs. Rm. Seats 8  
Living 12x6 Obs. Rm. Seats 3

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

**The Qualitative Lab - Manchester**

21 Mellor Road, Cheadle Hulme  
Greater Manchester SK8 5AT  
United Kingdom  
Ph. 44-020-8254-4444  
info@plus4.co.uk  
www.thequalitativelab.co.uk  
Jane Allen, Facility Supervisor  
Location: Free standing facility  
Distance from airport: 10 minutes  
1/1, 1/10R  
Multiple 15x12 Obs. Rm. Seats 8

**The Research House**

A Schlesinger Associates Company

**The Research House**  
A Schlesinger Associates Company  
124 Wigmore Street  
London W1U 3RY  
United Kingdom  
Ph. 44-20-7935-4979  
info@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

Ideally situated in central London, our high-specification facilities and unrivalled client service have led us to be repeatedly rated among the best viewing facilities in the world. As a Schlesinger Associates company, we provide recruitment and full project management to the U.K., Europe and the rest of the world. Qualitative services: focus groups; in-depth interviews; online communities, Webcam focus groups; tele-depth interviews; ethnographic research; usability; eye tracking. Market sectors: medical; consumer; business-to-business; IT.  
(See advertisement on inside front cover)

**The Research House**

A Schlesinger Associates Company

**The Research House, Wimbledon**  
A Schlesinger Associates Company  
Ridgway Mews, 18-20 Ridgway  
Wimbledon Village  
London SW19 4QN  
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

Situated in the ideal catchment area of Wimbledon Village in the attractive southwest suburbs of London. As a Schlesinger Associates company, we provide recruitment services and full project management to the U.K., Europe and the rest of the world. Qualitative: Webcam focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; online communities, usability; eye tracking. Market sectors: medical; consumer; business-to-business; IT.  
(See advertisement on inside front cover)

**Rosco Research**

4 Katherine Mews, Godstone Rd.  
Whyteleafe, Surrey CR3 0HJ  
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 RG6 6BZ  
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, Cowlairst  
Hucknall Road  
Nottingham NG5 9RA  
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 EH12 5DS  
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 W5 2AB  
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 NG9 2FD  
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 M3 5DF  
United Kingdom  
Ph. 44-161-834-3396  
ktw@thetalkingshop.co.uk  
www.thetalkingshop.co.uk  
Katherine Thomas-Wilson, Joint Managing Director  
Location: Free standing facility  
Distance from airport: 12 miles, 30 minutes  
1/1, 1/10R, CUL, WC  
Multiple 25x13 Obs. Rm. Seats 15  
Multiple 16x13 Obs. Rm. Seats 10  
Living 13x8 Obs. Rm. Seats 7

**Taylor McKenzie Research & Marketing Ltd**

The Glasgow View  
107 Douglas Street  
Glasgow G2 4EZ  
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 WC1A 2PX  
United Kingdom  
Ph. 44-20-7243-2229  
enquiries@thetreehouse.org  
www.thetreehouse.org  
Jessie Cronheim  
Location: Free standing facility  
Distance from airport: 8 miles, 30 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Multiple 17x17 Obs. Rm. Seats 14  
Multiple 17x17 Obs. Rm. Seats 14

**12 Charlotte Mews**

12 Charlotte Mews  
London W1T 4EJ  
United Kingdom  
Ph. 44-207-436-1664  
rhianna.baystead@thisiswork.co.uk  
www.12charlottemews.co.uk  
Multiple 13 x 18

**2CV Research**  
 12 Flitcroft St.  
 Covent Garden  
 London WC2E 8DL  
 United Kingdom  
 Ph. 44-20-7655-9900  
 london@2cv.com  
 www.2cv.co.uk  
 Eva Arnold, Studio Manager  
 Location: Free standing facility

**User Vision Focus**  
 55 N. Castle Street  
 Edinburgh EH2 3QA  
 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, 1/10R, CUL, PUL, WC  
 Conference 21x15 Obs. Rm. Seats 14  
 Multiple 10x12 Obs. Rm. Seats 10  
 Multiple 10x12 Obs. Rm. Seats 8  
 Living 12x9 Obs. Rm. Seats 5

**Wardle McLean Strategic**  
 Research Consultancy  
 7 Maidstone Buildings Mews  
 72-76 Borough High Street  
 London SE1 1GD  
 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 W2 3EN  
 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 SN14 6RZ  
 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

**Wyoming Studios London UK**  
 Windsor House  
 204 Lower High Street  
 Watford, Hertfordshire WD17 2EH  
 United Kingdom  
 Ph. 19-2323-0616  
 emma@wyoming.co.uk  
 www.wyoming.co.uk  
 Lucy Bolingbroke, Studio Director  
 Location: Office building  
 Distance from airport: 14 miles, 30 minutes  
 CL, 1/1, 1/10R, CUL, WC  
 Multiple 26x19 Obs. Rm. Seats 16  
 Multiple 19x19 Obs. Rm. Seats 16  
 Multiple 20x18 Obs. Rm. Seats 16  
 Multiple 20x16 Obs. Rm. Seats 16  
 Conference 19x19 Obs. Rm. Seats 16  
 Multiple 19x19 Obs. Rm. Seats 16  
 Multiple 10x10 Obs. Rm. Seats 3

Six studios a three-minute walk from Oxford Circus in London's West End. Wyoming studios wants to welcome you time and time again. To do that we will give you the best service in the industry, the biggest and most comfortable studios and viewing rooms, the latest in technical support, the most delicious food and drink and total peace of mind. Always. Services include FocusVision and ActiveGroup Webstreaming, plasma playback of DVD, VHS and PC; Web usability equipment; high-speed wireless Internet connection; DVD, MP3 and screen-in-screen recording and office facilities.

## Wyoming studios

**Wyoming Studios Watford UK**  
 Windsor House  
 204 Lower High Street  
 Watford, Hertfordshire WD17 2EH  
 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

Two studios in northwest London suburban location, accessible by road or train 30 minutes from Heathrow Airport and central London. Close to large mall and retail areas. We offer you unrivalled service support provided by a dedicated team, trained in business hospitality, with excellent catering to suit your individual needs. Services include; FocusVision Webstreaming, Web usability equipment; high-speed wireless Internet connection; Web usability equipment; DVD recording and office facilities.

## Venezuela

**ESTIME Marketing Research**  
 Centro Profesional La Urbina, Piso 10  
 Calle 3A  
 La Urbina, Caracas 01073  
 Venezuela  
 Ph. 58-212-241-2605 or 954-607-7977 (US)  
 info@estimesa.com  
 www.estimesa.com  
 Walter Mucchiut  
 Location: Office building  
 Distance from airport: 14 miles, 38 minutes  
 1/1, 1/10R, TK, AU, VC, WC  
 Conference 14x10 Obs. Rm. Seats 5  
 Conference 18x18 Obs. Rm. Seats 12  
 Conference 10x10 Obs. Rm. Seats 0  
 Conference 10x9 Obs. Rm. Seats 0

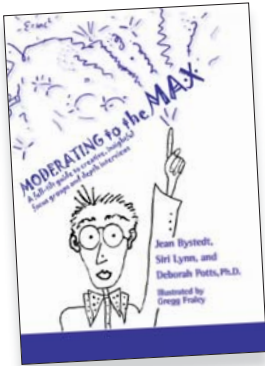
**StatMark Group, S.A.**  
 Business Multicenter East, Libertador  
 Nucleo A., Office 123A, Piso 12, Av Libertador  
 Chacao, Caracas Miranda 01060  
 Venezuela  
 Ph. 58-212-918-2100  
 marketing-ccs@statmark.net  
 www.statmarkgroup.com  
 Location: Office building  
 Distance from airport: 30 miles, 45 minutes  
 VC  
 Conference 17x11 Obs. Rm. Seats 5

## Vietnam

**Kadence International**  
 4th Floor, HMC Tower  
 193 Dinh Tien Hoang St., District 1  
 Ho Chi Minh City  
 Vietnam  
 Ph. 84-8730-500-87  
 vietnam@kadence.com  
 www.kadence.com  
 Location: Office building  
 Distance from airport: 4 miles, 20 minutes  
 1/1, 1/10R, TK, WC  
 Living 13x13 Obs. Rm. Seats 16  
 Multiple 13x11 Obs. Rm. Seats 14

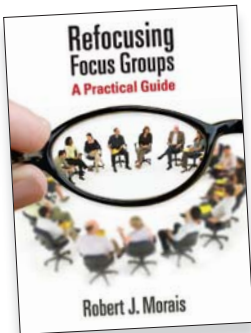
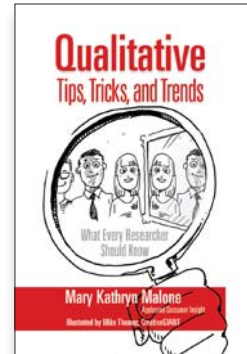
**Kadence International**  
 6th Floor, Han Viet Tower  
 203 Minh Khai Street  
 Hai Ba Trung District, Hanoi  
 Vietnam  
 Ph. 84-8730-500 87  
 vietnam@kadence.com  
 www.kadence.com  
 Location: Office building  
 Distance from airport: 29 miles, 60 minutes  
 1/1, 1/10R, TK, WC  
 Living 13x11 Obs. Rm. Seats 12  
 Multiple 11x10 Obs. Rm. Seats 10

# MARKETING RESEARCH



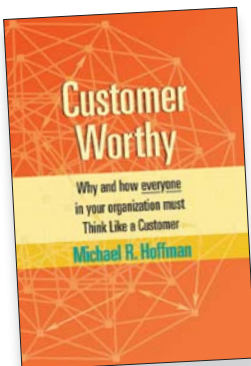
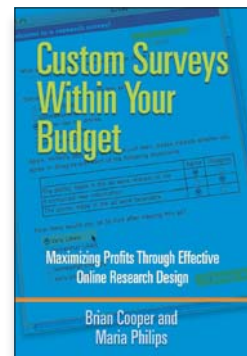
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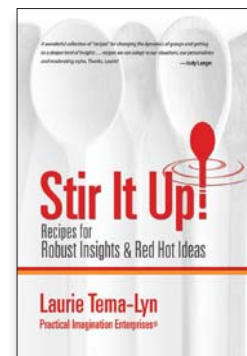
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# BEFORE YOU GO ●●● issue highlights and parting words

## ●●● cover-to-cover Facts, figures and insights from this month's issue

page 16 Local credit unions and local/community banks are the most trusted institutions.

page 26 The scope and scale of large communities are barriers to using community approaches for some clients.

page 31 The implication is that we need a kind of research that can better understand decision-making.

page 42 Before you think about using video to conduct audience research, ask yourself why you are using it.

page 48 Frustration mounts for patients when they don't feel physicians are addressing their concerns.

## The Quirk's Event: Session sneak peek

On February 23 and 24, 2015, market research and consumer insights professionals from all across the industry will gather in Brooklyn to learn and share their unique knowledge. Over 60 workshops led by industry leaders will take place throughout the two days. Here is an early look at two sessions:

### Self-report and behavioral data: Asymmetry or alignment?

Katie Hansen, consumer insights analyst, Etsy  
How accurate are survey respondents when relating their past behavior? Using a collection of anonymized survey responses and Etsy's user data, this session will first look at reporting on past behavior, such as number of purchases, and then turn to ongoing behaviors like sharing. Finally, it will examine the predictive accuracy of survey respondents' future intentions. Do the buyers who say they'll purchase again actually do so?



### Talent management challenges, opportunities and best practices

Michael Rosenberg, managing director, corporate and investment bank, J.P. Morgan  
Identifying, nurturing and retaining talented staff can be a challenge in any industry, but MR managers have a unique set of requirements and in many ways a more narrow pool of talent. This session will highlight best practices that have been developed from over 15 years of experience hiring and developing MR professionals. It will also feature lessons learned and helpful hints to avoid common pitfalls associated with managing market research teams.

Visit [www.quirks.com/TheEvent](http://www.quirks.com/TheEvent) to view more session descriptions and speaker biographies.

## Coming in the January Quirk's

### ●●● the business of research

Researchers from all facets of the industry offer their views on MR in 2015, what they learned in 2014 and what's got them curious.

### ●●● gamification

Socratic Technologies and JP Morgan Chase share research-on-research findings on the impact of game-enhanced elements on respondent satisfaction and data quality.

### ●●● qualitative research

Anna Janska presents a qualitative researcher's guide to neuromarketing/neuroscience.

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