

Don't be wasteful  
in recruiting

Going mobile  
in Indonesia

Getting more  
from ATUs

# QUIRKS

## Marketing Research

*A good place  
for a gathering*

How to conduct qualitative  
research at trade shows  
and conferences

No Facility Where  
You Need It?

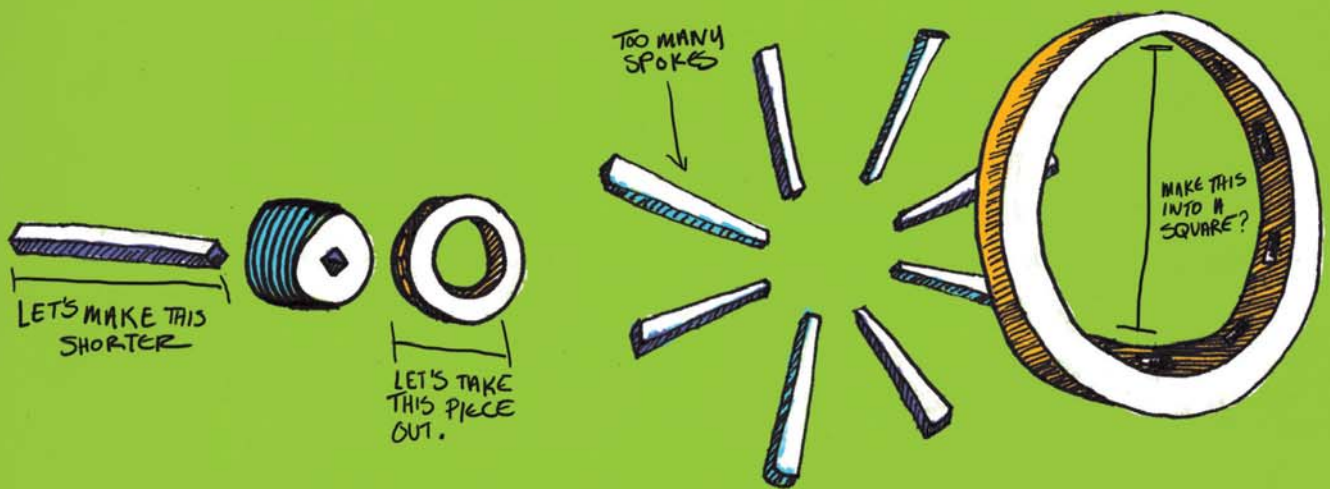
fieldWORK  **anyWHERE**

[www.fieldwork.com](http://www.fieldwork.com)  
1-800-TO-FIELD



2016 Focus Group  
Facilities Directory

# ACTUALLY, IT IS LIKE REINVENTING THE WHEEL



AND YOU CAN TRUST US TO MAKE  
**QUAL & QUANT DATA COLLECTION**  
EASIER FOR YOU



Schlesinger  
Associates

LEARN MORE AT...  
[SchlesingerAssociates.com](http://SchlesingerAssociates.com)

# MEET OUR PANEL

The FPG QualPanel™ is populated with individuals who are eager to participate in your research no matter the methodology or environment. With 1.5 million opt-in panel members, Focus Pointe Global provides the engaged, targeted participants your in-person or online research demands.

## Introducing Karin.

Age 33.

Married.

Stay at home mom.

Primary shopper.

School volunteer.

Reality TV lover.

Seasonal allergy sufferer.

*Member of the Focus Pointe Global QualPanel™.*

Qualitative & Quantitative | Online  
Consumer | B2B | Healthcare & Clinical | Patient  
One point of contact throughout the life of your project  
18 facility locations across the USA

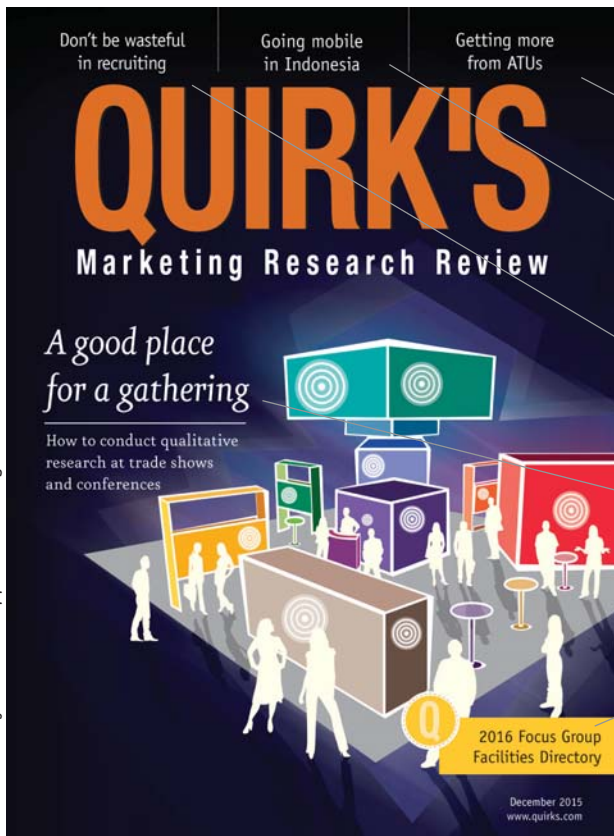
 **FOCUS POINTE GLOBAL**  
With us, it's personal.

Premier qualitative and quantitative data collection | [onecall@focuspointeglobal.com](mailto:onecall@focuspointeglobal.com) | 888.873.6287 | [focuspointeglobal.com](http://focuspointeglobal.com)

# CONTENTS

Quirk's Marketing Research Review  
December 2015 • Vol. XXIX No. 12

Illustration by Jennifer Coppersmith Design



page  
54

page  
44

page  
38

page  
32

page  
77

## DEPARTMENTS

- 6 Click With Quirk's
- 8 In Case You Missed It...
- 14 Survey Monitor
- 22 Product and Service Update
- 58 Names of Note
- 70 Research Industry News
- 74 Calendar of Events
- 76 Questions you should ask when selecting a focus group facility
- 77 2016 Focus Group Facilities Directory
- 141 Index of Advertisers
- 142 Before You Go...

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

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

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

Digital Content Editor • Emily Koenig  
[emilyk@quirks.com](mailto:emilyk@quirks.com) | x210

Circulation Manager • Ralene Miller  
[ralene@quirks.com](mailto:ralene@quirks.com) | x201

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

Directory Sales • Ilana Benusa  
[ilana@quirks.com](mailto:ilana@quirks.com) | x213

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

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

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



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



An interactive downloadable PDF of this magazine is available at [www.quirks.com/pdf/201512\\_quirks.pdf](http://www.quirks.com/pdf/201512_quirks.pdf).



Follow us on Twitter @QuirksMR.

## ON THE COVER

- 32 **A good place for a gathering**  
Conducting qualitative research at trade shows and conferences  
By Alison Rak

## TECHNIQUES

- 38 **Extracting maximum value**  
How to use the by-products of qualitative recruiting  
By Jim Bryson
- 44 **When opportunity calls**  
Marketing in Indonesia? Go mobile.  
By Lisa Holmes
- 50 **A moving target**  
Understanding the impact of smartphones and data proliferation in APAC?  
By Andy Zhao

- 54 **There's more you can do with that ATU**  
Leveraging current (or routine) data to better inform the brand  
By Michael Heasley

## COLUMNS

- 12 **Trade Talk**  
Consumers seek a dialogue rather than a monologue  
By Joseph Rydholm
- 28 **Data Use**  
Using evoked sets conjoint to model consumer choices  
By Kevin Lattery, Jeroen Hardon and Kees van der Wagt



Discover the  
blueprint  
for creating  
*engaged*  
customers.



We can show you how.

Develop the expertise needed to design best-in-class customer engagement programs, perform insightful data analytics, and effectively communicate the findings, to achieve superior business success for your organization.

*Our Customer Engagement Seminar:*  
RA04 | Designing & Managing Best-in-Class Customer Engagement Programs

[BurkeInstitute.com](http://BurkeInstitute.com) | 800.543.8635

a division of Burke, Inc.



## ... innovations

### Quirk's launches new digital format

If it has been awhile since you last checked out the digital edition of Quirk's Marketing Research Review, now is the perfect time to give it another try! Quirk's is pleased to announce that it will now be using a new and improved digital format, created specifically for reading across devices.

This digital format also provides readers with new features that allow for an easier, more advanced reading experience.

- Quickly flip through the virtual pages using a simple scrolling navigational toolbar.
- Looking for multiple articles discussing one specific topic? Search for key words and phrases and find relevant articles within past issues without having to leave the issue you are currently reading!
- Share entire issues or single articles using an improved social media and e-mail sharing tool, which allows you to create a custom message before sending.
- With just one click, access the PDF version of the issue to save for future reading or to view a more basic text file.
- Squint no more! By double-clicking on your desktop or using two fingers on your tablet and smartphone, you can zoom in and out on article text.

Approximately 70 percent of magazine subscribers are already exclusively reading the digital edition! If you'd like to receive a link to the latest issue in your inbox each month, simply register on Quirks.com. Looking to check it out before you sign up? You can find a link to the current edition on our home page.



## Q // E-newsworthy

### Applying the Shapley value method to marketing research

[quirks.com/articles/2015/20151125-2.aspx](http://quirks.com/articles/2015/20151125-2.aspx)

### Client-side researchers offer dos and don'ts for MR vendors

[quirks.com/articles/2015/20150927-2.aspx](http://quirks.com/articles/2015/20150927-2.aspx)

### Leveraging MR to improve customer experience: asking the right people the right questions

[quirks.com/articles/2015/20151125-1.aspx](http://quirks.com/articles/2015/20151125-1.aspx)

## Q // Noted Posts

### QuirksBlog.com

#### The kings and queens of horror: tales from America's favorite genres

[quirksblog.com/blog/2015/10/29](http://quirksblog.com/blog/2015/10/29)

#### Food trends we're craving in 2016

[quirksblog.com/blog/2015/11/04](http://quirksblog.com/blog/2015/11/04)

#### Fall 2015 photo recap

[quirksblog.com/blog/2015/11/09](http://quirksblog.com/blog/2015/11/09)

### ResearchIndustryVoices.com

#### Jamie Oliver takes on sugar

[researchindustryvoices.com/2015/11/11](http://researchindustryvoices.com/2015/11/11)

#### Us vs. them: The MR vendor/client standoff

[researchindustryvoices.com/2015/11/06](http://researchindustryvoices.com/2015/11/06)

#### Consumer-generated content strategies for the holiday season

[researchindustryvoices.com/2015/11/05](http://researchindustryvoices.com/2015/11/05)

### ResearchCareersBlog.com

#### Fear factory: Are you letting fear drive your leadership?

[researchcareersblog.com/2015/10/30](http://researchcareersblog.com/2015/10/30)

#### How to engage employees with elevated communication

[researchcareersblog.com/2015/10/21](http://researchcareersblog.com/2015/10/21)

#### Should your company implement a shock report?

[researchcareersblog.com/2015/10/16](http://researchcareersblog.com/2015/10/16)



Our call center is **100%**  
**FCC TCPA** compliant.

Can **YOUR**  
**CATI** Provider  
say that?



[WWW.PRECISIONOPINION.COM](http://WWW.PRECISIONOPINION.COM)  
702-483-4000 - [INFO@PRECISIONOPINION.COM](mailto:INFO@PRECISIONOPINION.COM)



## ●●● loyalty research

### Millennials want their loyalty programs to be fun

A survey by Cincinnati-based Colloquy shows that 34 percent of Millennials said the word that best describes their participation in a customer reward program is “fun,” compared to 26 percent of the general population (18 to 65 years and over). Additionally, 66 percent of the general population said “economical” is the word that best describes their loyalty program participation, versus 56 percent of Millennials. Sixty-three percent of Millennials said they joined a loyalty program within the past year versus 55 percent of the general population. Twenty-five percent of Millennials said they joined a program because it offered access to members-only events, compared to 16 percent of the general population and 40 percent of Millennials said they joined for access to members-only sales, products and services, versus 33 percent of the general population. The survey also shows that about half (49 percent) of Millennials stopped using a loyalty program after receiving irrelevant communications, compared to 37 percent of the general population. Moreover, a little more than one-quarter of Millennials (27 percent) continued their participation in a loyalty program because it featured a competitive game, or a social element such as badges, leaderboards or communities. By comparison, just 7 percent of Baby Boomers stayed with a program for those reasons, representing a gap of 74 percent.



## ●●● the business of research

### Not sold on passive data

Research conducted by GfK, Nuremberg, Germany, and the Institute for International Research, New York, shows about two-thirds of market research professionals say they will not be using passive data two years from now. When asked what will be the single most important source of data for insights creation two years from now, 30 percent of clients and 27 percent of suppliers chose “consumer-specific data collected passively,” while 29 percent of both clients and suppliers said “custom surveys in any mode.” When asked how much passive measurement they are doing now and expect to do, 68 percent of clients and 69 percent of suppliers said they are doing none today and do not expect to start in the next two years. About one-quarter of each group said they are doing no passive measurement today but expect to be doing some two years from now. When asked what the “biggest gap” in the research industry is today, 20 percent of suppliers and 15 percent of clients cited data quality. “Integrating information from different sources to tell a story” was the most frequent choice among both groups, with the percentage for clients (31 percent) being higher than for suppliers (23 percent).



[quirks.com/articles/2015/20151201.aspx](http://quirks.com/articles/2015/20151201.aspx)





Researchers who say  
money can't  
buy perfection  
just don't know  
where to look



**BALTIMORE RESEARCH**

[www.BaltimoreResearch.com](http://www.BaltimoreResearch.com)  
P: 410.583.9991



Focus Groups | Depth Interviews | Ethnography | Central Location Tests | Surveys



# Clear Seas

RESEARCH

*Making the complex clear*

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

## TRUST IN RESEARCH

Strategic, full-service market research solutions focused on measuring...

- **BRAND POSITION**  
attitudes, awareness, usage, image
- **PRODUCT DEVELOPMENT**  
concept testing, product needs identification, nomenclature, pricing, marketing

To know what we know, please contact us at **248-786-1683** or [info@clearseasresearch.com](mailto:info@clearseasresearch.com)

### BUSINESS-TO-BUSINESS & CONSUMER INDUSTRY EXPERTISE

- BUILDING ENVELOPE
- ARCHITECTURE
- PLUMBING
- HVAC
- ENGINEERING
- ROOFING
- FOOD & BEVERAGE
- GAMING
- MANUFACTURING
- PACKAGING
- SECURITY
- DISTRIBUTION/LOGISTICS

VISIT US AT BOOTH #316

★ THE QUIRK'S ★  
★ EVENT ★  
★ 2016 ★  
★ February 23-24, 2016 ★

MARRIOTT BROOKLYN BRIDGE, BROOKLYN, NY  
[www.TheQuirksEvent.com](http://www.TheQuirksEvent.com)



\*TCPA compliant

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



# Consumers seek a dialogue rather than a monologue

As 2015 winds down, I've been reading with interest some of the forward-looking trend-related reports and articles that typically start trickling out this time of year. One that piqued my interest was a report from researcher Mintel that drew on commentary from two of its consumer trends consultants, Stacy Glasgow and Jenny Zegler, to sketch out key North America consumer trends for 2016 that will impact both consumers and brands.

Two of the trends, explored below, reflect an interesting change in the role that products and companies have traditionally played in our lives. In their marketing and advertising, companies have long been the ones leading the process, formulating (and in some cases, of course, manipulating) the shape of our desires in order to sell more products, creating need-states that only the purchase of a new car or better laundry detergent will fill.

That approach and our reaction to marketing (companies talk, we as consumers listen) is seemingly part of our capitalist society's DNA and will never go away but as the Mintel report highlights, it's interesting to think about and watch the ways in which consumers are now the ones doing the talking, demanding that brands and products listen to them

and change their habits and practices to conform to consumers' world views.

### Trend: The Big Brand Theory.

Consumer interest in locally-sourced food and beverage products has risen in concert with enthusiasm for small, independent companies and a drive to forge personal relationships with the people who create and sell the products they buy. This would seem to give small companies a leg up on larger firms but Mintel research indicates that consumers aren't stuck in the "small is good; big is bad" mind-set. Rather, authenticity appears to matter more, the Mintel researchers write.

"... Niche is no longer a limitation, nor is it an opportunity reserved for small companies. We've entered an era where the power of the story and the authenticity of the connection supersedes any lofty moral aspirations, such as 'shopping small.' This creates opportunities for businesses of all sizes to create new enterprises that do not venture too far from the 'soul' of their company..."

"... Regardless of the company's size, genuine stories help to form relationships that give consumers the security that products are worthy of their investment and loyalty..."

**Trend: Pride and Persona.** As shifting definitions of gender, race and other formerly-standard demographics are reforming U.S. culture, consumers are becoming more equality-focused and are looking to products, advertising and corporate policies to reflect the new reality.



©Clare Pix Photography www.clarepix.com

Joe Rydholm can be reached at [joer@quirks.com](mailto:joer@quirks.com)

"... According to Mintel research, nearly one-third (30 percent) of U.S. Baby Boomers make an effort to buy from 'good' companies, such as those that take an active role in their community. Millennials may be the beginning of younger generations who will almost characteristically expect equality. Mintel research indicates that many U.S. children are already embodying this value, as 83 percent of kids and 88 percent of teens agree it is important to accept people with different racial or ethnic backgrounds. It is likely that communication will grow beyond traditional perceptions of demographics and lead to more prominent reflections of seniors, people with disabilities, immigrants and the less educated..."

"... Thus, the opportunity lies with companies to define their corporate values and the stance of individual brands to reflect society. In 2016, it will become more apparent that companies need not shy away from making statements, especially those that stand to broaden their appeal among more equality-focused consumers," say the Mintel researchers.

Mintel's North America Consumer Trends 2016 is available for free download (registration required) at [www.mintel.com/north-american-consumer-trends/](http://www.mintel.com/north-american-consumer-trends/).



[quirks.com/articles/2015/20151202.aspx](http://quirks.com/articles/2015/20151202.aspx)



Need healthcare recruiting,  
data collection or fieldwork?

CHECK OUT OUR NEW SITE:  
**[olsonresearchgroup.com](http://olsonresearchgroup.com)**



Superior Healthcare Marketing Research Since 1995

# IN FOCUS

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



## // Survey Monitor



••• insurance research

## Millennials driving usage-based auto insurance market

Willing to change behavior

While interest in usage-based auto insurance (UBI) remains relatively high among consumers in general, Millennials are clearly leading the charge forward and will continue to drive the evolving market, according to professional services company Towers Watson's annual UBI (Telematics) Consumer Survey.

"Millennials soundly displayed their acceptance of new business approaches and familiarity with tech-

nology," says Robin Harbage, global lead for Towers Watson's UBI practice and DriveAbility service offering. "In fact, the survey revealed 92 percent of Millennials own smartphones, compared to just 58 percent of all other age cohorts surveyed. Insurers that are not already embracing new technology will need to adjust their business models for younger drivers, who rely heavily on their smartphones and the Internet."

According to the findings, more Millennials (88 percent) expressed interest in taking out a UBI policy than all other age groups (74 percent). Consumer interest in UBI rises for both groups if it's agreed upon that

premiums would not increase due to poor driving behavior (93 percent of Millennials versus 85 percent of all others). However, nearly half of all respondents (46 percent) said they would not buy a UBI policy if it potentially caused their premiums to increase.

Nearly three-quarters (72 percent) of Millennials believe auto insurance policies linking their driving behavior with premium paid is a better way to calculate costs than traditional factors such as age, gender and credit score. Only half (51 percent) of all other age groups feel the same. "I think it's fair to say Millennials are not only amenable to UBI but actually prefer it to conventional ways of calculating their auto insurance premium," says Len Llaguno, senior consultant, Towers Watson.

Millennials' interest in UBI goes well beyond new technology and calculating premiums. Younger drivers are much more willing than other age cohorts to let UBI shape their driving behavior. For those respondents willing to take out a UBI policy, 84 percent of Millennials said they would change their driving behavior if it correlated to a lower premium, versus slightly more than half (53 percent) of other age groups. Drivers named sticking to the speed limit and keeping a safe following distance as behaviors they would most likely change. More generally, an overwhelming 84 percent think careful driving constitutes a fair measure for a premium discount.

Respondents, especially Millennials, exhibited a propensity for value-added services enabled by UBI technology and indicated a willingness to pay more for them. Ninety percent of Millennials willing to buy a UBI policy said they



[quirks.com/articles/2015/20151203.aspx](http://quirks.com/articles/2015/20151203.aspx)

# All the tools you need are now in one place.

We've gathered worldwide leaders in quantitative and qualitative market research — so you can power all your research projects from one single source. Gain insight like never before through our full suite of market research products.



**vs** **VideoStreaming™**  
In-depth interview and focus group video platform to live-stream to your office

**re** **Revelation®**  
Mobile and web platform for mobile diaries, bulletin boards and insight communities

**de** **Decipher**  
Customizable platform for mobile and web surveying with powerful real-time reporting

**rr** **ResearchReporter**  
Platform to maximize the use of past research, increase efficiency and manage resources

**iv** **InterVu®**  
Webcam interview system for live face-to-face discussions with consumers

**hv** **HomeVu™**  
Platform for streaming in-home immersions to observe consumers

**dv** **DeviceVu™**  
Platform for observing participants interacting with your site or app on smartphones, tablets or gaming systems

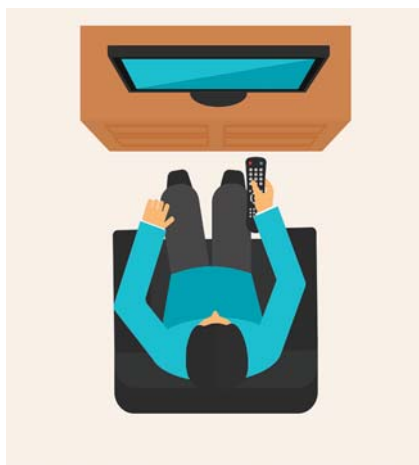
**Librarian**  
Highly secure, cloud-based platform where you can import, store, search, sort and export your data

would pay at least an extra \$45 per year for these benefits, compared to 65 percent of all others surveyed. “Millennials’ buying behaviors and expectations will require a complete rethink by auto insurers to attract and retain this growing demographic,” says Harbage.

Participants willing to buy or consider a UBI policy ranked their three most preferred value-added services bundled with UBI: theft-tracking (87 percent), automated emergency call (86 percent) and breakdown notification service (83 percent). “Parents see a real appeal in UBI, citing the ability to be informed about a child’s accident, automatic emergency services dispatch and text prevention as the most beneficial features,” says Llaguno.

Almost two-thirds of participants (62 percent) who have a UBI policy reported a positive experience with it, while only a handful (9 percent) mentioned a negative one. Of drivers with a favorable UBI experience, 70 percent said it led to both lower insurance premiums and additional benefits and information about their driving. Perhaps surprisingly, over one-quarter of respondents (26 percent) said they are not familiar with UBI policies.

“Auto insurers have an enormous business opportunity with UBI,” says Harbage. “However, further education is needed to bridge the gap between awareness and action. Indeed, Millennials are farther along in this understanding and their openness to UBI adoption. But with the right incentives and encouragement, other age groups can become more receptive to change and the benefits UBI offers.”



●●● ad research

## Ads and in-program placements work well together

Brands enjoy the complement

A recent Nielsen study that looked at both standard television advertisements and in-program placements (IPPs) – brands or products that air within a program itself – found that one actually helps the other. While the amount of prime-time, non-sports IPPs measured in Nielsen’s TV Brand Effect coverage has declined in recent years across the English-language broadcast networks – from 185 brands showcasing 5,580 integration occurrences over the 2012-13 TV season to 136 brands airing 4,455 integrations during the 2014-15 season – their impact hasn’t. In fact, when these integrations aired in the same program as standard ads for the same brand, brand memorability for those ads increased 16 percent among adults 18-34.

The lift was even more pronounced when brand memorability was measured among the broader demographic of adults 18-49 years old, which saw an 18 percent increase.

There were also some differences among gender lines, too.

While an adjacency lift was noted across both genders, the lift in brand memorability for ads airing adjacent to IPPs versus without IPPs was 26 percent among men 18-49, while the lift was only 9 percent among women in the same age group. “Increasing the resonance of a standard advertisement by positioning a branded integration in close programming proximity is a proven way to add value and increase effectiveness,” says Chad Dreas, managing director of media analytics, Nielsen. “While there has been a decrease in both brands and occurrences in regards to branded integrations, it is still a great opportunity for marketers looking to increase their advertising impact.”

While branded integrations can help improve the memorability and appeal of standard ads, it’s important to recognize that the amount of improvement can vary, depending on the strength of the integration.

So what helps drive positive performance of IPPs above and beyond the synergy with standard advertisements? The study found that marketers and agencies could benefit from a few best practices to increase brand awareness and gain a better line of sight into a potential path to return on investment.

**Say it again.** Advertisers should consider repeating themselves and giving consumers every opportunity to remember their brand. Verbal brand cues were one of the strongest drivers of brand memorability. Creatives with multiple brand mentions were found to be more impactful than a single mention.

**Get visual.** It’s said that a picture is worth a thousand words but advertisers who extend the on-screen visual duration of their brand can potentially boost their worth in more tangible ways. More extensive screen time helps increase your brand’s exposure for shown-only



(non-verbal) placements.

**Give it some context.** Going all-in when it comes to integrating products helps direct viewer focus to the brand itself. Everything from sponsorship prizes to weaving the brand into the storyline or having characters interact with the product itself can give the brand often hard-to-get gravitas.

**Think long-term.** Consistency and thinking about the future are keys to any great relationship. It's no different for advertisers looking to woo consumers. Nielsen found that a consistent, ongoing presence in a program spanning multiple episodes (and multiple seasons) generates much higher performance for branded integrations.

**Be a "do-gooder."** Corporate responsibility has gone from suggestion to near compulsory among the industry. Positive IPP performance can be driven by both a pro-social theme as well as touting a charitable theme, such as donations.

Nielsen TV Brand Effect is based on survey responses from Sept. 24, 2012–May 22, 2013 (2012-2013 season), Sept. 22, 2013–May 21, 2014 (2013-2014 season), Sept. 21, 2014–May 20, 2015 (2014-2015 season). Occurrence data limited to original airings only. Lift percentages are inclusive of both original and repeat airings. Television norms inclusive of prime-time non-sports programming on English-language broadcast only. Comparisons between adjacent and non-adjacent airings limited to brands appearing in both buckets. Analysis of TV based on up to one day post-ad stream. Minimum reportable sample size is 35.



## ●●● employee research Health of some health care workers needs improving

### Heal thyself indeed

Many health care providers are giving more attention to their patients' well-being by focusing on the "whole person." A crucial component of this holistic view of patient care is positioning providers as people who lead by example and thrive in their own well-being. After all, how well can medical professionals influence positive lifestyle habits in their patients if they're not embracing healthy habits themselves?

As reported by Gallup's Jade Wood and Rebecca Riffkin, with research help from Sangeeta Agrawal, the very workers who are treating patients can sometimes be left out of the well-being equation. Though a great deal of attention is geared toward patients' well-being, health care workers often have limited means to engage in well-being practices of their own. This is particularly worrisome as health care employees' well-being can affect a health care organization's ability to provide the best and safest patient care.

Gallup and Franklin, Tenn.-based well-being improvement firm Healthways have developed a research-

based definition of well-being and how it relates to employees, business outcomes and living a fulfilled life. This definition encompasses five interrelated and essential elements: purpose, social, financial, community and physical. Together, these elements provide insights into individuals' sense of purpose, social relationships, financial security, relationship to their community and physical health.

Respondents can be classified as thriving, struggling or suffering in each element according to how they rate that particular facet of well-being in their lives:

- **Thriving:** well-being that is strong and consistent in a particular element.
- **Struggling:** well-being that is moderate or inconsistent in a particular element.
- **Suffering:** well-being that is low and inconsistent in a particular element.

Gallup and Healthways research shows that more than half of all health care workers are thriving in none or only one element of well-being, rather than thriving in multiple elements. But this also means that there is a significant opportunity for their well-being to improve. A more positive finding is that one in three health care workers (34 percent) is thriving in three or more well-being elements.

The field of medicine can be quite stressful, as it's both emotionally demanding and logistically rigorous, which can be a recipe for burnout. The 24/7 nature of the job – constantly being "on," with always more to do – and regulatory and compliance tasks can create a heavy and sometimes burdensome workload for many health care professionals.

Health care workers are notorious for neglecting their own care and not taking time for their own well-being. That's why a "care for the health care worker" approach is essential within health care organizations to give workers the energy, focus and adaptability they need to come to work ready to be their best every day. In fact, health

care workers with high well-being are more likely to be resilient and recover quickly from stress, important qualities to possess when overseeing the lives and welfare of others.

Whether a health care organization approaches well-being to improve its employee engagement, retain talent or meet its mission to create a healthier community, well-being drives significant business outcomes. Health care workers who are thriving in three or more elements are more likely to be at work every day, because they have fewer unhealthy days that prevent them from doing their usual activities than do those with lower well-being.

Furthermore, high well-being supports mental health and resiliency. Health care workers who are thriving in three or more well-being elements are more likely to report bouncing back quickly from illness, injury or hardship than those who are not.

Medical professionals who are thriving in three or more elements are also two times less likely to look for a new job than their counterparts with lower well-being. Both of these findings are significant, because attendance and retention are crucial components of proper patient care, patient satisfaction, correct staffing coverage and reduced expenses.

Improving health care workers' well-being requires more than simply improving physical health. Health care workers who don't feel connected to their community or who are struggling with debt may find it difficult to focus on their patients or model healthy behaviors to them while they are at work. When health care workers thrive in all elements of well-being, not just physical, health care organizations can gain a competitive advantage from employees' maximized performance, reduced turnover and enhanced engagement. Establishing a culture that promotes well-being by focusing on all five elements will help health care workers thrive – and this, in turn, will benefit patients and the community.

Results are based on a Gallup Panel Web study completed by 24,320 national

adults, aged 18 and older, conducted Oct. 8-Nov. 13, 2014. A subsample of 1,300 health care working adults was selected for this analysis. The Gallup Panel is a probability-based longitudinal panel of U.S. adults who are selected using random-digit-dial (RDD) phone interviews that cover landline and cellphones. Address-based sampling methods are also used to recruit panel members. The Gallup Panel is not an opt-in panel, and members are not given incentives for participating. The sample for this study was weighted to be demographically representative of the U.S. adult population using 2013 Current Population Survey figures. For results based on this sample, one can say that the maximum margin of sampling error is ±3 percentage points, at the 95 percent confidence level. Margins of error are higher for subsamples.



## ●●● sports and leisure Portrait of a female fantasy football player

They skew older, tend to be moms

Overall, 13 percent of U.S. adults surveyed planned to play fantasy football this year. However, more women are playing fantasy football, taking up a larger piece of the ever-expanding pie when compared to men. In a poll released by Leger, The Research Intelligence Group, approximately

one-quarter of this year's NFL fantasy football players are women, which is a steady climb over the past few years.

"We're seeing a small, steady trend showing the rate that women are playing fantasy football is growing faster than that among fantasy football players in general," says Lance Henik, senior account manager at Leger, The Research Intelligence Group. "According to the Fantasy Sports Trade association, approximately 20 percent of all fantasy players in 2011/2012 season were women. The results from our 2013 poll showed 23 percent of fantasy football players were women, with our latest poll results currently showing that 25 percent of them are women."

Women who play fantasy football continue to show favorable levels of employment and household income compared to non-players. First, women are more than twice as likely to be employed full-time (players, 66 percent; non-players, 31 percent) than non-players, which naturally falls into their higher affluence over non-players, based on household incomes over \$100K (players, 16 percent; non-players, 11 percent). While these differences exist among women, between players and non-players, such differences are not as pronounced when looking at the employment and income characteristics among men.

In what could be seen as a surprise finding, most of the women who play fantasy football are older than their male counterparts. The average ages of fantasy football players among men and women are approximately 38 and 39 years of age, respectively, however, it is the age categories among these players that shed some light on the extent to which players are dispersed by age. To this end, more than half (59 percent) of male players are between 18-39, while the majority of women players (72 percent) are in the 30-49 range, with nearly two in five (38 percent) of them in the 40-49 age group.

"Households with children" is one of the few demographic areas where fantasy football players vastly over-index their non-player cohorts. Nearly three in four (74 percent) women who

play also report having a child under 18 in the household, while among men this drops down to about two in three (67 percent). “This informs us of two implications,” says Henik. “First, the possibility that fantasy football serves as a family activity. Second, that fantasy football provides a vital outlet or escape for those adults who have children.”

Despite the favorable demographic characteristics of the females who play fantasy football, men continue to be more entrenched with their fantasy football play than women. The Leger poll indicates that men are still more likely to participate in multiple leagues/teams when compared to women. Approximately two-thirds of men (66 percent) who said they were going to play fantasy football planned on joining two or more leagues for the NFL 2015-16 season, among women this drops down to half (50 percent).

While the demographic characteristics of fantasy football players (for both men and women alike), are attractive for prospective companies, the challenge lies in how to best reach them.

For starters, fantasy football players are more likely than non-players to be engaged with their mobile devices. This is evidenced by the poll finding that fantasy football players are more likely to conduct mobile banking on either a tablet or smartphone and to do so by using an app on their device. Consider that when someone is managing their money with a mobile device, they are likely managing their entire lives with the same device. This is because trust in mobile banking is indicative of an entrenched mobile user who has adapted to mobile technology and believes in the convenience and security in the devices they use as they have become engrained into their everyday living.

There is also the marketing implication for those who want to engage with fantasy football players, especially through television advertising. This challenge becomes more critical given the ever-growing activity that is binge viewing, whether they watch programs on-demand (VOD), on the DVR or among

viewers who are using an Internet platform (Netflix, Hulu, YouTube, etc.), as they have cut the cord or never connected in the first place. The pervasiveness of marathon viewing is alive and well among fantasy football players, however the results of the Leger poll show it is the female players in particular who are more engaged in this activity than men. With this in mind, marketers will need to be creative in engaging this desired consumer, especially women who play fantasy football.

The survey was conducted online with 1,006 respondents, 18 years of age or older, among the U.S. population from August 14 through August 17, 2015, and was balanced/weighted to statistically represent the country by age, gender, ethnicity, and region. Based on this sample size, the results carry a margin of error of approximately  $\pm 3.1$  percent at the 95 percent confidence level.



## ●●● food research Interest in 'free-from' foods far from fading

Less is more

**F**oods bearing “free-from” claims are increasingly relevant to Americans, as they perceive the products as closely tied to health. New research

from Mintel reveals that 84 percent of American free-from consumers buy free-from foods because they are seeking more natural or less-processed foods. In fact, 43 percent of consumers agree that free-from foods are healthier than foods without a free-from claim, while another three in five believe the fewer ingredients a product has, the healthier it is (59 percent).

Among the top claims free-from consumers deem most important are trans fat-free (78 percent) and preservative-free (71 percent). GMO-free claims are also important to free-from consumers (58 percent), with 35 percent ranking it as one of their top three most important claims. In fact, interest in GMO-free foods (37 percent) among all consumers outweighs interest in foods free of soy (22 percent), nuts/peanuts (20 percent) and eggs (17 percent). Another popular claim for consumers is sodium-free (57 percent), with 40 percent listing it as one of their three most important claims.

“Fat-free may seem like a claim whose best days are behind it, but there is strong consumer interest in such free-from foods, especially trans fat-free, no doubt owing to widespread concern about obesity in the U.S. and its related health consequences. Health issues appear to be top of mind among U.S. consumers when seeking products bearing a free-from claim, including those related to heart health and allergies,” says Billy Roberts, senior food and drink analyst at Mintel. “Mintel data also shows elevated interest in the GMO-free claim, which ranks among the top four most important claims for many consumers and is more important than soy-free and nut/peanut-free foods.”

Overall, Millennials (60 percent) and Gen X (55 percent) are much more likely than Baby Boomers (46 percent) to agree that they worry about potentially harmful ingredients in the food they buy. Despite this, just 37 percent of consumers overall agree that products with free-from claims are worth paying more for.

While one-third of Baby Boomers believe allergen-free foods are a fad (33

percent), one in five consumers overall would like a full list of ingredients related to food allergens on product packaging (18 percent). Millennials' interest in free-from food claims coincides with product launches in recent years, according to Mintel's Global New Products Database (GNPD). In 2010, 11 percent of food product launches featured a low/no/reduced allergen claim. By 2014, 28 percent of food product launches boasted the claim, the highest of any free-from claim last year.

While 70 percent of Americans buy free-from foods for health and nutritional reasons, personal well-being is not the only driving factor. Consumers also believe that free-from foods are closely tied to the health of the planet. Cage-free and free-range claims are important to 43 percent of free-from consumers, with one-quarter (23 percent) ranking it as one of their top three most important free-from claims. When comparing consumer views of free-from claims with environmental impact to claims such as trans fat-free (78 percent), environmental claims carry much less weight.

However, Mintel research shows that 70 percent of Americans sometimes, often or always consider a company's ethics when purchasing products. Furthermore, 56 percent have stopped buying a company's products when they have perceived its actions as unethical. "Mintel research shows that Americans are interested in companies that look after the health of the consumer, as well as the environment. As a result, consumers are not only interested in trans fat-free and preservative-free food products, but cage-free and free-range products, as well. Consumers are doing their best to make informed choices when it comes to free-from food claims, and they will hold companies accountable," says Roberts.

More than ever before, Americans are incorporating snacking into their routine, along with three meals per day. Mintel research shows that 94 percent of Americans snack daily, with two-thirds snacking multiple times per day (65 percent). Despite the propensity to engage in snacking, consumers associate snack products with harmful ingredients such as GMOs

and artificial elements. In fact, nearly half of Americans (46 percent) agree that snacks typically include controversial ingredients when compared to other food categories. However, nearly one-quarter of snack product launches in 2014 included no additives/preservatives (23 percent), low/no/reduced allergen (25 percent) and/or low/no/reduced trans fat (21 percent) claims, according to Mintel GNPD.

"Snacks are often associated with controversial ingredients such as GMOs and artificial additives and despite products entering the market with free-from claims, consumers are slow to alter their perceptions," says Roberts. "Overall, Mintel data indicates that consumers perceive foods with any free-from claim to be both healthier and less processed. Additionally, consumers appear to be equating 'genetic modification,' 'artificial' and 'unhealthy' as one and the same and those consumers are likely to turn away from product labels with unfamiliar ingredients or ingredients perceived as chemically complex or unnatural."

Research made social

Offering 10% discounts through 12/31

Relevant research requires solutions that engage the *modern world*

BRINC and its online community, MintVine®, are leveraged by social interaction — creating panel communities that are actively engaged and in constant dialogue.

**branded research inc.**

*Learn More*

info@brinc.co  
www.brinc.co





VOTED 2015'S TOP FOCUS GROUP  
FACILITIES WORLDWIDE

- IMPULSE MAGAZINE



GIVE YOUR RESEARCH THE VEGAS STYLE  
TREATMENT. CONTACT US TODAY TO FIND OUT MORE!



[www.PrecisionOpinion.com](http://www.PrecisionOpinion.com) | 702.483.4000 | [Info@PrecisionOpinion.com](mailto:Info@PrecisionOpinion.com)

# Q

## IN FOCUS

### Product and Service Update

#### ••• shopper insights **IRI, Research Now partner on purchase-behavior tool**

Adds predictive insights solution

Chicago-based researcher IRI has appended 1 million consumer panelists of Plano, Texas, firm Research Now with IRI ProScores, its predictive shopper insights solution, for an expanded capability to select consumers and shoppers based on their predicted purchase behavior. Through this capability, CPG marketers can gain profiles of high-propensity shoppers with insights into their motivations, psychographics, life stage and lifestyle characteristics, shopping behavior and media habits. By appending IRI ProScores to the Research Now panel, IRI will be able to provide survey-based research insights beyond current capabilities available through the IRI consumer network.

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



[quirks.com/articles/2015/20151204.aspx](http://quirks.com/articles/2015/20151204.aspx)

#### ••• research panels

### **Kinesis adds panel reporting tool**

Shows incentive redemption rates

Austin, Texas, research software firm Kinesis Survey Technologies has launched a new



reporting tool within Kinesis Panel, the Advanced Financial Report. Using this tool, panel managers track incentive redemption rates for online panels. The Advanced Financial Report tracks points redeemed across multiple redemption sources and ongoing points liability. Panel managers can see their redemption rates in real time and run retroactive reports to see trends over time. The Advanced Financial Report is the second in a series of reporting tools to become available within the Kinesis Panel platform this year. The firm previously launched the Recruitment Source Report as part of this series.

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

#### ••• eye-tracking

### **IMotions 5.7 now available**

Supports Tobii Glasses 2, Affectiva

Boston biometric research platform iMotions has released its iMotions 5.7 software, which includes integration of automated areas of interest for eye-tracking glasses. Using image and object recognition functionality, the software fixates the areas of interest to objects of interest while respondents move around an environment. Researchers can also live synchronize and visualize Tobii Glasses 2 eye-tracking data with biometric sensors like EEG, GSR and more. Affectiva is also supported in the software suite along with the addition of other hardware integrations and platform improvements.

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

#### ••• ad research

### **LCI TV aims to drive ROI**

Correlates foot traffic to TV ad exposure

San Francisco mobile audience intelligence firm NinthDecimal has launched LCI TV in partnership with TiVo Research, a subsidiary of San Jose, Calif., firm TiVo. The partner solution establishes whether exposure to a TV commercial correlates to incremental foot traffic to a brand's physical location and if exposure drives physical-world conversions. The data gives insight into what aspects of a campaign drove greater ROI by examining measurements across networks, dayparts, programs, creative executions and audience segments, giving marketers a better understanding of their media mix performance to see what combinations of TV and mobile exposure drove the greatest lift.

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



We've got this.

Confidence you can believe in.

Make the obvious choice.

20|20 The global leader in online qualitative software and services.

Trusted by researchers around the world and across the street since 1986.

20|20

Helping you do better research.

●●● online qualitative  
**Itracks releases  
 telephone  
 interview software**

Allows for feedback on  
 images, videos

Canada-based researcher itracks has released itracks IDI, a telephone interview software and the fourth product within its suite of online qualitative software tools. Itracks IDI provides telephone interview sessions with integrated technology that allows research participants to provide feedback on images or videos streamed directly to the software whiteboard area. The technology also allows researchers to organize a meeting with the scheduling feature and provides the option for the system to call the participant and connect them to the call, allowing them to remain anonymous to the client.

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

●●● online research  
**Firms partner on  
 recruiting tool**

Routes respondents into  
 communities, boards

Plano, Texas-based Research Now and Canada-based research software firm itracks have released the On-Demand Recruitment offering, which enables researchers to move participants provided by Research Now into focus group discussion boards and communities developed by itracks. Participants can be routed from any quantitative screener or survey into a qualitative exercise based on predefined qualifying criteria, allowing for access to qualitative insights through bulletin boards, focus groups, one-on-one chats, quick surveys, diaries and mobile

interaction. The functionality also includes the ability to capture images and video via a participant's smartphone. [www.researchnow.com](http://www.researchnow.com)

●●● message-testing  
**Message analysis  
 product from  
 Jibunu**

Respondents categorize,  
 rank by preference

Leominster, Mass., marketing and research technology firm Jibunu has launched MAT, a message analysis tool that simplifies card-sort exercises in moderated message testing. Jibunu uses drag-and-drop technology to let participants move messages into categorical buckets. Participants can also rank messages and order them by preference to provide additional insight. At the end of the exercise, respondents are able to create a story from their favorite messages. Messages can also be conveyed in formats other than text and incorporate images, advertisements, concepts and other stimuli to increase engagement. MAT can test these elements separately or combine them into a mixed-mode study.

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

●●● Briefly

■ Doyle Research Associates, Chicago, has released its 2016 Guide to Qualitative Research Methods, an 18-page e-book that can be downloaded for free from the firm's Web site. [doyleresearch.com](http://doyleresearch.com)

■ Google has launched Shopping Insights, a tool that allows retailers to track product search trends across the U.S. The tool aims to help retailers to better plan marketing strategies and where to stock merchandise at brick-

and-mortar stores by using shopping intent data. Shopping Insights estimates product trends and popularity through keyword data from consumer searches, allowing retailers to see data for every city available for targeting in AdWords and compare mobile to desktop patterns.

■ Bid Ratings, the pre-bid technology solution for Reston, Va., firm comScore, is now live in eight programmatic buying platforms, including AppNexus, Centro, Netmining, RhythmOne, TubeMogul and Turn. ComScore Bid Ratings allows media buyers to surface programmatic inventory by bidding only on inventory that meets their campaign requirements.

■ Westwood, Mass., marketing firm Wilde Agency has completed a commissioned research study designed to understand consumer motivations and behaviors to inform marketing strategy. The research was conducted with Portsmouth, N.H., research and consulting firm Sentient Decision Science. A key part of the study was focused on Boomers (adults between the age of 51 and 69) and how to motivate them to alter their purchase of long-term care insurance and Medicare supplement insurance.

■ U.K. firm eDigitalResearch has launched HUB Text Analytics, a text analytics tool that combines text comments and data from multiple sources, brands and businesses to turn the voice of the customer into insight and action. Comments are analyzed for themes, categories, sentiment and strength of feeling in real-time, allowing businesses to monitor and manage their customer experience. The tool can also detect unhappy customers and alert relevant staff members when a negative situation occurs. The tool is also designed to explore comments and discover emerging trends as well as categorize what's being said and monitor themes over time. [www.edigitalresearch.com](http://www.edigitalresearch.com)

■ Nuremberg, Germany, researcher GfK has added mobile capability to its ad effectiveness solutions, allowing the



firm to identify when an individual is exposed to an advertisement on multiple devices (PC, smartphone, tablet etc.) and unify the browser and app experience to enable a more accurate evaluation and attribution of the performance of ad formats, creative and overall campaigns. GfK has also developed a multifaceted approach with Facebook to evaluate the effectiveness of advertisers' campaigns across all devices, allowing for total campaign effectiveness measurement.  
[www.gfk.com](http://www.gfk.com)

■ Millward Brown Digital, New York, has partnered with Facebook to offer a mobile solution that allows advertisers to evaluate the full value of advertising on Facebook and Instagram. The solution, Brand Lift Insights for Facebook and Instagram, gives marketers insight into campaign impact with measures including brand awareness, ad awareness, message association and brand favorability.  
[www.millwardbrowndigital.com](http://www.millwardbrowndigital.com)

■ The NPD Group, a Port Washington, N.Y., research firm, has launched a suite of analytic services designed to help companies identify and respond to products and brands showing rapid growth. The Threat Management Suite is the first in a series of proprietary solutions coming from NPD as the firm leverages its sales and market share information to identify the drivers of sales and market share and help clients optimize performance on those drivers.  
[www.npd.com](http://www.npd.com)

■ Cincinnati text analytics firm Ascribe has introduced a speech-to-text data analysis solution for access to insights derived from customer call center data files, allowing consumer-focused companies and research agencies to process volumes of call center voice files through auto speech-to-text transcription into Ascribe's text analytics software for insights from customer phone information.  
[www.goascribe.com](http://www.goascribe.com)

■ Columbia, Md., marketing agency Merkle has launched MerkleONE, a solution suite that allows marketers and publishers to capitalize on the opportunity of people-based marketing. The solution transforms data into insights and drives effective addressable media and channel activation.  
[www.merkleinc.com](http://www.merkleinc.com)

■ Belgium-based collaboration agency InSites Consulting has launched the Insight Activation Studio, a software-as-a-service solution designed to help companies share insights, increase the return on insights and influence employees' day-to-day behavior.  
[www.insites-consulting.com](http://www.insites-consulting.com)

■ Boston-based data and insight firm Mobee is collaborating with Nielsen, New York, to develop a new smartphone application that captures consumer habits and product usage behaviors. The Product Diary mobile app will be integrated within Nielsen's Homescan Consumer Moments service.  
[www.getmobee.com](http://www.getmobee.com)

■ Nuremberg, Germany, research firm GfK has launched its TV household audience measurement panel in Brazil to provide Brazilian clients with ratings for all 15 metropolitan regions in which the company will operate in the country. The launch allows GfK to deliver data to its clients in Brazil and provide analysis software that let clients draw an accurate and representative picture of TV audiences and to plan investments more effectively.  
[www.gfk.com](http://www.gfk.com)

■ CentraForce, an Austin, Texas, marketing intelligence company, has launched CentraForce Health, a Web-enabled population health intelligence platform provider that brings customer-centric insights to the health care industry through its Population 360° Health Intelligence Platform. CentraForce Health can help health systems and payers to better understand, reach and impact their current and prospective members and patients by drawing from multiple accredited sources

and offering over 100,000 measures surveyed across more than 15 million locally-sampled respondents in every market throughout the U.S.  
[www.centraforcehealth.com](http://www.centraforcehealth.com)

■ Boston content advertising technology provider Visible Measures has released True Reach Planner, a suite of video measurement and analytics tools within the company's Fabric platform that provides video ad buyers with a view of how consumer attention is distributed across video ad content promoted by major brands during any period of time as far back as 2013. The company has also developed algorithms to provide estimates of video ad spend across these same brands.  
[www.visiblemeasures.com](http://www.visiblemeasures.com)

■ Portland, Ore., measurement firm Rentrak has launched its reporting service dedicated to reporting syndicated programming at a national level. The service will report national ratings and impressions for live, C3 and C7 metrics for total households as well as automotive purchasing, retailer spend, credit worthiness and political audiences based on daily reporting from all 210 markets.  
[www.rentrak.com](http://www.rentrak.com)

■ Flemington, N.J., firm HCD Research has released video game research tools based on neuroscience which, when combined with traditional research methods, can provide a view of respondents' non-conscious and cognitive response to video game concepts, mechanics, presentation and full releases. These tools are part of a suite of services offered under the brand name HCD ElementsGR (Game Research).  
[www.hcdi.net](http://www.hcdi.net)

■ Nashville, Tenn., firm 20|20 Research has launched its 20|20 QualMeeting Video Portal service with a centralized storage hub and video transcription tool that allows project videos to be searched for using keywords or verbatim and edited into a customized video that presents a study's findings. The video portal is a free feature that comes as part of the

firm's QualMeeting Plus platform.  
[www.2020research.com](http://www.2020research.com)

■ Nielsen Digital Ad Ratings mobile measurement has expanded into six countries, including Australia, Brazil, France, Germany, Italy and the U.K., offering agencies, ad platforms and industry organizations a digital view of audiences across computers, smartphones and tablets.  
[www.nielsen.com](http://www.nielsen.com)

■ Alter Agents, a Los Angeles-based market research firm originating from the Dialogue research firm, has launched its new brand. Concurrently, the firm has released a new CPG research platform, named Shopper STAT (spend, triggers, attitudes and trends), allowing retailers to gain shopper insights in the CPG space that accurately represent a shopper's experience.  
[www.alteragents.com](http://www.alteragents.com)

■ Indianapolis firm Teradata Marketing Applications and Localz, an Australia-based micro-location technology firm, have partnered to provide micro-location experiences and iBeacon tools for enterprise marketers via the Teradata Integrated Marketing Cloud. The solution uses customer interaction and location data to make digital experiences for consumers by delivering personalized content to an individual's mobile device. Contextually relevant messages are sent based on an individual's location, drawing on historical and real-time information about their preferences and actions.  
[marketing.teradata.com](http://marketing.teradata.com)

■ Research Triangle Park, N.C., media research firm Coleman Insights has launched FACT360SM Strategic Music Test, an online music testing service for the radio industry that helps radio stations build music libraries. The service uses multi-methodological recruitment via landlines, mobile phones and online and sends qualified respondents to online surveys to provide feedback about music.  
[www.colemaninsights.com](http://www.colemaninsights.com)

■ Los Angeles audiences and insights platform Instantly has updated its audiences solutions, including offering unrestricted access to Instantly Automated Sample, an online tool that allows businesses to target specific consumers for research, purchase sample and manage studies. Further updates to the Instantly platform include new templates for targeting common consumer segments. The firm is also making Instantly Automated Sample API available to research firms and other businesses who want to access Instantly sample within their internal or preferred systems.  
[www.instant.ly](http://www.instant.ly)

■ Los Angeles-based marketing insights and strategy firm Coherency has launched LoveQuotient, a tool that quantifies how much consumers love brands. The tool examines three primary components of love, including chemistry, needs fulfillment and compatibility, and uses Coherency's proprietary algorithm to measure, assess and predict the impact of consumer love for a brand and delivers large-scale, data-driven insights around consumer emotions to help inform commercial strategies.  
[coherency.com](http://coherency.com)

■ IBM, Armonk, N.Y., has launched the IBM Universal Behavior Exchange, part of IBM Marketing Cloud, a service that allows marketers to connect data across their solutions to help them create more personalized and relevant interactions. Insights generated from the exchange will help marketers drive more effective campaigns on Facebook and across the Web.  
[www.ibm.com](http://www.ibm.com)

■ Morristown, N.J., marketing technology company Zaptitude has launched Good Influence for Business, a referral marketing product built specifically for business-to-business organizations that is designed to drive sales leads and shorten and simplify the B2B buyer's path-to-purchase.  
[www.zaptitude.com](http://www.zaptitude.com)

■ Twitter has opened its polling feature to all users, allowing anyone to create

two-choice polls that remain live for 24 hours. How the user votes is not shared publicly. Twitter will be rolling out the ability to create polls on iOS, Android and desktop over the next few days.

■ Germany-based eye-tracking development, technology and marketing firm SensoMotoric Instruments (SMI) had developed SMI's Automated Semantic Gaze Mapping technology, an automated analysis solution for mobile eye-tracking data based on computer vision algorithms. The solution automatically maps data from mobile eye-tracking videos created with SMI's Eye Tracking Glasses so they can be quantitatively analyzed with the firm's analysis software suite BeGaze.  
[www.smivision.com/en.html](http://www.smivision.com/en.html)

■ Through a partnership, New York data collection firm SHC Universal and New York-based researcher Truth On Call have launched a joint venture that provides verified physician insights in 24 hours. The new tool aims to provide consultative support and deliver accurate answers in a short amount of time.  
[www.shcuniversal.com](http://www.shcuniversal.com)

■ Norway-based research and enterprise feedback software company MI Pro has launched Superdig, a desktop analysis software that allows the user to import data, create charts and cross tables, perform statistical tests and export the user's analysis to Word, Excel, PowerPoint or the Superdig Online Reporter.  
[superdig.net](http://superdig.net)

■ TiVo Research, a subsidiary of San Jose, Calif.-based TiVo, will be giving away basic TV ratings data for free to anyone starting in the first quarter of 2016 in a move the company says is in celebration of the recent merger between Rentrak and comScore. The forthcoming platform for open TV ratings will provide aggregated national program-level ratings with basic demos from households, with intention of refocusing industry energy on a more relevant measurement standard.  
[www.tivoresearch.com](http://www.tivoresearch.com)

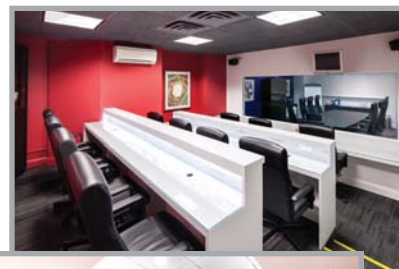


*"Delivering on our promises and providing unmatched service and experience. That's how we help our clients and that's always our focus."  
- Maryanne Livia, President, RRU Research*

DIGITAL RECORDING | WIRELESS INTERNET | VIDEO SCREENING | TRANSCRIPTION SERVICES | TRANSLATION SERVICES

RRU Research has been providing excellence in recruiting and project management for over 40 years.

We believe our clients deserve an experience that brings together not only the highest quality recruiting, project management, and service, but also a visually pleasing and comfortable facility experience that fuses the latest in technology with the finest design. We believe all these factors combine to give our clients not only the most enjoyable experience but also will produce the most valuable research results. We are happy to say, our clients seem to agree!



## TESTIMONIALS

*"I want to thank you for your great work last week. I spoke to my colleague and he was very happy about everything. He said: friendly people, beautiful location and perfect recruitment... So you did a great job! Thank you!"*

-Mira W., Haystack International



*"I have been working with Lisa and the team at RRU Research for just about two years on a pretty continual basis. The work they have done for my team is always superb and takes a lot of the stress out of project planning as I know that the recruits that they provide will always be perfect for the project at hand. The team at RRU Research is friendly, attentive and extremely flexible; often altering recruits for me at the last second and still managing to get the job done."*

-Craig P., Weight Watchers International



*"I wanted to let you know, because we don't often find such a good combination of staff assistance and high-quality testing rooms. I am happy that Rob & Nancy recommended you to me, and I will certainly recommend your facility to my colleagues."*

-Katie S., Nielson Norman Group



Fusion Focus  
373 Park Avenue South, 10th Floor  
New York, NY 10016

Phone  
+212.889.4777

For Inquiries or Bids  
swiner@RRUResearch.com  
mlivia@RRUResearch.com

# Using evoked sets conjoint to model consumer choices

| By Kevin Lattery, Jeroen Hardon and Kees van der Wagt



## snapshot

The authors explain how the use of evoked sets requires a considered approach to experimental design along with analysis expertise.

Conjoint analysis is a frequently-used methodology for understanding how consumers manage trade-offs during the decision-making process. For example, how will consumers respond if we offer a larger size at a slightly higher price? Will my new product cannibalize sales from my existing portfolio or draw sales from competitors' products? What if I change the price again? What if my competitors change their prices, sizes, offerings? These are just some of the questions addressed by a conjoint study.

In some cases, we want to examine these consumer trade-offs in a larger competitive space. For example, we may want to understand the market dynamics among hundreds of products with different sizes and prices. Think about the number of soft-drink options or the number of snacks possible. This might include those at your local store, along with many other potential products.

Our ability to program conjoint surveys has improved significantly in the last decade and today we can show respondents realistic simulated shelf sets with many products on a computer screen. But a computer screen is not the same as a store. As the number of products increases, the number of items to put on a computer screen becomes a challenge. And at a certain point the scope of the project becomes unwieldy. Confronted with the limitations of screen real estate in a conjoint survey, one of the alternatives is to use something called evoked sets.

For any given consumer there is a smaller sub-

set of products from which they actually make trade-offs. That's what makes evoked sets possible. For any individual respondent, many of the products available are simply not in their consideration set. In the soft-drink market, for example, each consumer usually buys from a narrowed down list of brands, flavors and pack sizes despite the fact that there are hundreds of options to choose from. Of course the specific set of items in a consideration set differs across respondents. Evoked sets build on this idea by first finding out what products make up a specific respondent's consideration set and then building a custom conjoint task. For respondents, it's like walking into a store with a subset of products customized just for them.

Fielding a conjoint study with evoked sets means one must be able to design conjoint screens that can be customized for each respondent. This in turn can be a challenge for the survey programmers who must take a custom list of products and make it real on the computer screen at runtime, without the benefit of a human to pause and clean things up. This article will not address the challenges in survey programming. Instead, it will focus on how evoked sets also require a well-thought-out approach to experimental design and expertise in analysis.

## Reduces respondent fatigue

In creating an evoked set, the goal is to select all potential products that are relevant for the respondent. So it is best to avoid excluding potential products too hastily. In the ideal case, we ask about all of a respondent's consideration set, only eliminating those products which they would

[quirks.com/articles/2015/20151205.aspx](http://quirks.com/articles/2015/20151205.aspx)



# Measured

Focused  
Crafted

Quality does not come automatically. It takes years of experience, a fusion of know-how and talent to build trust. A knack for understanding customer needs, and the attention to detail that really make a difference.

At Marketing Systems Group, we treat each of our customers uniquely. It's how we do business. It's how we became an industry leader. It's why your next market research project should include us.

**Because Quality Matters.**

215.653.7100 | [www.m-s-g.com](http://www.m-s-g.com) | [info@m-s-g.com](mailto:info@m-s-g.com)



never consider anyway. If this is done correctly, one may actually be getting better data, as it reduces respondent fatigue that occurs when confronted by a lot of extra noise (useless choices for a respondent).

Asking respondents about their consideration set can be done in many ways and depends upon the topic of study. One approach is to use questions about past behavior:

Which of these products have you purchased in the past three months?

Which of the following products did you consider purchasing in the past three months?

Which of the following products would you consider purchasing in the next three months?

Another approach is to ask about future intentions:

- Which of these products would you consider buying on your next shopping trip?
- Which of the following products are you most likely to consider buying in the next three months?
- Which of the following products would you never consider purchasing?

Sometimes one can ask more strategic questions about the brand, size or features a consumer needs. For instance, in shopping for refrigerators one might ask whether they have size restrictions. One might also ask whether there are certain configurations that are unacceptable (for example, maybe they won't consider a freezer on the bottom).

It is common to ask multiple sets of questions to get at the evoked set. This helps us to avoid dismissing products too quickly. Then only place a product outside the evoked set if it is outside the consideration for all the relevant questions.

No matter how careful one is, it is entirely possible a consumer will actually buy a product, even when they say that they would never consider it. This has been confirmed many times using survey data. A respondent is shown products they said (even multiple times) that they would never buy,

yet they still choose them. It appears that screened-out products are highly undesirable but under the right conditions may still be chosen. By analogy, your neighbor might say that his house is not for sale. But if someone knocked on his door and offered him twice what he paid for it, he might make it happen. In other words, stated screening rules are not perfect.

Because the respondent's stated considerations are not perfect, one can supplement the set of stated consideration products with additional products. In fact, it is always wise to add a few random products to the set. If there is still room for the respondent to evaluate more products, then consider adding products that are similar to the products in the respondent's set. This assumes, of course, a baseline understanding of which products are similar to one another and frequently cross-purchased.

Sometimes the set of products evoked is still too large. A few respondents appear to be open to almost anything. So the survey questions designed to screen out products may leave us with almost as many as we started with. In these cases, if there are several screening questions, one may prioritize which to use to form the consideration set. For instance, one could use only those products they have purchased in the last three months. Even then, one should still supplement that list with other products chosen randomly. In the end one might have to randomly select products from the larger set of products initially created for the respondent.

Random selection of the products to be tested for a respondent is not all bad. In fact, some researchers prefer just doing a random selection of products rather than developing a customized evoked set. Indeed, from a theoretical point of view, random selection is better because it avoids so-called selection bias. During analysis of the data, it becomes clear how non-random selection of products introduces a challenge. So why not use a purely random selection of products? From a respondent point of view, the conjoint task may seem boring and irrelevant.

Respondents may be choosing from a set of products that they care nothing about. This can induce boredom with the survey and more random choosing. Evoked sets make the conjoint task more relevant and engaging. The resulting selection bias can be weakened by using multiple questions to create the evoked set and eliminating a product only when it fails across all questions. Supplementing the respondent's consideration set with a random selection of additional products further reduces selection bias.

### Requires expertise

From the managerial standpoint, the key thing to know about analysis of evoked conjoint is that it requires expertise. Evoked conjoint is much more difficult than standard conjoint to properly analyze. Here are some of the reasons this data is more difficult to analyze, as well as tips for overcoming the challenges.

What makes evoked sets data more complex?

**Evoked data sets are almost always sparse.** If there were only a few products, one wouldn't need evoked data sets. So there are typically lots of products. This means there are a lot of parameters and only a few choices. In some cases, one there could be 200 or more parameters involved. Moreover, this sparsity is often compounded because each choice typically involves just a few attributes, like SKU and price. In a traditional conjoint, each choice gives us information on many parameters. Given the large number of parameters and relatively small amount of information, it becomes very easy to overfit the data.

Hierarchical Bayes (HB) is probably the most common method for analyzing conjoint data. Assuming that one uses HB, the sparsity of evoked set data requires one to adjust the prior parameters. In other words, this means adjusting the parameters so that HB will "borrow" more information from the total sample. More technically speaking, one will typically lower the prior variance and increase the additional degrees of freedom to give more

power to the upper level covariance model that supervises HB. We strongly recommend testing different parameters here but in our experience prior variance should be much lower than 1 and typically less than .5.

**The complete list of items tends to yield natural groupings or what is called a nested structure.** Respondents tend to trade-off among some similar items more than other items. For instance, when one lowers the price of Product A with the largest size, it may draw more demand from Product A with smaller sizes. Likewise, there is more similarity within brands or within subcategories (like diet vs non-diet). Capturing these nested structures can be a challenge and is not something learned in basic conjoint training or available in most packaged software.

To overcome this challenge, one can estimate models using nested logit. This is a standard approach well-documented in the academic literature for handling correlated alternatives. It introduces an additional parameter for each nest of items that represents something like the degree of correlation among the products. This additional parameter is derived from the data and when there is no correlation among the items in the nest, it reduces to the standard logistic model. Currently, nested logits are difficult to execute well in HB. One can use either latent-class or penalized respondent regression (more detail below). These methods use standard logistic regression methods and can be easily modified to accommodate nested logit. One final caveat: It is often desirable to estimate several different nested logit models, each with a different way of grouping products. Then average the predictions over these models, rather than assuming only one model. This is called an ensemble approach.

**Most likely the biggest challenge is how to incorporate the respondent's specific evoked products into the modeling.** The raw conjoint data only shows that certain products were not shown to certain respondents. So the model will assume the missing products are just missing at random.

But that is far from the truth: The products are missing because they are not likely to be chosen by the respondent. Informing the model that missing products are undesirable vs. random is crucial. Of course, this is not a problem when one uses random selection of products rather than evoked.

There are several ways to overcome this. One of the easier and relatively effective ways is to add synthetic data to the set of conjoint tasks actually shown. This means one constructs data in order to inform the model about the products excluded and included. A simple example is to pretend that we showed the respondent all of the excluded alternatives (even though we did not) and of course tell the model that none of them were picked. This helps, but a better approach is to add synthetic binary tasks that show the product versus an anchor, with the consideration products winning and the excluded products losing. Using HB, this addition of binary choice synthetic data introduces some other complexities not covered in this article.

In some cases, one can derive better results using methods other than HB. For instance, penalized respondent-level regression (like Frischknecht et al. 2014) can often work well. The advantage of penalized respondent regression is complete control over each respondent. This means for instance that one can solve the problem of excluded alternatives by directly telling the model to estimate betas only for this specific subset of parameters for this respondent. One can also include other respondent-level information directly, such as preferred products, or nested structures. In general, it is preferable to analyze evoked conjoint using a broad toolkit adapted as needed based on the study.

### Customize the marketplace

Sometimes we want to understand the marketplace dynamics of many products. This can be challenging to investigate in a survey with limited screen real estate. One solution is to customize the marketplace for each respondent. Rather than showing all

the products, we customize the marketplace for each respondent, showing those products that are most relevant. We also want to show some additional random products to add real-world noise. The resulting conjoint survey does not have as much noise as the real world. But as a survey it is more doable and engaging than one with cluttered screens of mostly irrelevant products.

Evoked conjoint studies require more work and analytical expertise. The analytical challenges with evoked sets are current topics of discussion at analytical conferences and further reading is suggested below. But in the end one can construct respondent-specific consideration sets, understand the trade-offs within those sets and build on those to create a full understanding of marketplace dynamics. ④

Kevin Lattery is vice president of methodology and innovation in the Hoboken, N.J., office of research company SKIM. He can be reached at k.lattery@skimgroup.com. Jeroen Hardon and Kees van der Wagt are research directors in SKIM's Rotterdam, Netherlands, office. They can be reached at j.hardon@skimgroup.com and k.vanderwagt@skimgroup.com, respectively.

### REFERENCES AND FURTHER READING

- Carson, Richard T. and Jordan J. Louviere. (2014) "Statistical properties of consideration sets." *Journal of Choice Modeling*. 13: 37-48.
- Belyakov, Dmitry. (2015) "Precise FMCG market modeling using advanced CBC." Proceedings of the Sawtooth Software Conference: 261-266.
- Eagle, Thomas. (2015) "Selection bias in choice modeling using adaptive methods." Proceedings of the Sawtooth Software Conference: 261-266.
- Fader, Peter S. and Bruce Hardie. (1996) "Modeling consumer choice among SKUs." *Journal of Marketing Research* 33 (November): 442-452.
- Frischknecht, Bart and Christine Eckert and John Geweke and Jordan Louviere. (2014) "A simple method for estimating preference parameters for individuals." *International Journal of Research in Marketing* 31(1):35-48.
- Lattery, Kevin. (2009) "Coupling stated preferences with conjoint tasks to better estimate individual level utilities." Proceedings of the Sawtooth Software Conference: 101-109.
- York, Sue and Geoff Hall. (2000) "Using evoked set conjoint designs to enhance conjoint data." Proceedings of the Sawtooth Software Conference: 101-109.

●●● qualitative research

# A good place for a gathering

Conducting qualitative research at trade shows and conferences

| By Alison Rak



## snapshot

Alison Rak details why a trade show or conference may be the best location for your next qualitative study, especially for health care or B2B.

We've all been there. A need arises to conduct in-person, qualitative research with a segment that is so niche, or so time-strapped, that you simply can't imagine being able to recruit quality participants through any sort of traditional manner. So what do you do?

The answer may be to find a trade show or convention and conduct your research there! Over the years we've done many projects this way – primarily B2B and health care – and they've been some of our most successful. But conducting research at trade shows and conventions can be tricky, filled with potential pitfalls. And with sometimes only one chance to get it right, the stakes can be high.

But do not fear. With some creativity, patience and grit, you too can successfully leverage existing events like trade shows, conferences and conventions to conduct high-quality research. In this article we will share the potential benefits of this methodology, along with specific guidance for success. Read on and by the end, you may find yourself booking a flight to Orlando or Vegas or Chicago or . . . ? All in the name of high-quality research.

What projects are the best candidates for trade show research? Any B2B or health care project that requires in-person, qualitative research is likely a good candidate for a trade show or conference approach. It often comes down to how niche and time-strapped the participants tend to be.

What are the benefits of conducting research at a trade show or conference? There are many, but four stand out: the people, the vibe, the efficiency and the learning that can take place via the convention's content.

### Benefit #1: The people

Probably the most obvious reason to go to a trade show or convention for research is the type of person you will find there. First, you can have a high degree of confidence that your participant is qualified and legitimate. They are at their industry conference (and someone is likely



[quirks.com/articles/2015/20151206.aspx](http://quirks.com/articles/2015/20151206.aspx)





### **Benefit #3: The efficiency**

While the setup process for trade show research can be complex and time-consuming, the magic happens when you and your research team spend a mere two or three days conducting the study and come home with some rich insights.

Your participants are traveling in from throughout the country (or world) so there's no issue of the research team having to travel to multiple markets. You can conduct focus groups, IDIs, use-tests and everything in between at a single convention.

Case in point: With the entire research team in town for a trade show, we've been known to conduct multiple studies, sometimes even pulling from the local market. For example, go to a surgical conference to get surgeons from around the country and then recruit nurses from local hospitals for a different perspective. Or if you have two project teams interested in conducting research with surgeons, do one set of focus groups on one topic and conduct a use test on the second topic. You can squeeze a lot of research into a few days when you do it at a convention.

### **Benefit #4: The convention itself is rich with insights**

While your primary reasons for attending a conference or trade show may be to conduct a qualitative study, don't miss out on the learning opportunity available at the conference itself.

By attending keynotes and breakout sessions relevant to your study topic, you can enhance what you are learning from your primary research. You will hear from presenters who are subject-matter experts and then will be enlightened by the Q&A and candid discussions that follow each session. Make the most of your registration fee by thinking of the entire conference as an opportunity to gain insights. It can be like doing an ethnography project that is on steroids.

Case in point: For one project a client wanted to learn as much as possible from purchasing decision makers at large health care networks, so we attended a relevant conference and approached it like a non-traditional ethnography project. We created a field guide of key questions and our team of three set out to learn as much as we could. We divided up to cover as many sessions as possible, reconvening in our ad hoc war room each afternoon to share what we'd learned.

The conference culminated in a "reverse expo" – a large room where purchasing heads from various health care systems each had

paying top dollar for them to be there) so you can feel good that they are who they say they are.

In addition, you can often attract a much higher-level individual than you would for traditional research. Most market research recruiters will have a tough time convincing a CEO to pick up the phone, let alone participate in a focus group or research interview, but at a convention, it's very doable.

Case in point: We once had a client who wanted to do research with decision makers at large home health care agencies. We went to a conference on aging and were able to fill two groups with C-level executives from the largest home health agencies in the country for our client. The executives were interested in the study as an opportunity to network, to hear what their peers had to say and to learn about what might be in the innovation pipeline for their industry. The project was a huge success and could not have been conducted in a traditional manner.

### **Benefit #2: The vibe**

When people go to a conference or trade show, they are in a different mind space than they are at home. They tend to be more relaxed and open-minded. They are there to learn and to network. With their schedules clear they are less distracted. This all benefits the research process.

Case in point: Each time we have conducted research at trade shows or conventions, our show rates have been at or near 100 percent. The one exception was a study we did at an industry convention that was particularly male-dominated. We were careful to ensure our study didn't conflict with any conference events but neglected to realize that one of our sessions was scheduled at the same time as a Monday Night Football game. Our participants were at the conference for education but also for fun and many opted for the game over our study. Lesson learned!

a small booth and salespeople (or researchers!) could approach them for brief conversations. We split up and, through scores of three-to-five-minute conversations targeted at our key question areas, were able to learn everything we'd set out to uncover and then some. It was one of the most rewarding research projects we've done, even though on the surface it didn't look much like a research project at all.

### Can be tricky

So how do you find a trade show or conference that will be the right fit? That can be tricky but the good news is that for most industries, with a bit of investigating you will be able to locate at least one relevant trade show or convention taking place each quarter.

First, ask your client/company if they will be attending any conferences in the near future. Often the conference that the sales team will be attending is the right one for your study.

If you don't find one that way, simply search the Web for whatever industry/participant type you need, followed by "trade association" or "conference." Sometimes you will get lucky and find that the big, annual convention for the niche you need is right around the corner. Other times you can find something smaller that still fits your specifications.

Once you find a potential fit, you'll want to look carefully to see exactly who and how many will be attend-

ing. This is often available on the Web site (look at "sponsorship opportunities" for detailed attendee counts and details) but a call to a conference organizer can also be helpful.

### Flexible, creative and accommodating

Once you find the right show, how do you execute the study? Researchers who prefer a straightforward approach ("six focus groups in three markets, using traditional facilities") may find this next step to be daunting. Trade shows and conferences are not set up with a researcher's purpose in mind, so we have to be flexible, creative and accommodating in our approach.

While there is no "one-size-fits-all" approach to this type of research, here are a few options for setting up a study at a trade show or convention:

- Some conferences will have "focus group" as a sponsorship category. You pay a fee and in return get a range of benefits that could include as much as a room, recruiting, participant food and incentives or as little as a room and an e-mail invitation to potential attendees. Often these opportunities are limited and only available to larger sponsor companies and other times they are more abundant. Whatever the option, think openly and creatively to determine whether you can make it work and remember that when com-

paring this approach to a traditional approach (including recruiting and facility fees) it is not an apples-to-apples comparison.

- If a trade show doesn't have a program set up, they may be willing to work with you. Call the organizer and explain what you need. When you do this keep a few things in mind.

First, if you are calling within a few weeks of the show, be prepared that they will have little time or patience to work with you. This is a stressful period for conference organizers and they are not looking to take on something new. Check existing sponsorship opportunities to see if one can be tweaked to meet your objectives.

Second, their focus is on their large sponsors and their attendees, not on helping you with your research needs. Position your request as something that benefits them (typically by payment) and that will require very little of their time.

- If a trade organization doesn't want to work with you, all is not lost. You can conduct your research on your own during the conference. You may or may not be able to get space right off the convention floor but an adjacent hotel will likely have a conference room that you can rent. Time your sessions carefully to not conflict with important conference events, as this will not only impact your show rates but will also irritate conference organizers if they happen to find out what you are doing.

Just about any type of research study can be conducted this way. We've done focus groups, IDIs, product use tests and everything in between. As long as you can be somewhat creative and flexible, with a lot of attention to detail, you will likely find that you can succeed with the study design of your choice.

### Several options

For recruiting, if you are conducting your study as an official part of the conference, the organizers will likely help you by either securing your participants for you or inviting them on your behalf. But if you don't have this luxury you still have several options:

<p><b>RIVA TRAINING INSTITUTE</b></p> <ul style="list-style-type: none"> <li>▲ Moderator Training</li> <li>▲ Project Management &amp; Screener Development</li> <li>▲ Kid/Teen Research</li> <li>▲ Ethnography</li> <li>▲ Qualitative Toolbox</li> <li>▲ Qualitative Analysis &amp; Reporting</li> <li>▲ Webinars</li> <li>▲ Coaching</li> <li>▲ Facilitation</li> <li>▲ Master Moderator Certificate Program™</li> <li>▲ Custom Courses</li> </ul>	<p><b>RIVA MARKET RESEARCH</b></p> <ul style="list-style-type: none"> <li>▲ Full Service Qualitative Research Design</li> <li>▲ Moderating</li> <li>▲ Consulting</li> <li>▲ Facilitating</li> <li>▲ Qualitative Analysis &amp; Reporting</li> </ul>
<p><a href="http://www.RIVAinc.com">www.RIVAinc.com</a></p> <p><b>(301) 770-6456</b></p> <p><a href="http://www.twitter.com/RIVAinc">www.twitter.com/RIVAinc</a>  <a href="http://www.secretsofmastermodertor.wordpress.com">www.secretsofmastermodertor.wordpress.com</a></p>	<p><b>MARKET RESEARCH</b></p>  <p><b>TRAINING INSTITUTE</b></p>
<p><b>DOING WHAT WE TEACH &amp; TEACHING WHAT WE DO SINCE 1981</b></p>	

- You may be able to purchase an attendee list and use it to recruit. Sometimes registering for the conference will give you access to an attendee list.
- Sometimes the organization will have a LinkedIn group and you can post an invitation to your study there.
- Sometimes a traditional recruiter will be able to help you out. If it's a particularly big show you can simply call on your target and ask: "Will you be at the upcoming \_\_\_\_\_ show in Atlanta?"
- If all else fails, try intercept recruiting. Yes, it's risky to set up a study and not know if you will be able to get participants but we've done this several times and have always successfully filled the studies. We typically get postcards printed with the key details, including info on who people should contact if they are interested (leave out the study location and have your recruiter give it only to confirmed participants). We've hired local temps

to pass out the postcards or sign people up on the spot. Remember that you will likely need to purchase a conference badge for anyone you have doing this.

- Whatever type of recruiting method you adopt, be very aware that while trade shows and conventions have many people who are squarely in your target market, they also attract your fiercest competitors. It's essential that your recruiting be conducted carefully, that you look at the badge of each attendee and also ask for a business card to make sure that none of your attendees are spies.

If this is a key customer segment for you, keep in mind that trade shows, conferences and conventions are an excellent source of participants for your future research studies as well. As you are going about your project, use the opportunity to collect cards/contact information of as many people as possible. Sometimes this alone can justify the cost of the study.

### Many details

You won't have the comforts of a traditional facility, so there are many details you need to think through before executing your trade show research study.

**Room size:** Whether you're at a hotel or a conference facility, be clear about the type of room you need. The biggest risk is that the room will be too large for the vibe you are trying to create, so get specifics ahead of time and work with the facilities people on-site to get the setup you need. Be sure to allocate time in your schedule to ideally access, but at the very least view, the room the day before so that you can address any issues that arise. We typically invite clients into the room to view but if that isn't your preference, you can set it up to live-stream into an adjacent room where clients can view.

**Food:** When you work with a hotel or conference, they will suggest elaborate and expensive food that takes away from the limited time you have available with your participants. Be clear with the catering department

## DID YOU KNOW...ISSUES & ANSWERS CAN FULFILL ALL YOUR RESEARCH NEEDS?

### WE HAVE EXPERTISE IN ALL AREAS:



Peter McGuinness  
peterm@issans.com

**Quantitative  
Research**



Carla Lindemann  
clindemann@issans.com

**Qualitative  
Research**



Shelly Clark  
sclark@issans.com

**Data Analysis  
Modeling**



Mohit Gour  
mgour@issans.com

**International  
Research**



Amber Reilly  
areilly@issans.com

**Online  
Research**



ISSUES & ANSWERS NETWORK, INC.  
(757) 456-1100

And Don't Forget...

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

A full service Focus Group Facility in Virginia Beach, VA featuring:

- In-house recruiting
- Moderation
- Analysis & Reporting
- Presentation
- DVD
- MP3
- Focus Vision Video Streaming

Mix business with pleasure - VA Beach is a top US resort city!

about what you need. We usually look for a menu that is simple, that has no odor that could be distracting and that can be consumed easily. We ask for water pitchers to be left on the table (versus a waiter coming around refilling) and request that wait staff not interrupt to ask people if they need anything. Avoid multiple courses and if you opt for a buffet, make sure it's set up well ahead of time and that you instruct your participants to arrive early to get food. Be prepared for heavily inflated food prices and as you might expect, snacks and breakfast are less expensive than lunch and dinner is most expensive, so consider this when scheduling your groups. You will save money by ordering things like drinks "based on consumption" and can likely get away with ordering less food than what is recommended. Don't cut too many corners on food, however, because conference attendees will appreciate being fed and good food will set a positive tone for your study.

**Equipment and supplies:** Don't assume your hotel or conference room


will have what you need. And be prepared to be charged extra for everything. Some hotels will charge as much as \$80 for a flip chart so consider shipping one to yourself from Amazon instead. Wi-Fi, projection and any sort of recording is typically available for a fee so consider what you need and prepare ahead of time. An A/V person will usually be available but if you need an extra person to do things like check people in, distribute incentives, take notes or be available for last-minute needs, then plan to bring someone along or hire a local temp.

**Signage:** Hotel staff are not used to research studies and their unique needs, so you'll need to educate them. You will need to tell them (and tell again and then confirm) exactly what you want your event to be called and where you want it listed. Otherwise, you risk having a prominent announcement of your study name, client name and study location on the marquees around the convention.

**Incentives:** You will want to offer your participants some sort of incen-

tive but it can be far less than what you'd offer for a traditional study. We have found that a \$100 American Express gift card plus food is appropriate for just about any type of professional, from CEOs to nurses. Call it an honorarium or thank-you gift and know that it is not the primary reason that anyone is coming to your study but will demonstrate that you value your participants' time and will help with your show rates.

### Hard work and creativity

If you have not yet looked to trade shows and conventions for your B2B and health care projects, you may be missing a huge opportunity. They can be some of the best places to conduct research with niche professionals. The benefits are tremendous and while this approach requires hard work and creativity, that's where we, as researchers, excel. Give it a shot! You won't be disappointed. 

Allison Rak is principal of Vatoqa Partners, a San Carlos, Calif., research firm. She can be reached at [allison@vatoqa.com](mailto:allison@vatoqa.com).

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

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

365 days a year. Since 1979.



**RRA**

**Restaurant Research Associates**

**A Leader in Foodservice Research**

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



## Focus groups

- 4 award winning focus group rooms
- Extra-large spacious client suites
- Multi-functional respondent rooms from one on ones to theatre size of up to 75
- Living room, separate work stations & taste tests
- Computer labs from 1–25 computer stations
- In-house online data management for real-time labs
- Top-rated catering for every pallet
- Focus Vision
- 2 senior consultants with over 50 years of qualitative experience



## In-house recruiting

- In-house recruiting with over 40 stations
- Recruiting from in-house database, cold calling, and client lists
- Local, North American and multi-country project management experience and partners
- Consumer, youth, children, seniors, medical professional, patients, ethnic specialty, business professionals, ethnography, onsite, specialty panels, real time recruitment with real time interviewing
- Bulletin boards & online focus groups
- Methodology and screener development
- Validation, monitoring and extensive recruiter training



Meticulous qualitative research.

For more details, please contact:

### Gini Smith

T: 416 544-3022  
E: gini.smith@research-house.ca

### Linda Lane

T: 416 544-3004  
E: linda.lane@research-house.ca

### Research House

1867 Yonge Street, Suite 200,  
Toronto, Ontario M4S 1Y5

Toll-free: 1 800 701-3137  
www.research-house.ca





[quirks.com/articles/2015/20151207.aspx](http://quirks.com/articles/2015/20151207.aspx)

●●● qualitative research

# Extracting maximum value

How to use the by-products of qualitative recruiting

| By Jim Bryson

## snapshot

Rather than overlooking consumers who don't fit focus group screening criteria, researchers and recruiters should partner in a process, outlined here, to mine the usable data from these supposedly unsuitable respondents.

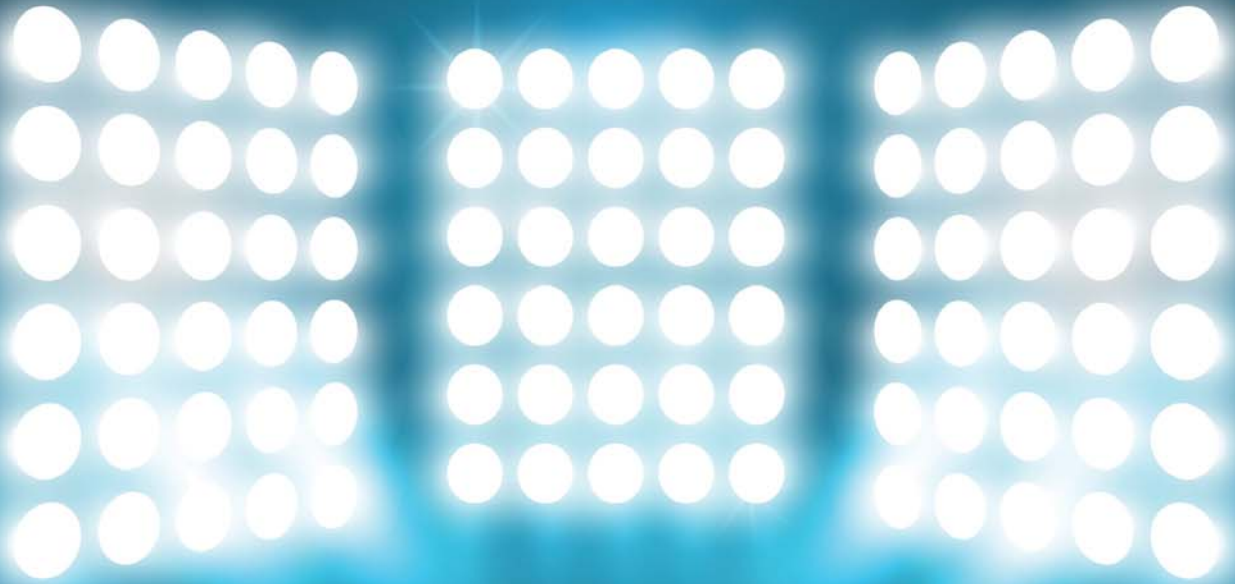
By definition, a by-product is something that is produced on the way to producing something else. Often it is waste; sometimes it is useful. Webster's dictionary defines by-product as, "something produced in a usually industrial or biological process in addition to the principal product."

As researchers, we do not think of qualitative recruiting as an "industrial or biological process" but there is no doubt that it is a process that we use to attain an end product, a qualified respondent. The qualified respondent is what matters and we pull out all the stops to find that survey participant.

A second definition of by-product is, "a secondary and sometimes unexpected or unintended result." History is filled with examples of serendipitous discoveries of useful by-products that are sometimes more useful than the end product themselves. For instance:

- Until the late 19th century, left-over yeast from your favorite brewer was simply hauled off and dumped as waste. Justus von Liebig discovered

# Introducing itracks IDI



Fielding IDIs has never been easier.  
Contact us to find out more.

888.525.5026 | [www.itracks.com](http://www.itracks.com) | [info@itracks.com](mailto:info@itracks.com)  
Online and Mobile Qualitative Software | Respondent Recruiting

itracks



that it could be concentrated, bottled and salted to create a nutritious, low-cost food he called Marmite. It became a staple of troops in World Wars I and II and Marmite still bottles 24 million jars a year.

- Coal tar is a by-product of the coal gasification process. In 1878, Constantin Fahlberg accidentally discovered its incredibly sweet taste, 300 times sweeter than sugar. He named his discovery saccharin, which is the primary ingredient in today's Sweet'N Low.

- Spencer Silver was a chemist for 3M attempting to develop a better, tougher adhesive. But one of his discoveries – microspheres that could stick to most any surface, be removed without any residue and reapplied elsewhere – was anything but a stronger, hardy adhesive. It took a team member to point out that Silver's breakthrough, when applied to small pieces of paper that could serve as bookmarks, was actually an entirely new way to communicate. And Post-it Notes were born.

By-products are everywhere because they create value in addition to the end product. Why would anyone throw away a by-product as waste when it has value that can be used in a new and different way on its own or to enhance the end product? But that is exactly what we do in qualitative research.

## No regard

Most recruiting today is done with blinders on. We focus on the goal with no regard for the by-products produced along the way. When I started recruiting in 1986, each recruiter came to work with a yellow pad filled with names and phone numbers of potential respondents. This was their personal "panel" that they maintained and protected. At night, they took this yellow pad home hoping to add some friends or new acquaintances to the list of potential participants. These recruiters were on a mission to do one thing: identify and harvest qualified respondents.

Within a few years, we pried those lists out of their hands and built a common "index card" file that was kept at the office which all recruiters could access. A year or two after that we developed a simple database and our "panel" became digital. Soon, we began to use e-mail and more sophisticated database programs to target

our potential respondents. Still, our focus remained simply to recruit more respondents more efficiently.

Never in our history did we consider the process of recruiting to be an asset. It was always a necessary cost as a means to an end.

## Ignores the possibilities

To keep recruiting the same way we did 30 years ago ignores the possibilities that technology brings to the table. Think about it: We often screen hundreds of people to find a group of 12 to participate in a study. We invite that dozen lucky souls and then toss the screeners in the recycling bin or save the data on a server somewhere out in the ether.

But what about all that data gleaned from the thousands of respondents who complete our screeners but don't qualify? Isn't there something important to learn from them? Of course there is. It's time to change how we think about recruiting. It's no longer simply a task to meet an end; it is a process that can yield revealing information from start to finish and from every twist and turn along the way.

When researchers simply harvest the recruits and leave all the data lying in the field, they have relinquished valuable information that has been bought and paid for but discarded like unwanted junk mail. Harvesting from the recruiting process yields more information with virtually no increased cost. Doing otherwise seems a bit irresponsible.

After all, today's recruiting is more challenging than ever with more and more demands to recruit from tightly segmented markets. It is not uncommon for a typical study to require respondents who represent far less than 1 percent of the market. To put that in perspective, a 1 percent incidence means 1,200 people must complete a recruiting screener for a study with a requirement to "recruit 12 to seat 8-10."

To meet that demand, recruiting firms have incorporated panel software to run large databases of potential respondents with initial screening using e-mail with telephone follow-up. Recruiting firms are racing to increase panel size, improve systems and develop technology to assist in processing the massive amounts of data and people that must be accessed to fill a single study.

All of this effort and data accumula-

tion is pointed toward a single goal: to produce a qualified respondent.

## Do not recognize

The processes, panels and technology in use today produce data by-products that most researchers do not recognize, much less use. For example, imagine doing a survey of 1,200 people in your product category and throwing away the questionnaires from everyone who did not purchase your product at least five times a month. Do we really believe there is no value in learning from the hundreds of respondents who buy the product, say, four times a month?

To get started on making the most of the recruiting process, simply pay attention to the data gathered. Take a look at it to see what the data tells you.

Most online screeners use survey questionnaire software that stores responses in data files, just like any other survey. The data is structured and available to be analyzed using survey software. The only difference is that records are "incomplete" because of the screeners' "terminates" during screening for qualified respondents. This does not mean the data is unusable; it simply means the researcher will have to consider different sample sizes for different questions/variables in the data set. The data gathered at the beginning of the questionnaire will be very robust with many completed interviews. The data gathered toward the end will be much less so.

Technology and panel data help in other ways as well. Most panels have demographic data on their panelists to assist with quickly locating the qualified respondents. Usually, panels have at least five demographic variables available: age, income, gender, household income and education. Appending these variables to the data set can make it much more robust, even for those questions with smaller sample sizes because they appear near the end of the screener.

These data are by-products because any findings add supplemental value to the primary product of finding a qualified respondent for the specific research project and marketing question at hand.

In the example above, we hypothesized a project in which qualified respondents had to purchase a product five times a month. If these "heavy us-



America  
**trusts**  
our telephone experience



It's a fact! Across America, **McMillion Research** is the trusted source for consumer research and data collection. For more than 30 years, America's top companies, associations and government agencies have counted on our experience and services to reach their most important decisions.

100 Web Capable CATI Stations

Digital Recording Capabilities

Online Real-Time Reporting

On-Site Web Development and Programming

Online Interface for Enhanced Quota Control & Monitoring Capabilities

Employee and Customer Satisfaction Surveys

National Physician and Executive Interviewing

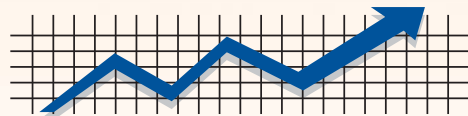
State of the Art Focus Group Facility

Mindfield™ Online - Complete Online Panel Services

MindField Medical™ Health Care Research Services

(800) 969-9235

[www.mcmillionresearch.com](http://www.mcmillionresearch.com)  
[jmace@mcmillionresearch.com](mailto:jmace@mcmillionresearch.com)



ers” were a 1 percent incidence, what do you think we might learn from the screener data about users who purchased once a month or three times a month? We might learn that they are older, younger or less educated. We might discover that they are heavy users of a competitive brand. What would be the implications if we discovered that they would like to buy the brand more but the brand is simply inconvenient for them?

In this example study of heavy users, the potential findings related to the lighter users are irrelevant. They have nothing to do with the study’s purpose of conducting research among heavy users. The researcher simply has no reason to ask the questions or to investigate the answers. So no one ever looks at the data. No ancillary learning takes place. Removing the blinders allows researchers to expand scope and learn more about the product, the category and users using data already being collected and paid for.

### Crucial to the success

Not only are data by-products useful at the end of a study, they are often crucial to the success of the recruiting project itself.

Researchers usually cannot predict the incidence of a project. It is simply unknown. They send a list of specifications describing the potentially qualified respondent. The recruiting firm is expected to guess at the incidence and provide a “firm quote.” The result is often disappointment on all sides. First, the recruiting firm is frequently disappointed because qualified respondents fitting all the specifications and quotas were much more difficult than expected. Who knew finding men who chew Juicy Fruit five times a week would be so hard?

The researcher-client becomes frustrated as well. After all, they need those Juicy Fruit gum chewers for the focus group coming up in three days. The date is set. Travel has been confirmed. The research is on a fast track. What should they do? Invariably, they begin making compromises and accepting “holds” at the last minute. Do any of the men on hold chew Juicy Fruit only four times a week? How about three times? Two?

Suddenly, this project is no longer the “heavy user” research originally anticipated. The research is forced to compromise. Why? Because the incidence was not known up front. Client, researcher and recruiting firm were all guessing at how difficult this project would be. The result is that the recruiting firm started putting people who were anywhere close to qualified “on hold” while they churned away at the recruit, trying desperately to find men who chew Juicy Fruit. As the days go by, everyone’s anxiety levels rise. Finally, they reach a point where compromise is unavoidable; they start accepting “holds.” No one is happy.

Recruiting technology and the data by-products can help us to eliminate the guesswork and much of the anxiety though dynamic recruiting.

Dynamic recruiting is a simple process that requires a partnership between researcher and recruiter. Once the screener is developed, the recruiting firm and the researcher agree on a process similar to the one below.

**Blitz screening:** Use the initial screener to screen several hundred respondents within the first two days of recruiting.

**Pause and evaluate:** Pause screening for a day to review the data generated as a by-product of the actual recruiting. This data provides objective evidence related to the study incidence. With this data we can accurately predict how many people will need to be screened to complete the study. The researcher and the recruiter can confidently agree on any adjustments to the screener and/or the bid.

**Complete screening:** Screening should be completed on time, at an agreed upon cost and with a minimum of holds.

Technology and panels dramatically speed the screening process so that the blitz screening as described above is possible. With data from a few hundred respondents, decisions can be made early in the process that virtually eliminate last-minute holds and the research compromises that come with them. If adjustments must be made, they are made early when time is available to adjust and rethink the implications. After the pause and evaluation day, screening is much more predictable and successful.

The advantages to dynamic recruiting are significant:

- **Anxiety reduction:** Decisions are made using data and not simply guesstimates. The data is analyzed early so decisions are made in time to make any necessary adjustments in screening, expectations and the research itself.
- **Better research:** Since adjustments are made early, they can be made with the entire research project in mind. The early data analysis also adds learning to the project that can be incorporated into the research design. By nature, last-minute adjustments are detrimental to the entire research process.
- **More accurate bidding:** Recruiters are not required to bear all the risk of the recruit, nor do they have to dedicate days of project management to an unsuccessful recruit. Therefore, they can bid it accurately, knowing that their researcher partner will work with them to adjust the screener or the bid as necessary during the “pause and evaluate” day.
- **Lower costs:** Today, easy recruiting projects are bid artificially high because difficult research projects are bid artificially low. Knowing that they will be able to bid each project according to its difficulty or incidence gives recruiting firms the leeway to lower their prices on recruiting.

### Adjust our processes

We’ve come a long way, baby. From names on yellow pads to sophisticated mega-panels, it’s a new day in qualitative recruiting. As researchers and recruiters we need to adjust our processes to the information available to us. It is no longer acceptable to don our blinders in a hyper-focused effort to simply find qualified respondents. Technology and the data it produces make dynamic recruiting possible. It’s time for researchers and recruiters to form true partnerships using this recruiting method so that risks are shared, costs are lowered, expectations are met and research is improved. 📌

Jim Bryson is founder and CEO of 20|20 Research, Nashville, Tenn. He can be reached at [jimb@2020research.com](mailto:jimb@2020research.com).



EYE TRACKING



HAND-HELD DEVICE USABILITY



WEB USABILITY



IVP TECHNICIAN



USA: +1 732.970.9446  
UK: +44 (0)20 7487 9290  
Info@InteractiveVideo.com  
InteractiveVideo.com

**MOBI**LAB™  
Usability & Eye Tracking

Usability & Eye Tracking Labs with Technician  
Neuromarketing & Biometrics Labs  
Ethnographic Videography • Highlights Video  
Video Streaming • Remote Usability Research Support

**USA**

**ATLANTA**

Fieldwork Atlanta  
Focus Pointe Global (Buckhead, Clairmont)  
Murray Hill National Plaza Research  
Schlesinger Associates  
Superior Research

**BALTIMORE**

AIM  
Baltimore Research (Towson, MD)

**BOSTON**

Copley Focus  
Fieldwork Boston (Waltham)  
Focus Pointe Global  
Murray Hill National  
Performance Plus (Downtown, Framingham)  
Schlesinger Associates

**CHICAGO**

AIM (Schaumburg)  
Adler Weiner (Downtown, Lincolnwood)  
Chicago Focus  
Fieldwork Chicago (Downtown, North, O'Hare, Schaumburg)  
Focus Pointe Global (Downtown, Oak Brook)  
Focuscope (Downtown, Oak Brook, Oak Park)  
Murray Hill National Plaza Research  
Schlesinger Associates (Downtown, O'Hare)  
Smith Research (Downtown, Deerfield, Oakbrook)  
Survey Center  
The Energy Annex

**CONNECTICUT**

MarketView (Danbury)  
Murray Hill National (Hartford)  
New England Marketing Research (Norwalk)  
Performance Plus (Enfield)  
Razor Focus (Stamford)

**DENVER**

Fieldwork Denver  
Plaza Research

**FLORIDA**

Concepts in Focus (Jacksonville)  
L&E Research (Tampa)  
MARS Research (Ft. Lauderdale)  
National Opinion Research (Miami)  
Plaza Research (Ft. Lauderdale, Tampa)  
Schlesinger Associates (Orlando)  
Superior Research (Tampa)  
WAC (Ft. Lauderdale, Miami)

**LAS VEGAS**

Plaza Research

**LOS ANGELES**

AIM (Costa Mesa, Long Beach, Los Angeles)  
Adept Consumer Testing (Beverly Hills, Encino)  
Adler Weiner (Downtown, Irvine)  
Advanced Marketing Perspectives  
Fieldwork LA (Irvine)  
Focus & Testing  
Focus Pointe Global  
House of Marketing Research (Pasadena)  
Meczka Marketing Research

Murray Hill National Plaza Research  
Q-Insights  
Schlesinger Associates

**MINNESOTA**

Ascendancy Research (Minneapolis)  
Fieldwork Minneapolis (Edina)  
Focus Market Research (Edina, Minneapolis)  
Focus Pointe Global (Minneapolis)  
FRS Research Group (St. Paul)

**MISSOURI**

Focus Point Global (Kansas City, St. Louis)  
Hatch Research (St. Louis)  
L&E Research (St. Louis)  
Peters Marketing Research (St. Louis)  
Schlesinger Associates (St. Louis)

**NEW YORK**

Fieldwork New York (Westchester)  
Focus Pointe Global  
Focus Suites  
Fusion Focus  
Innovative Concepts (Long Island)  
JRA (White Plains)  
MarketView (Tarrytown)  
Murray Hill National  
New York Consumer Center  
Schlesinger Associates  
The Focus Room (NYC, Westchester)

**NEW JERSEY/ NEW YORK (Metro Area)**

AIM (Hackensack, NJ; Morristown, NJ)

Fieldwork East (Ft Lee, NJ)  
Focus Crossroads (East Rutherford, NJ)  
Focus Pointe Global (Teaneck, NJ)  
Focus World International (Holmdel, NJ)  
Meadowlands Consumer Center (Secaucus, NJ)  
Plaza Research (Paramus, NJ)  
Schlesinger Associates (Iselin, NJ)

**NORTH CAROLINA**

L&E Research (Charlotte, Raleigh)  
**OHIO**  
AIM (Cincinnati, Columbus)  
Complete Research Connection (Columbus)  
Focus Pointe Global (Columbus)  
L&E Research (Cincinnati)  
Opinions, Ltd. (Cleveland)  
QFact Marketing Research (Cincinnati)

**PHILADELPHIA (Metro Area)**

Plaza Research (Marlton, NJ)  
JRA (Montgomeryville, PA; Mount Laurel, NJ)  
**PHILADELPHIA**  
Focus Pointe Global (Center City, Bala Cynwyd)  
Focus Suites (Bala Cynwyd)  
JRA  
Schlesinger Associates (Center City, Bala Cynwyd)

**PHOENIX**

Fieldwork Phoenix (South Mountain)  
Focus Market Research (Scottsdale)

Focus Pointe Global (Tempe)  
Plaza Research  
Schlesinger Associates

**RHODE ISLAND**

Performance Plus (Providence)

**SAN DIEGO**

Plaza Research  
Taylor Research

**SAN FRANCISCO**

Fieldwork San Francisco  
Focus Pointe Global  
Nichols Research (Downtown, Concord, Fremont, Fresno, Sunnyvale)  
Plaza Research  
Schlesinger Associate

**SEATTLE**

Fieldwork Seattle (Downtown, Kirkland)  
Northwest Insights

**TEXAS**

Austin Market Research  
Fieldwork Dallas  
Focus Pointe Global (Dallas)  
Galloway Research (San Antonio)  
Murray Hill National (Dallas)  
Opinions Unlimited (Houston)  
Plaza Research (Dallas, Houston)  
Schlesinger Associates (Dallas, Houston)  
Think Group Austin

**VIRGINIA**

Alan Newman Research (Richmond)

**WASHINGTON, D.C. (Metro Area)**

OMR (Greenbelt, MD; Washington, DC)  
Shugoll Research (Alexandria, VA; Bethesda, MD; Fairfax, VA)

**WISCONSIN**

Focus Pointe Global (Appleton)  
JRA (Milwaukee)

**UNITED KINGDOM**

Aspect in the City (Manchester)  
Aspect Viewing Facilities (South Manchester)  
Field Facts Worldwide/ Focus Pointe (London)  
London Focus (London)  
Shoreditch Studios (London)  
The Research House (London, Wimbledon)

**CANADA**

Consumer Vision (Toronto)  
Research House (Toronto)

**FRANCE**

ConsuMed Research (Paris)  
Passerelles (Paris)

**GERMANY**

Schmiedl Marktforschung (Berlin, Frankfurt, Munich)

●●● research in asia

# When opportunity calls

Marketing in Indonesia? Go mobile.

| By Lisa Holmes



## snapshot

Drawing from a study of 8,100 online consumers in 16 countries, Euromonitor's Lisa Holmes spotlights Indonesian shoppers and their smartphones, exploring how brands and retailers can develop stronger strategies to reach this growing set of consumers.

The role that mobile phones now play in the lives of many consumers worldwide is one of the most significant trends impacting brands and retailers today. Smartphone features and constant Internet access allow shoppers to research, compare and buy nearly any product or service from anywhere at any time.

Nowhere is the impact of mobile technology more apparent than among the many smartphone owners in emerging markets. While BRIC markets have long been a focus for retailers and brands hoping to share in the recent economic success of consumers in these countries, Indonesia stands out as a prime emerging market opportunity for companies targeting mobile consumers who are ready to engage and shop on their smartphones.

Over the past several years, smartphone sales have skyrocketed among Indonesian consumers. According to Euromonitor industry data, the number of smartphones purchased in Indonesia grew by nearly 600 percent from 2010 to 2015 and is predicted to grow an additional 81 percent by 2020. Indeed, many Indonesians are skipping more traditional technology such as laptop computers and going straight to smartphones, which are expected to be found in 71 percent of households by 2016 (compared with only 19 percent of households expected to have laptops).

Smartphones play a critical role in the lives of mobile phone users in Indonesia, who regularly turn to their phones for, on average, at least 18 separate activities during their day-to-day life. This heavy reliance on mobile technology shows no sign of slowing as access to smartphones continues expanding among Indonesian consumers and current owners broaden their usage of smartphones into more and more areas of life. In light of this expansion, it is essential that brands and retailers move quickly to ensure that their own mobile presence and marketing efforts align with the current and future habits of this target market.

In December 2014, Euromonitor International surveyed 8,100 online consumers in 16 countries, including Indonesia, about their use of technology in everyday life and integra-



[quirks.com/articles/2015/20151208.aspx](http://quirks.com/articles/2015/20151208.aspx)



# ABOUT SIS INTERNATIONAL RESEARCH

SIS International Research has been conducting primary and secondary research for over 30 years in various sectors and industries, including but not limited to B2B, B2C, Automotive, Education, Healthcare, Industrial, Travel and Tourism, Food and Beverage, Market Entry and Opportunity, Market Assessment, etc.

SIS International Research is prepared to provide you with strategic and market research with an experienced global team, found locally around the world. All teams are comprised of local and international researchers and project managers, allowing for in-house native languages such as English, Spanish, German, Italian, French, Dutch, Russian, Chinese, Korean, and Japanese.

With quality, diligence, and high standards of attention to detail, SIS International Research is able to provide qualitative and quantitative research in local or multi-country markets. SIS International Research employs numerous methodologies such as:

- » Focus Groups
- » In-depth Interviews
- » Online Bulletin Boards
- » Central Location Testing
- » Taste Test
- » Ethnography
- » Home Usability Testing
- » Online Surveys
- » Mobile Surveys
- » CATI / PAPI / CAPI
- » Intercepts
- » Mystery Shopping

Centrally headquartered in the Flatiron District of New York City, SIS International Research owns a state-of-the-art focus group and in-depth interview facility offering video streaming and translation equipment. SIS International Research maintains a robust database for the United States from coast to coast as well as internationally, facilitating the excellent recruitment of respondents.

**SIS Headquarters.** 11 E 22nd Street, 2nd Floor, New York, NY 10010 | Tel. +1 212 505 6805  
Email: [research@sisinternational.com](mailto:research@sisinternational.com) | Research: [www.sismarketresearch.com](http://www.sismarketresearch.com) | Strategy: [www.sisinternational.com](http://www.sisinternational.com)

## Profile of Surveyed Mobile Consumers in Indonesia

Age	Concentrated in younger age groups Average age of mobile consumer: 34
Gender	Split evenly by gender 51% of are women
Employment Status	Most likely to be working full-time or going to school 48% of have a full-time job
Education Level	Tend to be well-educated 66% of have at least a bachelor's degree from a university
City Size	Primarily live in suburban or urban areas 60% of live in a city with at least 500,000 inhabitants

Source: Euromonitor International consumer survey, Hyperconnectivity Survey 2014

tion of technology into shopping. In this article we draw on these survey results to explore the role that mobile technology plays in the lives of Indonesian smartphone users, focusing in particular on how this segment uses their mobile phones for shopping activities and how brands and retailers can develop stronger strategies to reach this growing set of consumers.

### A perfect example

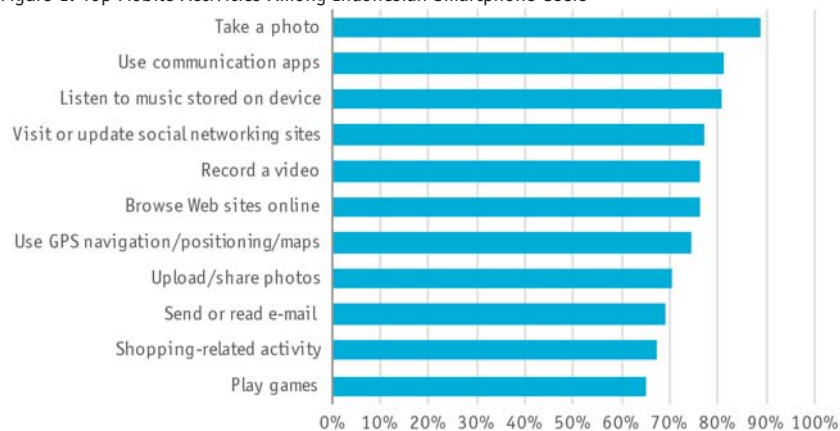
For multinational brands and retailers, one of the most appealing features of many emerging economies around the world is their growing populations of young, educated consumers with disposable income. Among our survey respondents, mobile consumers in Indonesia are a perfect example of this type of growing consumer segment: they tend to be young, employed full-time (with money to spend) and living in urban areas within easy reach of both physical and digital advertisements and marketing campaigns (see table).

Not only do mobile consumers in Indonesia share many of the key demographic and economic traits that are so appealing to brands and retailers, they are also among the most active on their smartphones and, therefore, among the easiest to reach across the markets surveyed. Mobile consumers in Indonesia turn to their smartphones for more activities than their peers in almost every other country surveyed. Indeed, mobile consumers in Indonesia rely on their phones for more activities than they do on their laptops or desktop computers.

Figure 1 shows the common smartphone activities of mobile consumers

in Indonesia. Many of these activities are social; whether using a communication app such as the hugely popular BlackBerry Messenger, WhatsApp and Line apps, updating a social media profile on Facebook or sending an e-mail, mobile consumers in Indonesia rely on their smartphones as a means to stay connected with their friends and family. Capturing and sharing moments are also common smartphone activi-

Figure 1: Top Mobile Activities Among Indonesian Smartphone Users



Source: Euromonitor International consumer survey, Hyperconnectivity Survey 2014

Note: Showing percentage of Internet-connected Indonesian respondents who own or have access to a smartphone and do the indicated activity on their phone at least monthly. Shopping-related activities include: buying an item or service online, reading online user reviews or writing a product review.

ties for this group; 89 percent regularly take photos with their phones and 76 percent use this mobile technology to record a video.

Because they rely on their smartphones in so many areas of life, it is only natural that mobile consumers in Indonesia turn to their phones when deciding what to buy, whether to read product reviews, write their own user review or purchase an item or service. Sixty-seven percent regularly use their

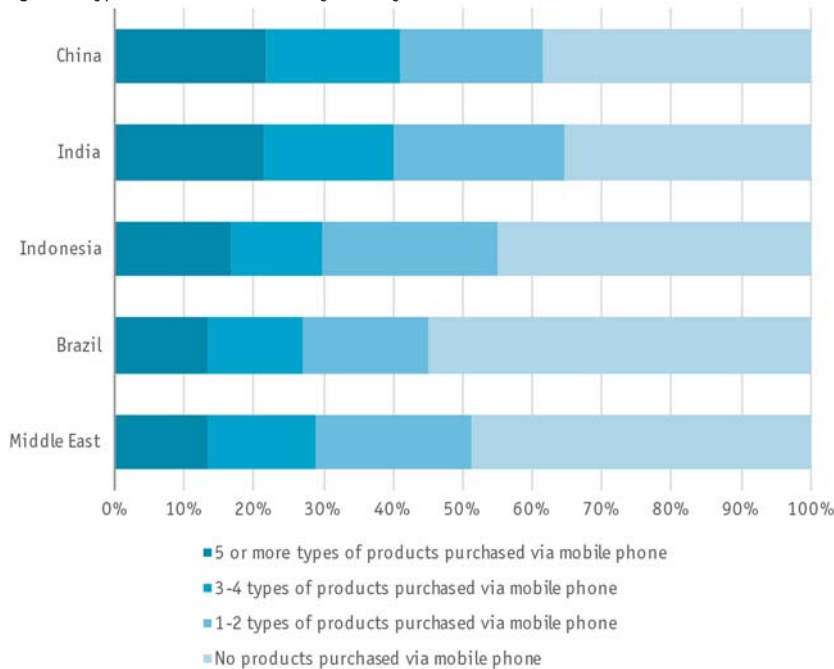
smartphones for shopping-related activities. Below, we explore this use of mobile technology while shopping in greater depth.

### Rely heavily on their smartphone

Once a mobile consumer in Indonesia has decided to begin shopping for a particular item or service, they rely heavily on their smartphone for information, reviews and price comparisons. This reliance is particularly significant when these consumers are shopping for products with higher price tags that typically require more consideration before buying. For example, nearly half of mobile consumers in Indonesia turn to their smartphones to get product information and compare prices when shopping for electronics and appliances. In comparison, reliance on mobile phones to gather information before buying everyday purchases such as household essentials, including groceries, is much lower; only one-third of mobile consumers in Indonesia turn to their smartphones to research these common products.

After researching a potential purchase and evaluating their options, mobile consumers in Indonesia frequently continue relying on their smartphones to buy (Figure 2). Even compared to mobile consumers in other emerging economies, smartphone users in Indonesia are among the most reliant on mobile purchasing features: over half turn to their phones to make regular purchases across at least one product category. Furthermore, 17 per-

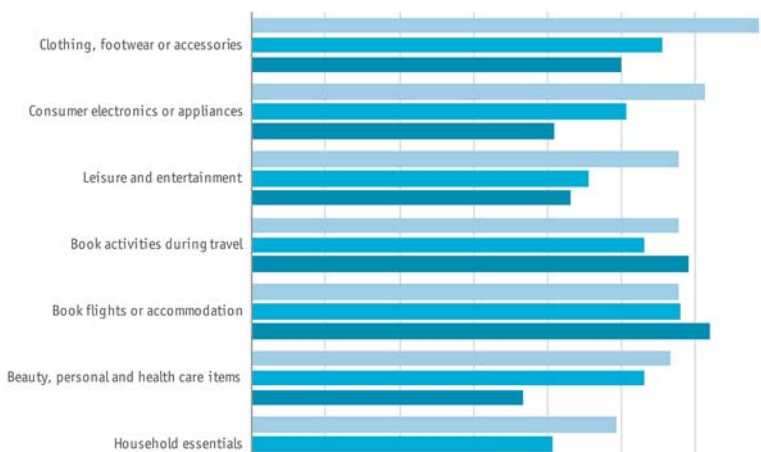
Figure 2: Typical Mobile Purchases, by Country



Source: Euromonitor International consumer survey, Hyperconnectivity Survey 2014

Note: Showing number of types of purchases typically made on a smartphone by mobile consumers across the following categories: consumer electronics and appliances; beauty and personal care products; apparel and accessories; household essentials; leisure and entertainment; and travel.

Figure 3: Typical Mobile Purchases, by Age of Mobile Consumers in Indonesia



Source: Euromonitor International consumer survey, Hyperconnectivity Survey 2014

Note: Showing purchases typically made on a mobile phone by mobile consumers in Indonesia.

cent of mobile consumers in Indonesia use their smartphones to buy products across all categories surveyed, hinting that mobile shopping will continue to become more common for these tech-savvy shoppers as more and more retailers optimize their online shopping platforms for the mobile experience.

### First to incorporate new technology

Smartphone-buying habits among mobile consumers in Indonesia reflect

broader trends in new technology adoption seen throughout the globe (Figure 3). Namely, younger consumers tend to be the first to incorporate new technology devices or capabilities into their everyday lives. In this case, we see that mobile consumers in Indonesia under 30 are the most likely to use their smartphones to buy products across many different categories. Mobile consumers in older age groups, particularly those over 45, lag behind in these mobile shopping habits, perhaps because

they are less comfortable using the full range of features that their smartphone provides.

Notable exceptions to this age trend, however, are travel-related mobile purchases. Travel activities, flights and accommodations rarely require a customer to examine in person before purchasing and many shoppers are taking advantage of their ability to buy at any time from anywhere on their phone to book while already traveling. Roughly the same number of mobile consumers in Indonesia across all age groups rely on their smartphones to make travel-related purchases.

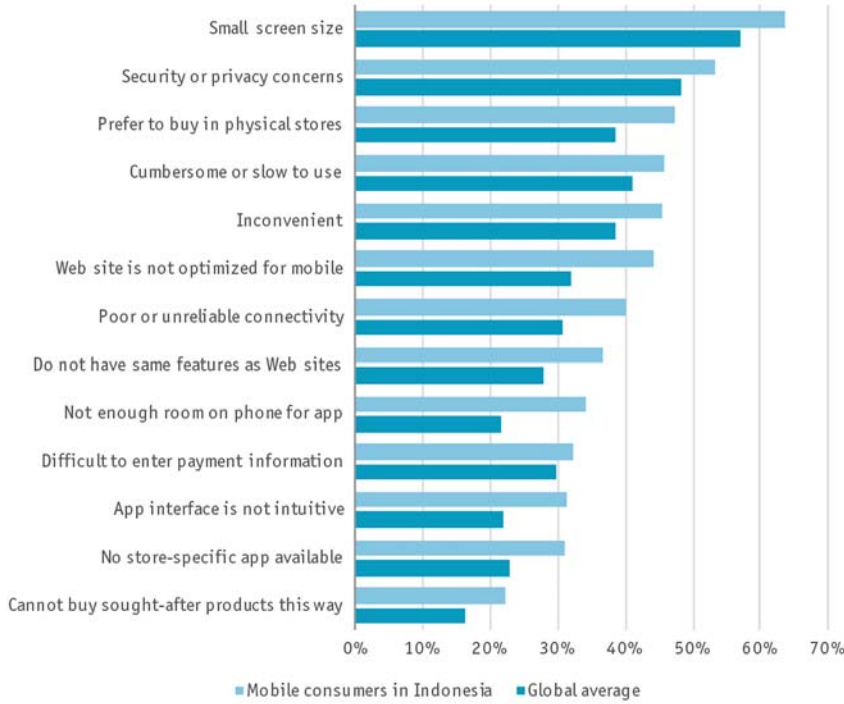
Regardless of the product they are buying on their phone, mobile consumers in Indonesia tend to stick to three main payment platforms. Two-thirds use some combination of traditional Web sites, mobile-optimized Web sites and mobile apps, while only one-third have experimented with paying via a social media platform and even fewer use mobile messaging or text to pay.

### Vast opportunities for retailers

Although many mobile consumers in Indonesia take advantage of their smartphone's shopping features, there remain vast opportunities for retailers to expand their sales with this segment by removing key barriers to mobile shopping. Indeed, we see that mobile consumers in Indonesia are more likely to face a broad number of barriers than their Internet-connected peers in other markets.

At the top of this list is concern over small screen size: 64 percent of mobile consumers in Indonesia report that small screen sizes prevent them from making more purchases on their smartphones (Figure 4). This may be a particular pain point for the many Indonesian mobile consumers who use BlackBerry smartphones, often with built-in keyboards that limit screen size. While the industry trend toward larger screens and phablets may diminish this concern in the future, it is essential that retailers continue to optimize their mobile shopping platforms to make it as easy as possible for customers to buy using a small screen. Apps that remember a shopper's payment information and past purchases may also help make mobile buying easier on a small screen. However, size

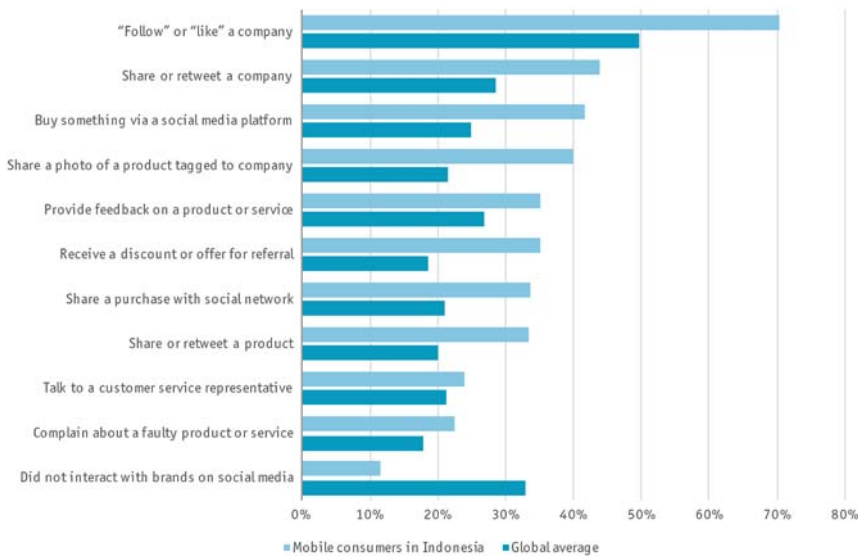
Figure 4: Key Barriers to Mobile Shopping



Source: Euromonitor International consumer survey, Hyperconnectivity Survey 2014

Note: Showing reasons against shopping on a mobile phone among mobile consumers in Indonesia, along with the global average for these reasons across respondents in the following markets: Australia, Brazil, China, Colombia, France, Germany, India, Indonesia, Japan, Mexico, Middle East, Russia, Spain, Turkey, United Kingdom, U.S.

Figure 5: Common Customer-Brand Social Media Interactions



Source: Euromonitor International consumer survey, Hyperconnectivity Survey 2014

Note: Showing percentage of mobile consumers in Indonesia selecting listed brand interaction, along with the global average for these interactions across respondents in the following markets: Australia, Brazil, China, Colombia, France, Germany, India, Indonesia, Japan, Mexico, Middle East, Russia, Spain, Turkey, United Kingdom, U.S.

concerns are closely followed by security and privacy fears among Indonesian respondents, reminding retailers that not all of their mobile customers are yet completely comfortable sharing their payment and personal information via a potentially insecure mobile Internet connection.

### Improve their positioning

Beyond simply providing a new screen through which consumers can navigate to a retailer's Web page and buy a product, mobile phones are perfect vehicles for both physical and digital retailers to connect with their customers. Even before a mobile

consumer is considering a purchase, brands can improve their positioning with a strong social media presence, enabling both passive and active interactions with potential customers. Tech-savvy retailers are now also using mobile marketing, targeting customers based on their physical location with hyper-relevant promotions and incentives to entice them to buy while out and about. When customers are ready to make a purchase, in-store mobile payment technology allows them to pay without reaching for their wallet.

In an age when any shopper can easily read reviews from other consumers about a particular retailer or brand, it is critical that companies make themselves more accessible to potential customers, if only to stay in control of what is being said about them online. A strong social media presence can engender trust and strengthen brand positioning – but only if shoppers are willing to engage. Mobile consumers in Indonesia are particularly active in their interactions with brands on social media, with Facebook and Twitter standing out as two of the most common social media networks in the country. Seventy percent are at least passively engaging with brands by following or liking them on a social media platform (Figure 5). Other Indonesian mobile consumers take a more active approach and use social media to provide feedback on a product or share a purchase with their social network.

This high level of social media interaction means that brands and retailers can begin to build interest in their products with mobile consumers in Indonesia by reaching them through various social media platforms and piquing their interest in a potential purchase. Active social media interactors with brands can also become de facto advertisers when they share a purchase or mention a particular company to their social network. In order to facilitate these valuable word-of-mouth recommendations, brands should make it as easy as possible for their customers to share positive experiences on social media, whether a past purchase or a favorable review.



**Specializing in Data Collection, Focusing on You!**

**47 Mall Locations & 27 Focus Facilities Across North America**



**LET C&C MANAGE YOUR NEXT MARKET RESEARCH PROJECT TODAY!**

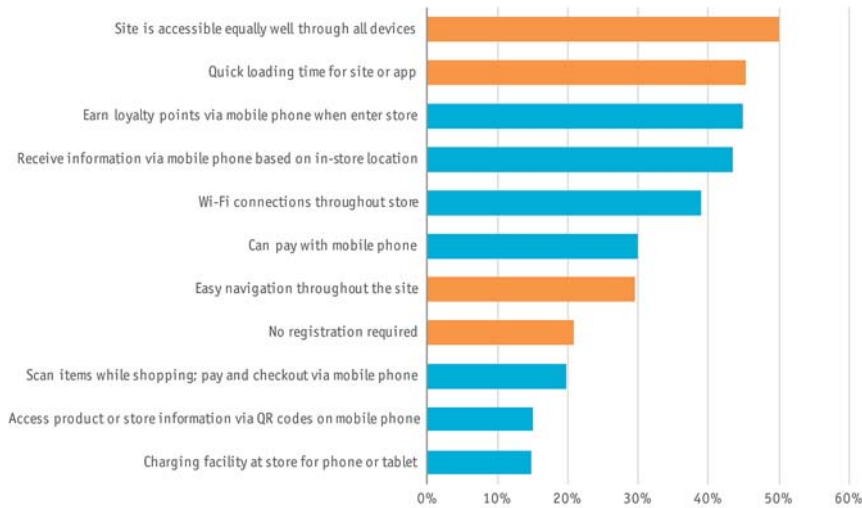
[www.ccmaketresearch.com](http://www.ccmaketresearch.com)

**1200 South Waldron Road # 138 Fort Smith, AR 72903**

[corp@ccmarketresearch.com](mailto:corp@ccmarketresearch.com)

**1-877-530-9688**

Figure 6: Mobile-Related Store Feature Wish List for Mobile Consumers in Indonesia



Source: Euromonitor International consumer survey, Hyperconnectivity Survey 2014

Note: Showing desired physical and digital store features among mobile consumers in Indonesia. Orange bars relate to online store features, blue bars relate to physical store features.

**More convenient**

There are many strategies both digital and physical retailers can take to improve the shopping experience for mobile consumers in Indonesia. Most of the desired mobile-related store features for this segment revolve around making the use of mobile technology while shopping, whether in a brick and mortar store or online, more convenient than it is today. Indonesian smartphone users want options when shopping and look for Web sites, apps and platforms that are equally accessible (and usable) on all of their devices (Figure 6). In physical stores, these shoppers are looking for in-store technology that interacts with their mobile phone, whether by providing hyper-relevant product suggestions and information based on their location within the store or by allowing them to scan products and pay using their smartphone.

While there are many opportunities to engage with mobile consumers in Indonesia with apps and smartphone-optimized shopping platforms, the truly tech-savvy consumer is already looking for more ways for their smartphone to improve the shopping experience. Some of the most recent innovations are being implemented at the checkout line of brick-and-mortar retailers through in-store mobile payments, enabled through a physical interaction between the customer’s mobile device and some type of technology at checkout, such as a

QR code scanner or NFC chip reader. In-store mobile payments have yet to gain widespread adoption but the potential is high in Indonesia. One-fifth of mobile consumers in this market report using in-store mobile payments at least weekly. Even further, 89 percent of mobile consumers in Indonesia who do not currently use in-store mobile payments are interested in using the technology in the future, particularly if the technology is verified as secure and can be accessed through an easy-to-use app.

**Make it easy**

There is no question that Indonesia is an important market for brands and retailers hoping to expand their mobile presence and engage with tech-savvy mobile shoppers. The most successful strategies to target this market will appeal to consumer desires for convenience and immediacy, two features that have become synonymous with smartphone activities. Companies that make it easy for customers to find transparent information about their products and make a purchase through any channel, whether via a mobile app, traditional Web site or in a physical store, will position themselves well to capture the growing segment of mobile consumers in Indonesia. ①

Lisa Holmes is senior survey analyst in the Chicago office of research firm Euromonitor International. She can be reached at [lisa.holmes@euromonitor.com](mailto:lisa.holmes@euromonitor.com).

●●● research in asia

# A moving target

Understanding the impact of smartphones and data proliferation in APAC

| By Andy Zhao



## snapshot

Andy Zhao looks at what the explosion of data means for Asia-Pacific researchers and marketers.

Asia-Pacific is the current center of smartphone growth. Across the Asia-Pacific countries, we are seeing evidence that sales of laptops and tablets are dropping but smartphone purchases rose 22.7 percent in emerging APAC countries in the last year. Consumers across the region are embracing smartphones and the anytime, anywhere, instant-access capability that these offer. And the changing customer behavior behind this trend is having a direct and wide-reaching impact on market research.

It's not just how we design our market research that has to change in response to this huge consumer trend. Yes, we have incorporated new methods to guarantee effective samples online. And yes, we have redesigned online questionnaires to make the most of the enhanced features offered by smartphone capability. But the core changes – the ones we need to be most alert to – are the impact that smartphone take-up is having on people's shopping behavior, together with the huge growth in location and retail data. Areas such as geomarketing are thriving from this.

This explosion of data is most apparent in Asia-Pacific's mobile shopping arena. The high level of smartphone penetration in this region means that consumers are transitioning extremely fast to online shopping and mobile payments. And that means they are generating a huge amount of data – readily available information showing what items they are looking at online, what they are purchasing, when, where and for how much. Take Beijing as an example: here, young people seldom use cash; daily items are paid for via their mobile phones and credit cards are used for larger payments.

The view is that smartphone penetration is so high across developed Asia-Pacific countries (including Japan, Korea, Singapore, Australia and New Zealand) that big data providers no longer have to rely on sampling in these areas – they now have full coverage.

All of this has two major impacts for market research. The first is that mobile phone service providers hold serious amounts of location data – and thus geomarketing data offers huge potential in Asia-Pacific, especially for businesses such as out-of-home advertisers and travel companies.



[quirks.com/articles/2015/20151209.aspx](http://quirks.com/articles/2015/20151209.aspx)



**EXPLOR**

Award Winner  
2014

Beyond Quant. Beyond Qual.  
Learn more at **Quester.com**

The second is that online retailers are the new data gatherers and they're becoming bigger and bigger in an area traditionally held by market researchers. They hold masses of information on their consumers compared to physical retailers, such as the products and services that consumers have searched for and viewed online, as well as what was actually bought.

All across Asia-Pacific, we are seeing online retailers providing brands and manufacturers with access to this sales data, with some of it being given free and some data being charged for. This means online retailers are now taking business directly away from traditional market research companies in this particular area.

### A change in focus

So far this sounds as if the future might be pretty gloomy for traditional market researchers. But not so. What it does mean for us is a change in focus. Our new strongest card is our ability to turn the mayhem of big data into relevant, usable information. Smart data is what is needed.

The very prevalence of online information is simply overwhelming for anyone not specialized in how to combine multiple, complex data sets and sift out the pertinent meaning from seas of data. The new holders of big data (the online retailers and mobile phone service providers) simply hand over massive sets of data to the brands and manufacturers. And the brands and manufacturers don't have the data specialists who can analyze this enormous amount of data effectively, nor combine them effectively with their existing data.

The golden opportunity for traditional market research companies therefore lies in our proven expertise in successful-

ly combining multiple, complex, massive data sets and of adding in deep industry knowledge and wider consumer trends. This is how we transform the bewildering big data into smart data for our clients – pulling out the gems of insight that are directly relevant to that individual brand or manufacturer and presenting this in a form that can be built directly into their business strategies and decision making.

### Data privacy

There is another strong reason why specialist market research companies will maintain a core role in the world of big data: data privacy. The established market research countries worldwide have data privacy laws that are very tight on exactly how personal data is collected, processed, stored and used. So there are some significant barriers to gathering and using data collected via digital means in these countries.

Currently the situation is more flexible in the emerging market research countries worldwide. In the majority of Asia-Pacific countries (except Japan and Australia) the rules surrounding use of personal data are not as well developed or rigorous as those in the U.S. or Germany, for example. So at present, it's fairly easy to find ways around the laws that are in place. But that is likely to change. My view is that the data privacy laws for most of Asia-Pacific are unlikely to ever become as tight as those in other developed countries but they will become more organized. And that tips the scale in favor of specialist market research companies being brought by the big data owners to act as consultants or partners, to ensure that consumers' data is handled and processed in strict accordance with increasing legislation.

### Broadcast their opinions

But that's not all. Fueled by the widespread adoption of the Internet, social media and mobile devices, APAC customers themselves now have access to more information, more choices and more opportunities to broadcast their opinions, widely and loudly, than ever before.

What this means for client-side marketing and market research is the absolute necessity of developing the capability to understand, engage with and react immediately to consumers' online voices.

Marketers in APAC are currently focused on using mobile as a brand-awareness channel, rather than for sales, e-commerce or driving sales offline. Digital campaigns should go beyond just showcasing pure advertising and instead aim to create an emotional connection between the product and the consumer.

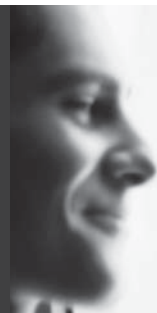
So, for client-side marketing and market research teams, we are seeing the need for increased focus on three core areas:

- **Innovation.** Every brand has its own unique passion and brand values. Marketers have to find new ways to identify which of the myriad digital channels are most relevant for their particular audiences (apps, social media, search engines, video, widgets) and then utilize these in engaging ways, to project their brand values and encourage consumers to engage. To reach and understand their online consumers, client-side marketers and researchers need access to up-to-speed digital methodology and technology.
- **Industry knowledge.** The most significant factor driving growth in demand for research in APAC is businesses realizing the sheer scale of opportuni-

ONLINESAMPLE. ONLINEPANELS. ONLINERESEARCH.



ESEARCH.COM  
esearch@esearch.com



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

Esearch.com, Inc. online fielding support for research www.esearch.com esearch@esearch.com 310.265.4608


ties in developing markets and the appetite with which they are seeking to understand people in these markets. At the same time, the rise of technology-based companies is putting sharp focus on the potential to disrupt not just the tech-focused industries but also financial services, retail and media. Client-side companies need research partners with expertise within their specific industry and country, ones having an informed understanding of developing consumer and market trends and what effect those will have at granular level, in terms of both threats and opportunities. In addition, they need research partners that keep pace with transformation within market research itself – such as how to apply advanced methodology to a particular project, in order to create value, rather than just promote the methodology itself. The best solution is not about simply copying what is being done in overseas markets; it's about the research agencies having a deep understanding of the client company's pain points from an industry-expert perspective and understanding how and where to implement digital tools to best effect.

• **Speed.** We're in a period where up-to-date data is more important than ever to client-side researchers and marketers. E-commerce has significantly changed the pace, rhythm and complexity of the consumer purchase journey, particularly when it comes to the speed at which customer feedback is generated and circulated. Traditionally, marketers in APAC processed their project management data on a monthly basis. Now it is weekly or daily. We're in a digital world where many decisions need to be made very quickly and consumers expect close interaction with their favorite brands and an immediate response to consumer-generated feedback. With the boost of big data, marketers have access to full-coverage information on consumer behavior in close to real time, providing the means to respond fast and develop precision marketing.

**Answer the demands, opportunities and threats**

Client-side marketers, product managers and researchers in Asia-Pacific are facing a super-fast change in consumer behavior,

driven by the upsurge in smartphones creating an ever more mobile landscape. There is a clear need to take the growing pools of big data and produce smart data from these, while being aware of the likelihood of increasing regional focus on data privacy and possible legislation. Added to all that, client-side marketers and researchers need fast, accurate and relevant data that lets them answer the demands, opportunities and threats presented by a digital environment. Together, these make for a landscape where market research remains absolute-

ly essential, not only in making sense of the masses of big data but also in identifying the new methodologies necessary to achieve accurate results via consumers' preferred digital channels. In turn, market research can only support all of this by staying on top, through constantly driving for excellence in innovation, industry knowledge and speed. 

Based in Beijing, Andy Zhao is managing director of GfK Northeast Asia. He can be reached at [andy.zhao@gfk.com](mailto:andy.zhao@gfk.com).

Real Data. Real Results.  
Integrity Matters.



TOM RAMSBURG ROBERT PORTER ELAINE HOFFMAN JARED SCHOMMER

**Free Programming**  
On Your 1st Two Projects



Phone Interviewing • Polling  
Surveying • Coding • Analysis

You Know Us...Now Call Us!  
**800-979-1137**  
[info@researchamericainc.com](mailto:info@researchamericainc.com)

●●● brand research

# There's more you can do with that ATU

Leveraging current (or routine) data to better inform the brand

| By Michael Heasley



## snapshot

The author outlines how making the most of data from awareness, tracking and usage studies can help wring more value from existing research.

Many times in market research we follow predetermined pathways for the development and execution of research plans and for the decision-making we base on the research outputs. While the research process works well in terms of delivering actionable results that successfully move brands forward, we can lose sight of some of the broader benefits derived from these valuable investments. While these studies deliver data that is intended to inform a specific analysis, there is also an opportunity to glean additional information and insights from the data beyond the standard set of expectations. Ultimately, we are unintentionally leaving important insights on the cutting-room floor. In my time on both the vendor and industry sides of this business, there has been more than one occasion when we, as marketing researchers, have been challenged to “do more with less” and to “see what we can do with what we already have.” When our marketing colleagues challenge us with these statements, we are afforded a chance to creatively think of ways to leverage collected data in new and better ways.

One common piece of research conducted is the awareness, tracking and usage (ATU) study. At risk of sounding pedantic, I'm sure we all know that the tracking portion of these survey-driven, quantitative studies is concerned with a product's (and its competitor's) messaging. Commonly, we take the results of ATU studies, evaluate the performance of a product's messaging based on important attributes and adjust the messaging in the field to facilitate optimal performance. The goal is to modify the product's messaging so it will impact and resonate with customers – that is, if it is not already too late to do so. This approach, while commonplace and effective, is what we would describe as reactive. However, perhaps it is possible to leverage data so that messaging can be proactively adjusted, avoiding an initial loss of customer interest. This type of application would constitute an “out-of-the-box” use of what is considered run-of-the-mill data.

In order to understand how these data can be proactively leveraged, there must be a discussion of the nature of product promotion (in pharma, this promotion is personal) and how the effect of this promotion (or its market impact) is measured.



[quirks.com/articles/2015/20151210.aspx](http://quirks.com/articles/2015/20151210.aspx)

# Be A Market Research



You're a decision maker. With digital data solutions from Research Now® you can trust that you're getting proven, quality, reliable B2B respondents – empowering you to make confident business decisions. Add Research Now to your utility belt and some may say, you're a superhero.



[ResearchNow.com/MRXHERO](https://ResearchNow.com/MRXHERO)

© 2015 Research Now Group, Inc. All rights reserved.

Figure 1

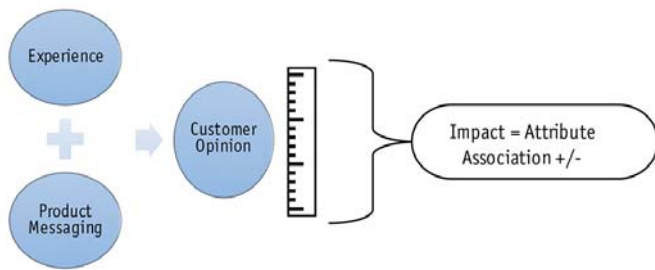


Figure 2

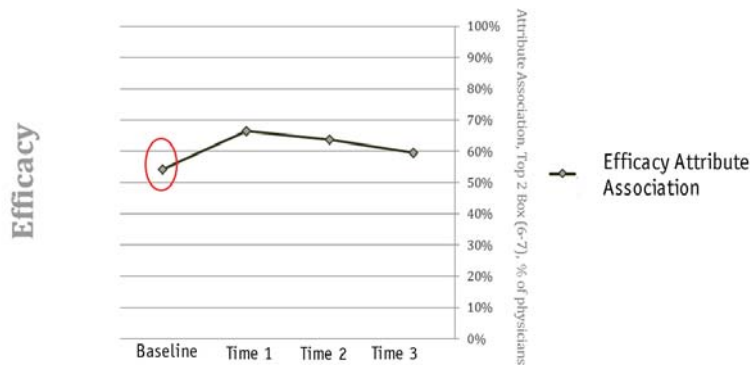
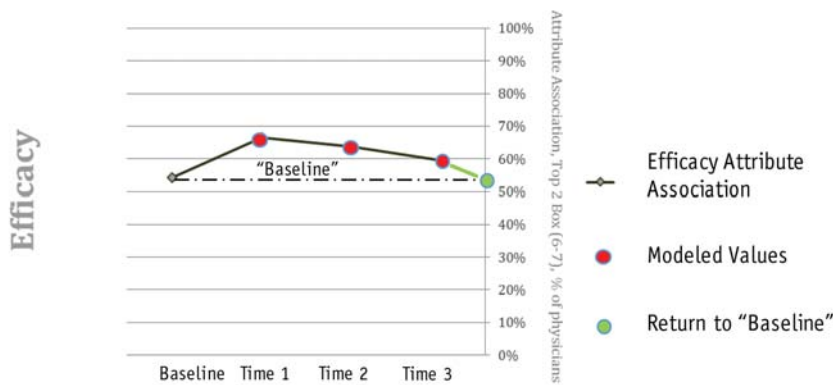


Figure 3



How does the ATU measure a message's impact, then? To simplify matters, let's consider a product that is currently on the market. When a product is in-line, it is associated with a number of attributes by the primary target (physicians, for instance). This type of association can be easily measured through attribute association exercises. These associations are driven by the opinions of the customer regarding the product (e.g., to what degree a drug is associated with efficacy). As shown in Figure 1, the opinions, then, result from both the customer's experience with the product (which is more influential in the long run, on the order of years) and from

product promotion/messaging (which is most effective in the short run, on the order of months).

What we have, therefore, is an easily targeted, readily available and generally stable metric for determining the performance of a campaign in the short term (when considered vs. its baseline) or, more specifically, its impact on the market: attribute association. This argument is generally known and, admittedly, why we run ATUs. However, the question remains: How can we expect the market and, as a result, the metric, to react over time to a marketing message? If we can determine the nature of that relationship, we can hopefully use our attribute

association data to help predict the behavior of the market from the messaging campaign. Then, perhaps, it would be possible to be proactive rather than reactive to changes in messaging impact.

It turns out that the rate at which a message's impact changes is proportional to the amount of impact that message has. In simpler terms, the impact of a particular message is directly related to the number of times it is heard (over time). Thinking about it in terms of everyday examples, this relationship makes sense.

Let's consider the launch of the original iPhone. Apple essentially took a phone, an iPod and an Internet device and put them together in a single product. The messaging was rich and ever-present, to say the least. When we first heard that description, it had a large degree of impact on the target audience: you and me. By the time a year had passed, we all knew what the product was and what it did. During that time, the impact of the message eroded and, to the point being discussed, began eroding from the first day it was delivered. The more often we heard the message, the less impact it had on us as more of its original impact is consumed. No matter the market under consideration (electronics, pharmaceuticals, what have you), this behavior is continually demonstrated. The relationship points to the usage of a certain type of model that is well-known and understood. What we have when it comes to messaging impact, it turns out, is an exponential relationship.

### Get more out of a standard study

Let's look at an example of how we can leverage both the existing data and the relationship described in the above section to see how we can get more out of a standard study with prescribed outputs.

For our example, take an ATU that has been run in an oncology market for years. One of the products in that market had efficacy data messaging present in the marketplace for quite some time. As such, the product and a particular efficacy attribute had a baseline association that had not changed much over time (see Figure 2, "Baseline" circled in red) and was performing at an associated rate of ~54 percent of physicians. This rate had not changed for more than two years prior to what we are referring



to as the baseline.

At the time immediately after the baseline wave, the product's messaging changed to include new information and to focus more on this particular efficacy attribute. At the next wave of this ATU, we can see that there is an immediate bump in terms of association as a result of this messaging change (~13 points). The next two waves of this study then show a decline in this association, trending back to the baseline of 54 percent (with continued promotion). That trend in declining association is the very thing in which we are interested. When we use the assumption that the decline, or decay, in this association is described best as an exponential relationship between attribute association and time, we can fit a model to the dynamical system represented by these data which will give us a way to predict when this particular messaging campaign will lose its effect. In other words, we can determine that any benefit from the change in messaging will reduce to the baseline value approximately two years after the messaging was introduced (based on the model we can and did compute – see Figure 3).

Our model follows almost exactly the actual behavior exhibited in the marketplace. As a result, this model can be used to determine when messaging for the product should be adjusted to regain the bump in impact from the prior adjustment. Using the data this way allows marketers to better understand how to prolong the effect of their campaigns by giving them needed information about the lasting benefits of their messaging in the market. Marketing teams can be proactive by appropriately planning for the inevitable devaluation of the current messaging platform with more accuracy in timing.


This modeling technique demonstrates two main things:

- The exponential relationship provides a solution to the dynamical system of message impact over time. (This result is repeatable and models such as this have been computed for other messaging campaigns with similar results.)
- These ATU data can be used as more than just a “canary in coal mine” in that they can be used to model what can happen as opposed to demon-

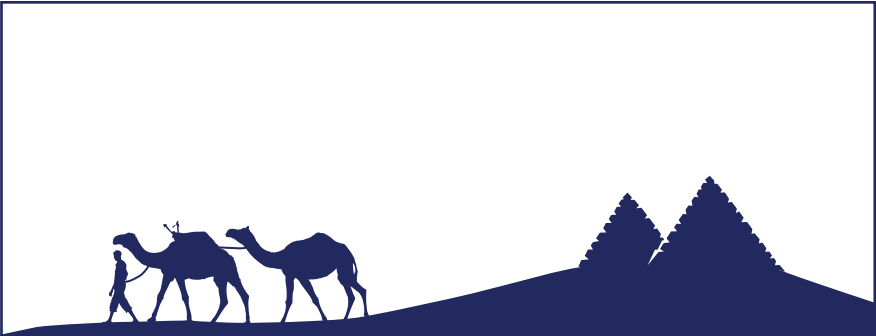
strate what did happen when, many times, it's too late to do anything about it. The team can adjust and perhaps squeeze some additional value out of the message before it returns to baseline or worse, possibly causes some damage to the customer's opinion of the product.

### Leverage them

The moral of the story is, that when considering “routine” studies such as ATUs and the like, it is possible to leverage them for more than they are

worth in terms of their everyday value. Through recognizing that routinely-collected data can be further analyzed to better inform marketing strategies, marketing teams can be better supported to further help drive their brands to excellence; in essence, “doing more with less” and “seeing what we can do with what we already have.” 


Michael Heasley is partner and chief research officer at Evolution Consulting and Research, Blue Bell, Pa. He can be reached at [mheasley@evolutionconsulting.com](mailto:mheasley@evolutionconsulting.com).



The sands were perfectly pristine above King Tut's tomb.  
Epic discoveries run deep.

We dig deeper and uncover more.  
Relentless. Research.

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



# Q

## Names of Note

### In Memoriam...

■ **Tom Adamski**, CEO of digital agency *Razorfish Global*, died in October at age 43.

■ Louisville, Ky., firm *Thoroughbred Research Group* has appointed **Jeff Samulowitz** as director of research, working specifically with the health care team.

■ Knoxville, Tenn., media company *Scripps Networks Interactive* has appointed **Shannon Jamieson Driver** as senior vice president of network marketing and creative services and **Gabriel Gordon** as vice president of network research.

■ *BBC Worldwide*, the main commercial arm of London-based BBC, has appointed **Jaclyn Lee-Joe** as its new CMO.

■ London-based research consultancy *TNS* has appointed **Anne Rayner** as global head of communications research. She will be based in Sydney.

■ *The International Institute for Analytics*, Portland, Ore., has named **Daniel Magestro** as its vice president and research director.

■ **Andrew Parece** has rejoined Boston management consulting firm *Charles River Associates* as vice president in the

Life Sciences Practice. Additionally, **John Cole** and **Alex Silver** have joined the practice in London and Boston, respectively.

■ London marketing analytics firm *Ebiquity* has appointed **Michael Karg** as group CEO.

■ U.K. research agency *Join the Dots* has appointed the following: **Chris Haydon** as senior research director; **Benjamin Buckby** as research manager and **Justine Colin, Martina Raviele** and **James Collinson** as senior research executives.

■ Portland, Ore., humanitarian group *Mercy Corps* has appointed **Dara Royer** as chief development and marketing officer.

■ **Ivar Michaelsen** has been appointed COO consumer experiences U.K., Nordics and Baltics for Nuremberg, Germany, research firm *GfK*.

■ London-based researcher *Kantar* has appointed **Efrain Ribeiro** as its chief research officer.

■ Denver-based researcher *GutCheck* has hired **Renee Smith** as chief research officer.

■ New York ad tech company *Yieldbot* has appointed **Elissa Reiling-Gray** as vice president of brand marketing and **Veronica Mendoza** as vice president of product marketing.

■ *Starbucks Corp.*, Seattle, has hired **Gerri Martin-Flickinger** as its first

chief technology officer.

■ *QRCA*, St. Paul, Minn., has elected its officers and directors for 2015-2016. The board is led by **Monica Zinchiak**, *Z. Research Services*, San Diego. Other members include: **Manny Schragger**, *Consumer Centers of New York and New Jersey*, Montclair, N.J., as vice president; **Jay Zaltzman**, *Bureau West Research Group*, Palm Springs, Calif., as treasurer; **Corette Haf**, *Corporate Research Consultancy*, Malmesbury, Province of the Western Cape, South Africa, as secretary; **Daniel Berkal**, the *Palmerston Group*, Toronto; **Shaili Bhatt**, *C+R Research*, Chicago; **Kathleen Doyle**, *Doyle Research Associates Inc.*, Chicago; **Tom Rich**, *Thomas M. Rich and Associates*, Mountainside, N.J., and **Laurie Tema-Lyn**, *Practical Imagination Enterprises*, Ringoes, N.J.



Haydon



Buckby

■ Atlanta research and consulting firm *CMI* has appointed **Alec Schendzelos** as vice president of client services.



Schendzelos

■ U.K. firm *Explain Market Research* has appointed the following: **Alex Gates** as marketing director; **Sam Riley** as a market research executive; and **Anna Wiltshire** as a market research assistant on a graduate trainee scheme.

■ Canada-based social media management firm *Hootsuite* has hired **Penny Wilson** as its CMO.

■ *Clear Channel Outdoor Holdings Inc.*, New York, has hired **Dan Levi** as the CMO for Clear Channel Outdoor Americas.

■ U.K. community panel provider *Verve* has opened a new office, *Verve North*, in Leeds, to be headed up by **Bryony Hughes**. The firm has also hired the

continued on p. 69



[quirks.com/articles/2015/20151211.aspx](http://quirks.com/articles/2015/20151211.aspx)



# THE QUIRK'S EVENT

**BIG IDEAS. REAL-WORLD SOLUTIONS.**

**FEBRUARY 23-24, 2016**

New York Marriott at the Brooklyn Bridge

LEGACY SPONSOR



EXPO • WORKSHOPS • NETWORKING

*TheQuirksEvent.com*



TICKET PRICES  
START AT

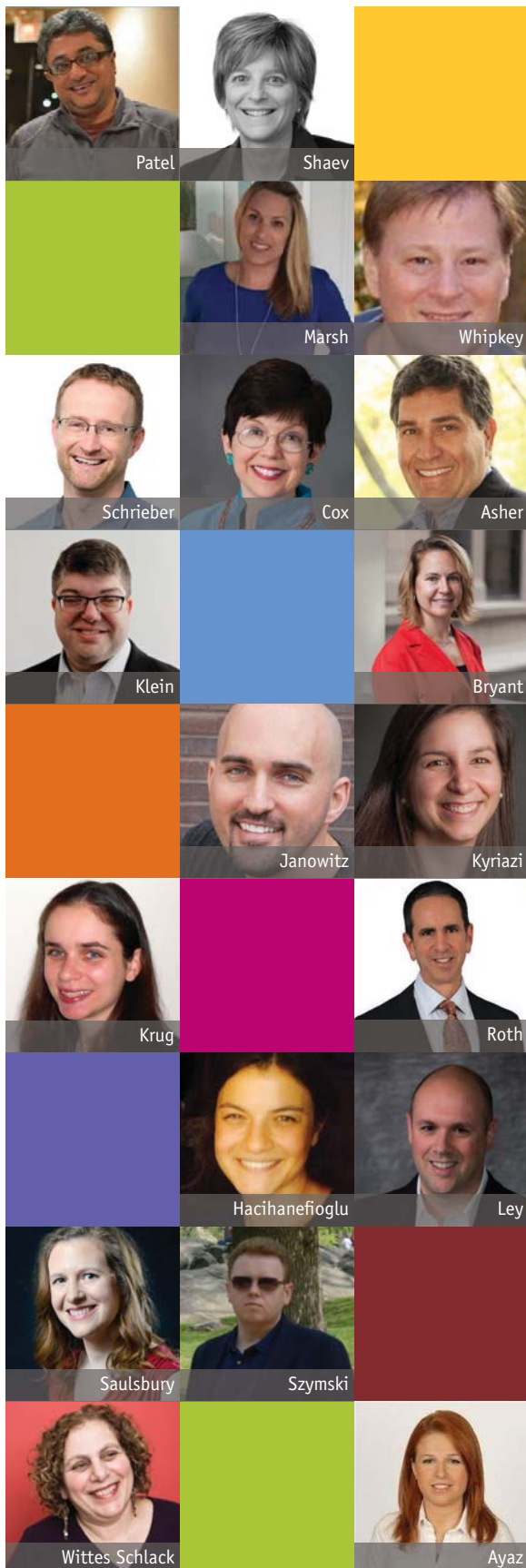
**\$99\***

Use discount code  
TQE50



\*Corporate researchers only. Other packages available.

# 70+ SESSIONS, MORE THAN 40 HOURS OF LEARNING! *including...*



**How Collecting Whitespace Insights Minimizes Product Development Risk**

Kimberly Marsh & Hemen Patel, *QualQuant Signals*

**Real Results: Using Purchase Pathways to Leverage Retail Partnerships and Increase Sales**

Michael Klein, *Post Foods*

**Rapid Response Case Study: Using Real-Time Insights to Master New Product Launches**

Jared Schrieber, *InfoScout*

**Using Mixed Methods to Inform the Product Roadmap**

Rachel Krug, *Constant Contact*

**Changing the Game: Moving from Projects to Process for Amazing, Inspiring Research**

Paul Janowitz, *icanmakeitbetter*

Kristen Bryant, *Travelers*

**Keeping Corporate Insights Functions Relevant**

Brian Ley, *Valspar*

**Transforming B2B Sales by Leveraging Research-based Content Creation**

Christina Kyriazi, *Peak 10*

**Insight 2.0 – Big Data and Small Talk**

Piotr Szymiski, *SABMiller*

**Use Your Customers as Ethnographers**

Nancy Cox, *Hallmark Cards Inc.*

Julie Wittes Schlack, *C Space*

**How Turkcell Used Hybrid Research to Create a Jingle Evaluation Test**

Sili Hacıhanefioglu & Mine Ayaz, *Turkcell*

**Back to the Future: Old School Survey Research in a Big Data-Obsessed World**

Eric Whipkey, *Navy Federal Credit Union*

**Infographic Magic Brings Snowmen (Research) to Life**

Kelsy Saulsbury, *Hallmark Cards Inc.*

**Diversity Marketing: Segmentation in LGBT Research Leads to Improved Results. Featuring the WNBA Lesbian Market Case Study**

Thomas Roth, *Community Marketing & Insights*

Hilary Shaev, *National Basketball Association*

**The Evolving Intersection Between Digital and Physical Shopping**

Jonathan Asher, *Perception Research Services*

## Driving Change: Using CX Data to Increase Profitability and Advocacy

Stephanie Linville, *Wheaton World Wide Moving | Bekins Van Lines*

## Lyft Scoots Ahead Thanks to Agile, Effective, Interactive Insights

Colin Frolich, *Lyft*;  
Katrina Noelle & Janet Standen, *Scout Insights*

## I Feel the Need for Speed!

Alicia Rudick, *Sonoco*

## Millennial Mythbusting: Next Generation Moms vs. Dads

Rachel Schwartz & Lindsey Plocek, *Crowdtap*

## IBM and Twitter: What's in a Tweet?

James Newswanger, *IBM*

## How Comparative Data Is Changing the Way Sports Teams Compete for Fans' Budgets

Rudy Nadilo, *Dapresy*  
Haynes Hendrickson, *Turnkey Intelligence*

## Boosting Brain Health: Using Concept Testing to Look Inside Consumers' Minds

Allison Groom, *American Heart Association/American Stroke Association*;  
Andrew Willard & Anna Lawton, *W5*

## The 2015 Digital Collaborative: A Year of Exploration by Major Brands to Understand the Digital Consumer

Dave Norton, *Ph.D., Stone Mantel*  
Kurt Steigerwald, *MarketVision Research*

## Three Ways to Kill Strategic Thinking or Five Habits to Get You Promoted to Vice President!

Carol Shea, *InsightsCentral*

## Engaging Stakeholders and Sales Associates through B2B Community Panels

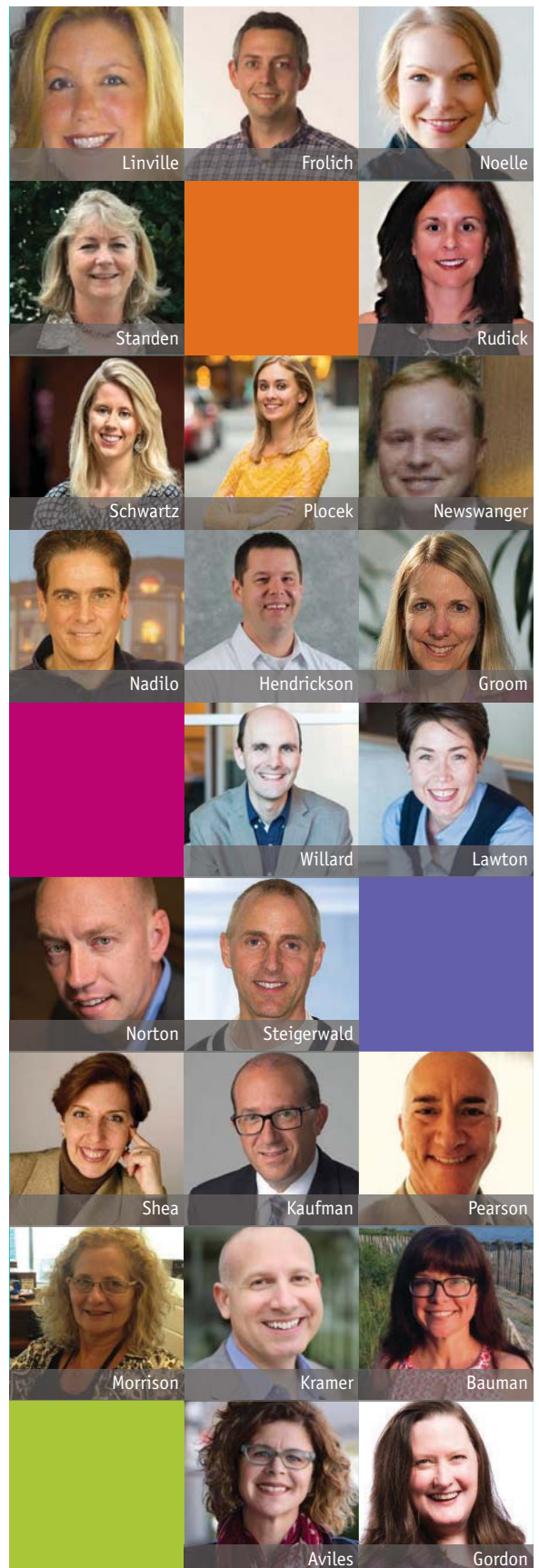
Jeffrey Kaufman, *Isagenix*  
Charles Pearson, *VERVE*

## Evangalizing Research to Inspire Action

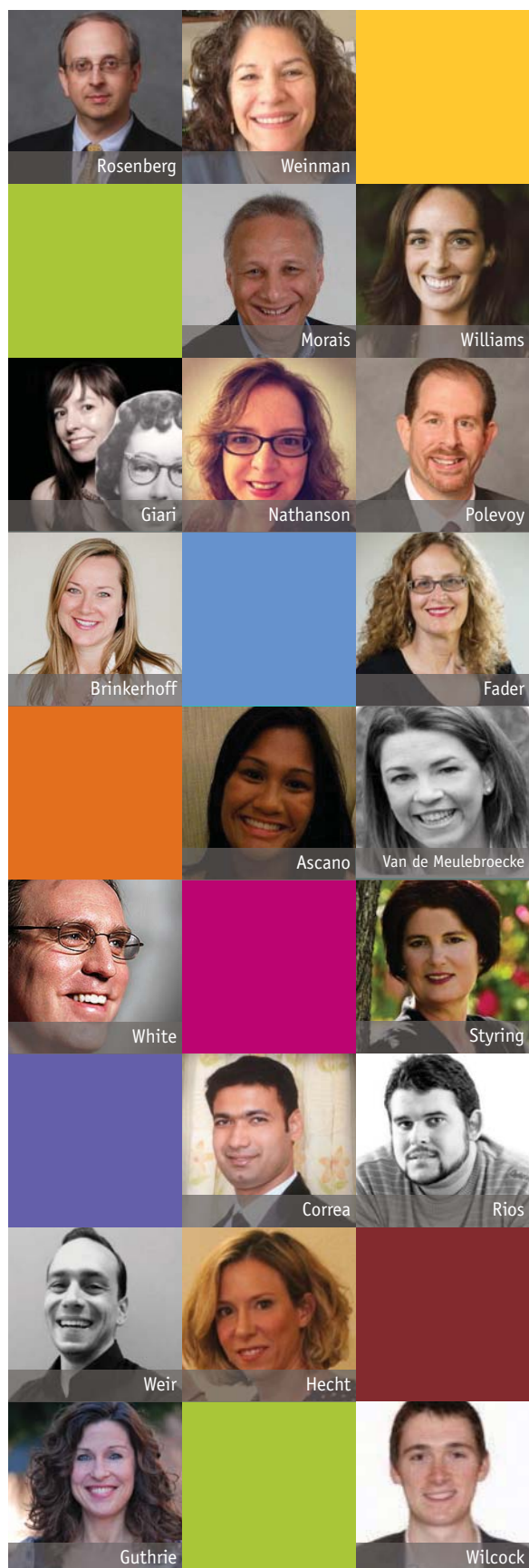
Janice Morrison, *MetLife*  
Jason Kramer, *Vital Findings*

## What Would Delighted Participants Mean to the Research Industry?

Sandra Bauman  
& Mary Aviles, *Bauman Research & Consulting*  
Stephenie Gordon, *Schlesinger Associates*



# 70+ SESSIONS, MORE THAN 40 HOURS OF LEARNING! *continued...*



## Vendor Management: How to Nurture, Select and Maintain the Right Relationships

Michael Rosenberg, *J.P. Morgan*

## Using Psychology and Anthropology to Understand Luxury Hotel UX

Cynthia Weinman & Robert Morais, *Weinman Schnee Morais Inc.*

## Building Customer Understanding

Brittany Williams & Katharine Giari, *Etsy*

## How One Team Moved a Mountain: Influence and Inspiration for New Thinking with an Enterprise-Wide Insights Community

Christina Nathanson & Jeff Polevoy, *AIG*  
Jodie Brinkerhoff, *Passenger*

## Gamification is More Than Playing Games: Incorporating Gamification Mindset into Qualitative Research

Susan Fader, *Fader & Associates*

## Boston Children's Hospital – How to Measure Its Brand Value and Make the Most of It

Jewel Ascano, *Boston Children's Hospital*  
Jennifer Van de Meulebroecke, *TRC*

## Brands as Character Actors: How Brands Play Roles In Consumers' Life Stories

Jim White, *RealityCheck Consulting Network LLC*

## Know Your Humans: Moving Beyond Technology to Connect with Consumers

Kelley Styring, *InsightFarm*

## Insights – The Road Less Traveled (in Market Research)

Joel Correa & Felix Rios, *Ugam*

## What Market Research Can Learn From UX / Correlation Does Not Imply Causation

Khal Weir & Kerry Hecht, *Dub*

## Breathing Life into Data: Three Steps to Add Personality to Your Segmentation Results

Kristin Guthrie, *Honeywell*

## The Secret's In The Segments: How To Develop (And Implement) An Effective & Actionable Segmentation

Conor Wilcock, *B2B International*

## Kitchen Stories: Understanding the Developing World via Digital Ethnography

Steve August, *FocusVision*

William Cimarosa, *Mead Johnson Nutrition*

## Untangling the Web of Cross-Channel Advertising Interactions

Kacy Doster, *Communicus*

Trevor Kvaran, *Communicus*

## Rules of Engagement: Shifting Dynamics of GenZ and Millennial Respondents

Kristin Luck, *Kristin Luck Consulting*

Jonathan Price, *Virtual Incentives*

## Measuring the Value of Mobile Survey Apps

Leslie Townsend, *Kinesis Survey Technologies*

Jacqueline Rosales, *SoapBox Sample*

## On Demand to Iterative: How Dannon Optimized Branding and Concepts

Monika Wingate, *Digsite*

Simone Schuster, *Dannon*



# NETWORKING OPPORTUNITIES MAKE VALUABLE CONNECTIONS!

## Quirk's Connect 2016

A free mobile app and Web site that not only functions as a repository for all vital content of the event, it also acts as the social media hub and is designed to help attendees and exhibitors easily make connections – old and new.



### Cocktails With Quirk's

Tuesday, February 23rd

5:00 pm – 6:30 pm



### The MR Musical Jam Session

Tuesday, February 23rd

7:30 p.m.



### The Research Club's Networking Event

Monday, February 22nd,

6:30 to 9:30 p.m.



### The New York MRA Networking Reception

Wednesday, February 24th

5:30 p.m.



# THE QUIRK'S Q-MANDMENTS

All of our speakers have to agree to and abide by our Q-Mandments in order to participate at our event. The Q-Mandments ensure that attendees receive the most relevant and insightful information, not sales pitches.

- **Thou Shalt Be Interesting:** Explore new industry territory and present ideas you haven't seen or shared before
- **Thou Shalt Be Effective:** Tell a story. Have a client present or use real client examples to illustrate your points
- **Thou Shalt Be Relevant:** During no part of your presentation should you ever sell your company, services or products
- **Thou Shalt Be Honest:** Speak of failures as well as successes and never exaggerate statistics, findings and claims
- **Thou Shalt Be Engaging:** Deliver your presentation with clarity, gusto and actively engage your audience
- **Thou Shalt Be Memorable:** Inject humor and personality into your presentation
- **Thou Shalt Be Prepared:** Practice, Practice, Practice! Do not read directly from your speech or from your slides
- **Thou Shalt Be Visual:** A picture is worth a thousand words. Favor images and video over text and speaking
- **Thou Shalt Be Accessible:** Remain open to questions after your session, but do not exceed your 30 minutes!
- **Thou Shalt Be Considerate:** Keep to the schedule - 30 minutes total!

## HOW CAN WE DELIVER A **QUALITY,** **TWO-DAY EVENT** FOR AS LITTLE AS **\$99?**

Holding an event is expensive – and NYC is really expensive. There are hotel fees, Internet and AV charges, insurance and labor costs and lots and lots of taxes. But we've kept registration fees low by eliminating the high-priced items that add cost but add little value for the attendee.

- **Gone are high-priced keynote speakers** who have a lot of charisma but are not relevant to the insights industry or the work you do on a day-to-day basis.
- **Costly sit-down lunches are gone** as well (saving \$60 per meal per person). Instead, meals are on your own, which not only saves you money but gives you the freedom to choose when, where and how much you want to spend. The nearby dining choices are plentiful.
- We've also kept prices low by **choosing a standard hotel as a venue** instead of a posh resort.
- Holding an event in **Brooklyn in February** cuts the cost by 40% over more popular (and warmer) times of year.
- Finally, whenever possible we're also asking research companies to **sponsor snacks and drinks and other amenities**. Without their support our low-price model would not be possible!





NEW THIS YEAR:

# IN-DEPTH WORKSHOPS

## Mobile, Self-Ethnography: Real Options, Real Benefits

Imagine being able to ask people to basically research themselves. Mobile ethnography is still new but some great, innovative work is being done. Attendees will learn about real-world options from low-cost, no-frills options to high-end solutions that aid in the creation of video-based deliverables. They will also learn the three most common risks when conducting these studies and how to mitigate them. Case studies include in-home and on-the-go applications. Attendees will also work in teams to experience mobile ethnography as participants.

## Data Visualization: Demonstration and Practice

Data visualization isn't just for "big data analytics." We market researchers can leverage current trends and tools to aid in the analysis and presentation of market research data. Bring your laptops to this hands-on workshop! In this four-hour session students will experience:

- Using data visualization for data exploration
- Using data visualization for reporting
- Applying lessons from infographic design to research reporting

The workbook for this session includes examples of doughnuts, gauges, heat maps, lollipops and multi-level pie charts.

## Excel for Market Research Data Analysis

Bring your laptops for this fun, fast-paced, hands-on workshop. Yes, Excel can be used for real data analysis. The session starts with the basics of pivot tables and descriptive statistics, helping analysts describe their data. Students will also learn and practice conducting inferential tests for decision-making, such as t-tests, chi-square tests and ANOVAs. That's right, all in Excel.

Based on feedback from Quirk's Event attendees, we have added an extra day of in-depth workshops. For an additional \$299, researchers can choose from one of four four-hour sessions, each curated by Research Rockstar's Kathryn Korostoff, offering deep dives into data visualization, mobile self-ethnography, questionnaire design or Excel for market research data analysis. Space is limited so be sure to register

today and add even more learning to your Quirk's Event experience!

## Questionnaire Design 201: Beyond the Five- Point Rating Scale

Survey research has many forms of risk. Social desirability issues, acquiescence bias, extreme response bias and even just boredom are all issues. Learn to mitigate the risks by being aware of many scale options, wording choices and formatting tips. Survey research is still a large part of the market research profession but too many researchers default to five-point rating scales. After this session, researchers will have several options that they can apply appropriately to improve survey research quality.

# THE BEST IN THE BUSINESS,

## LEGACY SPONSOR



## PLATINUM SPONSOR



Lieberman Research Worldwide

## GOLD SPONSORS



## SILVER SPONSORS



## OTHER SPONSORS



## EXHIBITORS



# ALL IN ONE PLACE!

The Quirk's Event expo will feature 90+ research and insights organizations. Meet new partners offering a range of tools and methodologies and find new solutions to your most pressing marketing research issues.



# YOU'LL BE IN GOOD COMPANY...

Below is a list of just some of the corporate brands that attended the last Quirk's Event.

AARP • AHOLD USA • AIG • ALCON • AMERICAN AIRLINES • AMERICAN CHEMICAL SOCIETY • AMERICAN DIABETES ASSOCIATION  
• AMERICAN EXPRESS • AMERICAN HEART ASSOCIATION • BAYADA HOME HEALTH CARE • BAYER HEALTHCARE LLC / DIABETES CARE  
• BEST BUY • BIC • BLACK HILLS ENERGY • BLOOMINGDALE'S • BLUE CROSS AND BLUE SHIELD • BOSE CORPORATION • BOSTON  
CHILDREN'S HOSPITAL • BUMBLE BEE SEAFOODS • CAPITAL ONE • CARGILL • CARS.COM • CBS • CITI • COCA COLA • COLGATE  
PALMOLIVE • COLUMBIA UNIVERSITY • COMBE, INC. • CON EDISON • CONDE NAST • CONSTANT CONTACT • CONSUMER REPORTS •  
CONSUMER TECHNOLOGIES • COTY INC. • CRAYOLA LLC • DAIICHI-SANKYO • DISNEY • DISNEY MEDIA • DUNKIN' BRANDS GROUP, INC.  
• E\*TRADE FINANCIAL • ELECTRONIC ARTS • ENERGIZER • ERIE INSURANCE GROUP • ESC STEEL • ESPN • ESTEE LAUDER COMPANIES  
• ETSY • EVERBANK • EVERSOURCE • FINANCIAL TIMES • FITBIT • FLORIDA POWER & LIGHT • GARTNER • GASMART • GEORGIA-  
PACIFIC • Groupon • GUIDEPOSTS • HASBRO • HBO • HEALTHFIRST • HILTON WORLDWIDE • HOUGHTON MIFFLIN HARCOURT •  
IBM • JOHNS HOPKINS MEDICINE • JOHNSON & JOHNSON • JPMORGAN CHASE & CO. • KIMBERLY-CLARK CORPORATION • KROGER •  
LINCOLN FINANCIAL GROUP • LINKEDIN • L'OREAL • MALLINCKRODT PHARMACEUTICALS • MANNING MEDIA INTERNATIONAL • MARS  
PETCARE, USA • MARVIN WINDOWS AND DOORS • MASTERCARD • MCKEE FOODS CORPORATION • MEDIA SOURCE INC. • MEREDITH  
CORPORATION • METLIFE • MICROSOFT • MILLERCOORS • MONDELEZ INTERNATIONAL • MORGAN STANLEY • MYLAN PHARMACEUTICAL  
• NATIONAL INSTRUMENTS • NAVY FEDERAL CREDIT UNION • NESTLE • NESTLE NESPRESSO • NESTLE NUTRITION - GERBER • NESTLÉ  
PURINA • NEW YORK METS • NICKELODEON • NOVARTIS • OCTANE PUBLIC RELATIONS • OSC WORLD • PACIFIC LIFE • PEAK 10  
• PEARSON • PEPSICO • PFIZER CONSUMER HEALTHCARE • PINNACLE FOODS • POST FOODS  
• PR NEWswire • PROGRESSIVE INSURANCE • PRUDENTIAL • RACETRAC PETROLEUM,  
INC. • REED EXHIBITIONS • REVLON • RODALE • SAFECO INSURANCE • SAMSUNG  
ELECTRONICS AMERICA • SCHOLASTIC • SCIENTIFIC GAMES • SEPHORA • SOCALGAS  
• SONOCO • SOURCE MEDIA • SOUTHERN CALIFORNIA GAS COMPANY • STANLEY  
BLACK & DECKER • TAKASAGO • THE ESTÉE LAUDER COMPANIES • THE HARTFORD  
• THE HARTZ MOUNTAIN CORP • THOMSON REUTERS • TIME, INC. • TOYOTA  
FINANCIAL SERVICES • TOYS R' US • TRANSAMERICA • U.S. PHARMACOPEIA  
• UCB PHARMA • UNILEVER • UNITED NATIONS FEDERAL CREDIT UNION •  
UNIWORLD GROUP • VANGUARD • VIMEO • VISTAPRINT • VONAGE • W.L.GORE  
& ASSOCIATES • WAWA, INC • WEBMD • WESTJET • WHEATON WORLD WIDE  
MOVING | BEKINS VAN LINES • WILEY • WRIGLEY • WYNDHAM WORLDWIDE / RCI



# THE QUIRK'S EVENT

**BIG IDEAS. REAL-WORLD SOLUTIONS.**



**FEBRUARY 23-24, 2016**

New York Marriott at the Brooklyn Bridge

*TheQuirksEvent.com*

continued from p. 58

following: **Anthony Walton** as senior research manager and **Nancy Baum** as research manager for the Chicago office; **Alistair Shutt** as research director, **Alice Banfield** as qualitative associate director, **Reena Nemchand** as qualitative research manager, **Qasim Aziz** and **Pepe Lopez** as Web designers and **Louise Littleton** as senior research executive for the London office and **Andreea Stoian** and **Stefania Filimon** as data executives for the Romania office.

■ New York technology company *MediaMath* has appointed **Joanna O'Connell** as its CMO.



Shaw

■ Iselin, N.J.-based researcher *Schlesinger Associates* has appointed **AJ Shaw** as vice president, qualitative solutions for *Schlesinger Philadelphia*. **Patti McComb** has also been promoted to operations manager for Philadelphia.



McComb

■ **Kurt Knapton**, president and CEO of Plano, Texas-based *Research Now*, has resigned. The company's press release specified that Knapton has increasingly felt the need to be present with his father, who is battling ALS. Knapton will remain on the board of directors following the identification of and transition to his successor.

■ Nuremberg, Germany, firm *GfK* has appointed **James Howitt** as digital lead, U.K.

■ **Scott Ernst** has been appointed CEO of Tokyo-based research firm *Macromill*.

■ **Matthew Jauchius** is joining Estero, Fla., car rental company *Hertz Global Holdings Inc.* as executive vice president and CMO.

■ New York research firm *SHC Universal* has promoted **Hilary Fischer** to chief revenue and strategy officer

and **Sal Brucculeri** to executive vice president of client relationships and sales management. The firm has also appointed **David Katz** as senior vice president of client relationships and **Laurie Shapiro** as vice president of client relationships.

■ Milwaukee-based research and consulting firm *Market Probe* has appointed **Dennis Syrkowski** as executive vice president.

■ *FocusVision*, a Stamford, Conn., research technology firm, has appointed the following to its business development and sales team: **Ivelina D. Popova**; **Valentina Bonazzi** as associate business development director based in Singapore; **Sidharth Dhawan** as business development director, APAC, based in Singapore; **Petar Dzhindzhev**, **Eleonora Georgieva**, **Jason Ruiz**, **Milan Stoichkov** and **Teddy Walter** as business development director.

■ U.K. firm *eDigitalResearch* has promoted **Steve Brockway** to managing director and **Nada Gillard** and **Liz Boffey** to the board of directors as chief product officer and chief delivery officer, respectively.

■ Palo Alto, Calif., firm *SurveyMonkey* has appointed **Mark Blumenthal** as head of election polling. He will be based in Washington, D.C.

■ *Wake Forest Baptist Medical Center*, Winston-Salem, N.C., has named **Robert J. Gfeller, Jr.** as vice president of communications, marketing and media and CMO.

■ *Sony Pictures Motion Picture Group*, Culver City, Calif., has appointed **Louise Chater** as executive vice president of international strategy and research.

■ Pizza chain *Papa Murphy's Holdings Inc.*, Vancouver, Wash., has appointed **Brandon Solano** as its new CMO.

■ Chicago branding and marketing firm *VSA Partners* has appointed its newest associate partner, Executive Creative Director **Chris Cancilla**.

■ **Jake Steadman**, director of international research at *Twitter*, has joined the *MRS Delphi Group*, a think tank set up by the Market Research Society.

■ Culver City, Calif., research consultancy *Kelton Global* has hired **Brett Davis** as its first COO.

■ San Antonio-based marketing services agency *Harte Hanks* has appointed **Frank Grillo** as its CMO.

■ *MFour Mobile Research*, Costa Mesa, Calif., has hired **Jeannette Ceballos** as solutions development representative, **William Harp** as talent acquisition manager, **Caitlyn Sorich** as an operations analyst and **Irene Manahan** as senior research consultant.

■ U.K. digital marketing firm *Blueclaw* has appointed the following: **Nadia Mursal** as client services manager; **Kay Brown** as content and online PR manager and **Laurie Garrison** as marketing manager.

■ New York-based media services agency *Horizon Media* has hired **Michelle Gordon** as vice president, director of consumer insights in the agency's WHY Group.

■ *Lieberman Research Worldwide*, Los Angeles, has named **Stephen Palacios** as vice president and general manager.

■ Fishkill, N.Y., incentives solutions company *Virtual Incentives* has hired **Michelle Andre** as its vice president of marketing. She will be based in the company's new West Coast office in Oregon.

■ New York research firm *SHC Universal* has appointed **Matt Walmsley** as senior vice president of new product development and **Niraj Patel** as senior director of its London office.

■ Reston, Va., research-led consulting firm *Heart+Mind Strategies* has appointed **Maury Giles** as systems and decision mapping practice leader.

■ Framingham, Mass., research and consulting firm *IDC Financial Insights* has appointed **Bill Fearnley Jr.** as research director.

# Q

## Research Industry News

### News notes

■ New York broadcaster **CBS** will become the first U.S. broadcast TV network to count digital viewers in its **Nielsen TV ratings**, with Nielsen to measure the viewing of CBS All Access, the digital subscription service for CBS. The agreement is part of Nielsen's Total Audience Measurement effort, which is set to debut at the end of this year and aims to capture viewing across TV and digital devices.

■ **Ipsos Public Affairs U.S.**, Washington, D.C., has joined the **AAPOR Transparency Initiative** as a charter member. The initiative promotes openness and honesty in public survey research by establishing standards of methodological disclosure.

■ Oslo, Norway, feedback management company **Questback** has confirmed it remains compliant with the European Union/European Economic Area (EU/EEA) data protection regulations following a recent European Court of Justice ruling to invalidate the Safe Harbor data-transfer agreement between the U.S. and the EU/EEA. The new ruling means technology companies processing data under the Safe Harbor framework are no longer in compliance with the EU/

EEA regulations and customers using such services may be in breach of the law.

■ U.K. grocery retailer **Tesco** has abandoned the sale of its data analytics unit **dunnhumby**.

■ Fort Washington, Pa., firm **M3 Global Research** was mentioned in two Policy Research Perspectives by the **American Medical Association (AMA)**. The AMA used samples of physicians from the M3 Global Research panel for the reports.

■ **McGraw Hill Financial Inc.**, New York, is pursuing a sale of **J.D. Power**, the company's market research unit based in Westlake Village, Calif. McGraw Hill said it has hired Morgan Stanley to seek strategic options for its J.D. Power unit.

■ **Moat Inc.**, a SaaS marketing analytics firm based in New York, has become the first company to be accredited by the **Media Rating Council** for mobile viewability for its measurement of viewable ad impressions and related viewability metrics in both mobile Web and mobile in-app.

### Acquisitions/transactions

■ Reston, Va., media measurement and analytics company **comScore** and Portland, Ore., media measurement firm **Rentrak** have entered into a definitive merger agreement under which the companies will combine in a stock-for-stock merger. Pursuant to terms of the merger, Rentrak will merge into a wholly-owned subsidiary of comScore and each share of Rentrak will be converted into the right to receive 1.15 shares of comScore. Upon completion of the merger, comScore shareholders are expected to own about 66.5 percent and Rentrak shareholders are expected to own about 33.5 percent of the combined company on a fully di-

luted basis. ComScore's current CEO, Serge Matta, will lead the combined company as CEO. Bill Livek, Rentrak's current vice chairman and CEO, will serve as the company's executive vice chairman and president. Mel Wesley will continue as the CFO.

■ Englewood, Colo., software company **Evolving Systems Inc.** has acquired Durham, N.C., mobile marketing software and services firm **Sixth Sense Media**.

■ Iselin, N.J., data collection company **Schlesinger Associates** has acquired Chicago-based fieldwork company **MedQuery**. MedQuery will continue as a stand-alone operation under the same management by Chris Lee and Michael Schulte.

■ France-based communications firm **Havas** has acquired market research group **CSA** and the **Intervalles agency**, both formerly wholly owned subsidiaries of France-based investment firm Bolloré Group, owner of a 60 percent stake in Havas.

■ London-based media agency **ZenithOptimedia** has acquired Australia-based marketing agency **FirstClick Consulting**. FirstClick will become part of Performics Worldwide, ZenithOptimedia's global performance marketing network and will rebrand as Performics Australia.

■ Canada-based research firm **Insights West** has acquired a focus group facility originally operated by Vancouver firm **SmartPoint Research** and has reopened the facility as Vancouver Insights Centre.

■ Chicago-based business intelligence firm **Q1 Productions** has acquired the practice of **Think Marketing, Research and Consulting Services** of Columbus, Ohio.

■ Media, Pa., research firm **SSRS** has



[quirks.com/articles/2015/20151212.aspx](http://quirks.com/articles/2015/20151212.aspx)

merged with Allentown, Pa., firm **Survey Technology and Research (STR)**. The new company will carry the name **SSRS**. Gregg Kennedy, STR founder and president, has been named chief strategic operations officer for SSRS and will be based in the Allentown office.

■ **Google**, through its German division, has acquired a share in the **German Research Center for Artificial Intelligence**. Google aims to boost its cooperation with the German and European research communities and strengthen the future prospects of its project portfolio.

■ Seattle-based social media analytics firm **Simply Measured** has acquired **Data Rank**, a social intelligence solution based in Fayetteville, Ark.

■ San Jose, Calif., retail analytics firm **RetailNext** has acquired Chicago-based mobile marketing company **Pikato**.

■ San Francisco-based customer service software firm **Zendesk** has acquired **We Are Cloud SAS**, the France-based maker of BIME Analytics software. BIME Analytics will become the core technology for Zendesk's customer data platform, allowing Zendesk to integrate data analytics capabilities across its platforms.

### Alliances/strategic partnerships

■ Portland, Ore., researcher **Rentrak** has partnered with **AMC Networks**, New York, to develop cross-platform analyses of program viewing by integrating viewing behavior from Rentrak's television and video on demand information with census-level video viewing collected from AMC's digital platforms. The partnership will show how audiences use the

mix of platforms by demographics, advanced demographics and custom segmentations to help AMC better service its advertisers. Separately, Rentrak has entered into a partnership with London-based movie analytics firm **Gower Street Analytics**.

■ Tokyo-based consumer insights and marketing analytics firm **Macromill-MetrixLab** has entered a joint venture with Amsterdam mobile marketing firm **TTC Mobile**, with a focus on emerging markets. The new venture will incorporate TTC's mobile panels into Macromill's sample ecosystem. In addition, the two firms will integrate their panel management systems and survey platforms to carry out mobile surveys in Africa, South East Asia and Latin America.

■ **Nielsen**, New York, and Nuremberg, Germany, research firm **GfK** are forming a partnership for targeted future cooperation within the book sector that aims to help customers identify multinational trends and to more closely observe market developments. The cooperation centers around figures from the audience market in the U.S. and the U.K. Industry-specific information obtained from Nielsen will be integrated into the GfK databases and provided to customers via connected Web tools. They provide an overview of best sellers, popular topics and successful authors in different genres and enable conclusions to be made on sales traffic in other countries like Germany, Austria and Switzerland.

■ **Ipsos Healthcare**, London, has partnered with **HoneyB Health LLC**, a spinout company of Arizona State University, Tempe, Ariz., to deliver insights into connected health. HoneyB Health's database of physiological assessments of connected health devices will be linked with Ipsos Healthcare's research insights into the attitudes and behavior of

end users and physicians. The partnership aims to advance how patients, physicians, practitioners and hospitals can use new health technology and devices to share information, inform diagnoses and improve medical treatments.

■ Shelton, Conn., research firm **SSI** is partnering with **Uprise by Sallie Mae**, a Newton, Mass.-based loyalty program provider. Uprise members who enroll in SSI's Save with Surveys can earn money for college by participating in surveys.

### Association/organization news

■ Marketing research industry organizations **MRA** and **CASRO** are in discussion about joining forces to become one, new association serving the U.S. research industry and profession. The respective boards and staffs will continue their discussions and work through a business plan that addresses governance, structure, management, staffing, budgeting and other issues. Both MRA and CASRO member structures, dues, benefits and agendas will remain intact in 2016. If approved by both boards, this change would have to be approved by the membership of both organizations. Although no decisions have been made as to how the new merged association would function, the aim is to maintain all current benefits through a newly branded association that would be positioned to do more for its combined membership than either association is able to do on its own. Goals of joining forces include speaking with one message in a stronger, louder voice before the public, media and government officials and harmonizing industry standards, ethics and guidelines from one consensus source.

■ The following individuals won the **Qualitative Research Consultants Association (QRCA) 2015 Young**

Professionals Grant: **Laura Albers**, Kaleidoscope LLC, Santa Monica, Calif.; **Tory Rebecca Gentes**, the Palmerston Group, Lebanon, N.H.; **Kayte Hamilton**, Brado Creative Insight, St. Louis, Mo.; **Ellen Hart**, Vivisum Partners, Durham, N.C.; **Heather Hilgenkamp**, iModerate Research Technologies, Denver; **Emily Hoffman**, Research Partnership, Ambler, Pa.; **Elizabeth Marconi**, GfK, Conshohocken, Pa.; **Margaret Mariani**, the Strat Lab, Tampa, Fla.; **Meghan Morales**, Cocker Fennessy, Seattle and **Shatha Richards**, PSEARCH Associates Company Ltd., Kingston, Jamaica. The recipients attended the QRCA Annual Conference in Orlando, Fla., on Oct. 7-9. Separately, QRCA announced the winners of its awards at its annual conference. **Rick Weitzer**, principal of Prell Organization in St. Louis, received the President's Award for his leadership and dedication to the Membership Expansion Task Force and Industry Relations Committee. **Marta Villanueva**, chief insights officer for NuThinking Inc. in San Antonio, received the Maryanne Pflug Spirit Award for her positivity, leadership and commitment to QRCA. **Sidney Clewe**, research insights navigator for TripleScoop Premium Market Research in Castle Rock, Colo., received the Rising Star Award for her leadership, the co-establishment of the Rocky Mountain Chapter and her contributions to the Chapter Success Task Force.

### Awards/rankings

■ **John Castellano**, senior vice president of client relationships at New York data collection firm SHC Universal, was presented with the 2015 **Circle of Excellence Award** at the PMRG Institute's Award Dinner on Oct. 5. The award recognizes Pharmaceutical Marketing Research Group (PMRG) employees, volunteers and officers who advance the PMRG through their efforts.

■ France-based researcher **BVA** and the **Secretariat-General for Government Modernisation** won the **Excellence Award for Best Paper** at the ESOMAR congress in Dublin. The

award is given to a paper presenting an innovative and creative research approach likely to meet the challenges faced by market research today.

■ **Amber Leila Esco**, vice president of sales, market research at Fort Washington, Pa., firm M3 Global Research, received the **2015 PMRG President Award** in recognition of her long-term commitment to the organization. She is currently ending her term as the chair of the board for PMRG after serving multiple roles with the organization.

■ Stamford, Conn., analytics software provider **OdinText** has been awarded the **Research Entrepreneur of the Year** award by **CASRO** for its Next Generation Text Analytics software-as-a-service product. The award acknowledges an organization that has introduced a new direction or service to its research business portfolio and provides innovative services that expand traditional market, opinion and social research.

■ Reston, Va., media research firm **comScore** received the **Chairman's Prize** at the **Print and Digital Research Forum** for innovative research, led by Steve Millman, vice president of research at comScore, on how viewability and latency impact advertising effectiveness.

■ Researchers from **GfK MRI**, New York, received three awards at the **Print and Digital Research Forum** in London for work in measuring magazine readership, connecting advertisers to print audiences via programmatic buying and boosting the reliability of consumer surveys. **Mickey Galin**, executive vice president of research at GfK MRI, and **Lori Jacobs**, director of Time Inc., won the Best New Idea prize, while **Julian Baim**, chief research officer at GfK MRI, and **Martin Frankel**, consultant at GfK MRI, each won an award for Best Technical Innovation.

### New accounts/projects

■ **Confirmit Horizons**, a software platform by Oslo, Norway, research

software firm Confirmit, has been selected by U.K.-based social research company **CFE Research** as the market research solution supporting its expanding portfolio of research and evaluation services focusing on education, well-being and the economy.

■ U.K. consumer science company **dunnhumby** has selected France-based researcher **Toluna** to power its Behavioral Attitudinal Research (BAR) platform, which draws upon data from shoppers and gathers attitudinal data, providing a better understanding of shoppers. Toluna's technology provides dunnhumby BAR users with access into insights like survey creation, consumer targeting and reporting and data visualization.

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

■ The Government and Public Sector Practice of London-based communications firm **WPP** has launched a hub in Sydney to offer communications and research for public sector clients in Australia and New Zealand. The hub will give clients access to global best practices and thinking on government communications, behavior change programs, citizen engagement and digital government transformation. The Government and Public Sector Practice Australia and New Zealand Hub will be led by Kathryn Cooper.

■ London-based market research firm **Zappistore** has opened a regional office in Singapore, to be headed up by Roxan Toll, senior vice president for sales and marketing in Asia and the Pacific.

■ Cincinnati firm **Illumination Research** has opened its West Coast operations in San Francisco and tapped Brad Weiss as senior vice president of West Coast operations.

■ Stockholm, Sweden, software company **Cint** has opened an office in Hong Kong and has appointed James Rogers as regional head of supply acquisition and APAC MD. This coincides with an office move in Japan to



accommodate expansion and facilitate growth out of its Tokyo premises, which acts as a sales and operations hub for the region.

■ Fort Washington, Pa., firm **M3 Global Research** will open its first research facility, M3 Philadelphia Studios, in January 2016. The facility will provide a full-service research space for the health care community and the consumer goods industry. M3 Philadelphia Studios is being established and will be managed by Lindita Mezani, vice president of market research.

■ Austin, Texas, research firm **Latin Field** has opened a focus group facility and call center in Mexico City.

■ U.K. recruitment company **People for Research** has launched **User Viewing**, a user testing lab and market research viewing facility in Bristol, U.K.

■ A new market research facility, **i-view Warsaw**, has opened in Warsaw, Poland.

■ Salt Lake City customer experience technology firm **MaritzCX** has opened a new office in Sydney to fuel business growth in Australia and New Zealand.

■ Former Microsoft Director Jessica Jobs has launched a new Seattle-based marketing agency called **OnTheGrid LLC**. The marketing agency occupies a cross-section between market research and inbound marketing and offers a customer interview service influenced by Google Ventures' research sprints.

■ Cincinnati firm **MarketVision Research** has opened an office in Dubai, United Arab Emirates.

### Research company earnings/ financial news

■ Stamford, Conn., audience measurement firm **Tru Optik** has closed a \$1.7 million venture financing led by angel investor Alex Blum and Progress Ventures.

■ **Voxpopme**, a U.K. video platform for market research, has completed a \$1.5 million growth funding round. Existing shareholders and U.K. angel investors contributed to the funding round.

■ U.K. researcher **YouGov** has reported a revenue of £76.1 million for the year to the end of July, a 13 percent increase.

■ **Nielsen**, New York, reported Q3 revenues of \$1.53 billion for 2015, down 2.6 percent due to the impact of foreign exchange, but up 5 percent on a constant currency basis compared to Q3 2014.

■ New York-based marketing and advertising holdings company **Omnicom Group** has reported Q3 2015 worldwide revenue of \$3.7 billion, down 1.1 percent from the same period in 2014.

■ From July to September 2015, Paris researcher **Ipsos** recorded EUR 428 million in revenue, up 3.7 percent over the same period of the preceding year. At constant scope and exchange rates, revenues were down 2.2 percent in the quarter. For the first nine months of the year, the firm saw revenue of EUR 1.26 billion, up 7.9 percent.

■ France-based communications firm **Havas** has reported a Q3 revenue of EUR 516 million, up 15.7 percent from the same period last year.

■ London-based communications firm **WPP** has reported Q3 revenue of £2.9 billion, up 5.9 percent from the same time last year.

■ Cambridge, Mass., firm **Forrester Research** has reported 2015 Q3 revenue of \$74.8 million, compared to \$75.4 million for Q3 2014. Research revenues increased 3 percent and advisory services and events revenues decreased 9 percent compared to Q3 2014. On a constant currency basis, research revenues increased 7 percent and advisory services and events revenue decreased 6 percent compared to Q3 2014.

HIGH QUALITY, LOW COST

# The Other Sampling Company

ONLINE PANEL AND PHONE SAMPLES

or COMPLETE SURVEY FULFILLMENT

## Sample

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

## Survey Programming

YOUR QUESTIONNAIRE  
SIMPLE OR COMPLEX

## Data Collection

SURVEY HOSTING  
QUOTA MANAGEMENT

## Tabs

ON TIME  
ON BUDGET

REQUEST A QUOTE  
via our website, email or phone

**AFFORDABLE  
SAMPLES, INC.**™

The OTHER Sampling Company

[www.affordablesamples.com](http://www.affordablesamples.com)  
[sales@affordablesamples.com](mailto:sales@affordablesamples.com)  
800-784-8016

# CALENDAR OF EVENTS

●●● can't-miss activities

**IQPC** will hold its Market Research and Consumer Insights Exchange event on **December 6-8** at the Loews Coronado Bay Resort in **Coronado, Calif.** Visit [www.marketresearch-exchange.com](http://www.marketresearch-exchange.com).

**The Conference Board** will hold its Customer Insights Seminar on **December 9-10** at The Conference Board Conference Center in **New York**. Visit [www.conference-board.org](http://www.conference-board.org).

**MRA Great Lakes Chapter** will hold its winter conference on **January 20-22** at the Diamond Head Beach Resort and Spa in **Ft. Myers Beach, Fla.** Visit [www.glcma.com](http://www.glcma.com).

**IQPC** will hold its Mobile Marketing Exchange event on **January 24-26** in **Santa Barbara, Calif.** Visit [www.mobilemarketingexchange-usa.com](http://www.mobilemarketingexchange-usa.com).

**MRS** will hold its Kids and Youth Research Conference on **January 28** in **London**. Visit [www.mrs.org.uk](http://www.mrs.org.uk).

**The 2015 Pharma Market Research Conference (USA)** will be held on **February 3-4** at the Hilton Parsippany Hotel in **Parsippany, N.J.** Visit [usa.pharmamarketresearchconference.com](http://usa.pharmamarketresearchconference.com).

**AMA** will hold its Analytics with Purpose Conference on **February 7-9** at the JW Marriott Scottsdale Camelback Inn Resort and Spa in **Scottsdale, Ariz.** Visit [www.ama.org/Pages/default.aspx](http://www.ama.org/Pages/default.aspx).

**QRCA** will hold its Qualitative360 Europe 2016 event on **February 16-17** at the Ramada Hotel Berlin Alexanderplatz in **Berlin, Germany**. Visit [eu.qual360.com](http://eu.qual360.com).

**The Pharma CI Europe Conference and Exhibition** will be held on **February 18-19** at the Paris Charles de Gaulle Airport Marriott Hotel in **Paris**. Visit [europe.pharmaciconference.com](http://europe.pharmaciconference.com).

**Quirk's** will be holding its 2016 Quirk's Event on **February 23-24** at the Marriott Brooklyn Bridge in **New York**. Visit [www.thequirksevent.com](http://www.thequirksevent.com).

**AMA** will hold its 2016 Winter Marketing Academic Conference on **February 26-28** at Caesars Palace in **Las Vegas**. Visit [www.ama.org](http://www.ama.org).

**MRS** will hold its annual conference on **March 15-16** at The Grange Tower Bridge Hotel in **London**. Visit [www.mrs.org.uk](http://www.mrs.org.uk).

**The Conference Board** will hold its 12th Annual Customer Experience Conference on **March 24-25** at the New York Marriott Downtown in **New York**. Visit [www.conference-board.org](http://www.conference-board.org).

**Strategy Institute** will hold its Fifth Annual Customer Experience Strategies Summit

on **April 4-5** at the Ritz Carlton in **Toronto**. Visit [www.customerexperiencecanada.com](http://www.customerexperiencecanada.com).

**NMSBA** will hold its Neuromarketing World Forum on **April 4-6** in **Dubai, United Arab Emirates**. Visit [www.neuromarketingworldforum.com](http://www.neuromarketingworldforum.com).

**QRCA** will hold its 2016 QRCA Worldwide Conference on **April 13-15** at the Vienna Marriott Hotel in **Vienna, Austria**. Visit [www.qrca.org](http://www.qrca.org).

**PMRG** will hold its Healthcare Marketing Researchers Connect event on **May 1-3** at the Gaylord National Hotel in **National Harbor, Md.** Visit [www.pmr.org](http://www.pmr.org).

**AAPOR** will hold its 71st Annual Conference on **May 12-15** at the Hilton Austin in **Austin, Texas**. Visit [www.aapor.org](http://www.aapor.org).

**LIMRA** will hold its 2016 Marketing and Research Conference on **June 1-3** at Disney's Grand Floridian Resort and Spa in **Lake Buena Vista, Fla.** Visit [www.limra.com](http://www.limra.com).

**EphMRA** will hold its Health care Business Intelligence/Analysis Conference on **June 21-23** in **Frankfurt, Germany**. Visit [www.ephmraconference.org/home](http://www.ephmraconference.org/home).

**AMA** will hold its 2016 Marketing and Public Policy Conference on **June 23-25** at California Polytechnic State

University in **San Luis Obispo, Calif.** Visit [www.ama.org/publicpolicy](http://www.ama.org/publicpolicy).

**NMSBA** will hold its Shopper Brain Conference on **June 23-24** in **Chicago**. Visit [www.shopperbrainconference.com/chicago](http://www.shopperbrainconference.com/chicago).

**Unicom** will hold its Testing Showcase North conference, themed 'Testing Challenges in a Digital World,' on **February 11** in **Manchester, U.K.** Visit [www.unicom.co.uk](http://www.unicom.co.uk).

**CASRO** will hold its Digital Research Conference on **March 29-30** at The Driskill in **Austin, Texas**. Visit [www.casro.org](http://www.casro.org).

**The University of Alberta International Institute for Qualitative Methodology** will hold its 15th Annual Qualitative Methods Conference on **May 3-5** in **Glasgow, U.K.** Visit [www.iiqm.ualberta.ca](http://www.iiqm.ualberta.ca).

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

# Introducing Enhanced-Wireless™

- A new type of wireless sample.
- Target wireless individuals, not just geographic areas.
- Better demographic representation.
- Reduced data collection costs.



The new **Enhanced-Wireless™** sample from Scientific Telephone Samples (STS) provides researchers with the powerful ability to directly target cellular/wireless individuals and wireless only households. Based upon a very large database of known wireless phones, along with the corresponding names and addresses, this new type of wireless sample is an industry first. Results in the field show high hit-rates on ZIP code, excellent sample efficiency, and significantly increased production rates. STS **Enhanced-Wireless™** samples are also unique in that they can be targeted by demographics as well -- such as age, gender, ethnicity, and income.

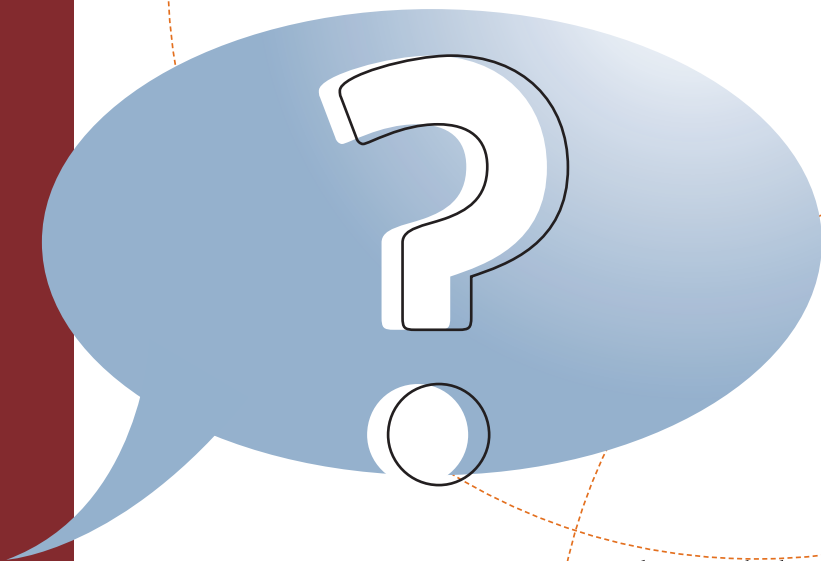
A recent study conducted by a client shows that the **Enhanced-Wireless™** sample “provided better demographic representation and a greater incidence of respondents aged 25 and under.” **Enhanced-Wireless™** also dramatically improved hit-rates for geographic areas such as ZIP codes or counties, as compared to RDD Wireless sampling. Our client reported that “the greater efficiency of the **Enhanced-Wireless™** sample requires fewer records to be purchased and lower interviewing labor to reach respondents” - resulting in a 20% to 30% cost savings.

These types of positive results continue to pour in. Contact STS at (800)944-4-ST5 to discuss how **Enhanced-Wireless™** can reduce your wireless data collection costs.

**Try STS Enhanced-Wireless™ and start being more efficient.  
Ask us how you can get 25% off your first order.**

**STS**  
SCIENTIFIC  
TELEPHONE  
SAMPLES

(800) 944-4-ST5 • (949) 461-5400 • [www.stssamples.com](http://www.stssamples.com) • [info@stssamples.com](mailto:info@stssamples.com)



## Questions you should ask when selecting a focus group facility

### Facility specs

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

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

### Technical and logistical support

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

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

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

### Valid and verified recruits

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

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

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



[quirks.com/articles ID 20091116](http://quirks.com/articles ID 20091116)



# Q

## 2016

## Focus

## Group

## Facilities

## Directory

---

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

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



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



## Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL - Computer Usability Lab
1/1 - One-on-One Room	PUL - Product Usability Lab
1/1OR - 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, Suite 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. 49)

**C&C Market Research - Phoenix**  
 Desert Sky Mall  
 7611 W. Thomas Road, Suite 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. 49)



**Fieldwork Phoenix**  
 7776 Pointe Parkway 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, 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

Located on the beautifully-landscaped grounds of a resort, Fieldwork Phoenix offers four spacious focus group suites with private client lounges. Fieldwork Phoenix's in-house recruiting and robust database covers a wide range of demographics, including an ever-increasing number of Baby Boomers. Fieldwork Phoenix project managers each have over 15 years of experience in the Phoenix office and have extensive knowledge of the area. Have a free minute? Step out on the balcony and enjoy the beautiful weather and gorgeous views of Phoenix.  
 (See advertisement on back cover)



**Focus Pointe Global - Phoenix**  
 1225 W. Washington, Suite 113  
 Tempe, AZ 85281  
 Ph. 602-914-1950 or 800-647-4217  
 phoenix@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Shiela Mezulis, Facility Director  
 Location: Office building  
 Distance from airport: 7 miles, 5 minutes  
 CL, TK, CUL, VC, WC  
 Multiple 21x20 Obs. Rm. Seats 14  
 Multiple 18x21 Obs. Rm. Seats 12  
 Multiple 21x17 Obs. Rm. Seats 18

Focus Pointe Global sets the industry standard for high-quality qualitative/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups,

online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (See advertisement on p. 3)

**Johnston Research Group**  
 Fiesta Mall  
 1445 W. Southern Ave., Space 1156  
 Mesa, AZ 85202  
 Ph. 206-659-0610  
 Phoenix@JRGteam.com  
 www.JRGteam.com  
 Brent Johnson  
 Location: Shopping mall  
 Distance from airport: 25 miles, 35 minutes  
 1/1, 1/1OR, TK, PUL, VC  
 Multiple 20x25 Obs. Rm. Seats 10

**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 Road, Suite 800  
 Phoenix, AZ 85016  
 Ph. 602-381-6900 or 800-654-8002  
 jlopez@plazaresearch.com  
 www.plazaresearch.com  
 Jenny Lopez, Director  
 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 Road, Suite 800  
 Phoenix, AZ 85016  
 Ph. 602-366-1100  
 phoenix@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Garth Friedrich, VP - Qualitative Solutions  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/1OR, 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  
 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, 1/1OR, TK, TKO, CUL, PUL, VC, WC  
 Conference 15x25 Obs. Rm. Seats 6



### WestGroup Research

3033 N. 44th St., 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

We offer exceptional focus suites with one mega-group room (24x45), convenient to Sky Harbor Airport, Scottsdale, Ariz. and surrounding cities. Our facility offers dedicated lounges with closed-circuit TV for viewing, client restrooms and wireless Internet access. Stationary recordings are complimentary. Spanish language is a specialty and includes recruiting, on-site translator and hostesses. Our interviewing center has 50 stations, remote monitoring and bilingual interviewers. Benefit from our expertise in executing Web-based and multi-method studies. We are full-service with staff moderators.

## Tucson

### FMR Associates, Inc.

6045 E. Grant Road  
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  
Chris@opinionsltd.com  
www.opinionsltd.com  
Chris Sluder  
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, Suite 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. 49)

### C&C Market Research, Inc.

1200 S. Waldron Road, Suite 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. 49)

## Little Rock

### Field Management Specialists

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

### ShareView Research

301 N. Shackleford Road, 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 Road, Suite 1027  
Bakersfield, CA 93306  
Ph. 661-872-6622  
arvind@reyesresearch.com  
www.dattaresearch.com  
Arvind Datta, Owner  
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 E. Ashlan, Suite 103  
Fresno, CA 93726  
Ph. 800-627-8334 or 559-252-2727  
alison@aismarketres.com  
www.aismarketres.com/  
Alison Weikle, Business Development  
Location: Office building  
Distance from airport: 4 miles, 5 minutes  
1/1, TK  
Conference 25x25 Obs. Rm. Seats 20

### Nichols Research - Fresno/Central Valley

600 W. Shaw Ave. Suite 350  
Fresno, CA 93704  
Ph. 559-226-3100  
info@nicholsresearch.com  
www.nicholsresearch.com  
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)

### 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

### 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, Suite 100  
Long Beach, CA 90806  
Ph. 562-981-2700  
dweinberg@aimla.com  
www.aimresearchnetwork.com  
Cindi Reyes, Manager  
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 Global, Inc.

4929 Wilshire Blvd., Suite 102  
Los Angeles, CA 90010  
Ph. 323-933-3816  
kim@atkinsresearch.com  
www.atkinsresearchglobal.com  
Kim Atkins, Owner  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, 1/1, 1/10R, WC  
Multiple 32x20 Obs. Rm. Seats 25  
Conference 15x29 Obs. Rm. Seats 10  
Conference 18x17 Obs. Rm. Seats 10

Atkins Research Global is an owner-operated qualitative research organization combining first-rate facilities with exceptional service. Our newly remodeled three-suite facility merges a boutique experience with a traditional floor plan. Our skilled local recruiters have years of experience, ensuring thoroughness and attention to detail. Our modern comforts will please your clients and our dedicated staff will provide friendly, professional service. ARG's overall quality and value led to the 2014 Impulse Survey rating us as "Top Rated" worldwide and one of the best facilities in L.A.

### C&C Market Research - Los Angeles

Antelope Valley Mall  
1233 Rancho Vista Blvd., Suite 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. 49)

### Davis Research, LLC

23801 Calabasas Road 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

## 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.

### Facts 'n Figures

15301 Ventura Blvd.  
 Garden Office Bldg. B, Suite 500  
 Sherman Oaks, CA 91403  
 Ph. 818-986-6600  
 steve\_escoc@factsnfiguresinc.com  
 www.factsnfiguresinc.com  
 Steve Escoc, Vice President

Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  
 Conference 18x20 Obs. Rm. Seats 13  
 Conference 18x20 Obs. Rm. Seats 14  
 Conference 26x29 Obs. Rm. Seats 19  
 Conference 11x14 Obs. Rm. Seats 6

### Field Dynamics Marketing Research

16055 Ventura Blvd., Suite 900  
 Encino, CA 91436  
 Ph. 818-783-2502 or 800-434-3537  
 field@fielddynamics.com  
 www.fielddynamics.com

Location: Office building  
 Distance from airport: 15 minutes  
 CL, TK, TKO, CUL, WC  
 Multiple 21 x 17 Obs. Rm. Seats 20  
 Multiple 22 x 24 Obs. Rm. Seats 20



### 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, 1/1OR, TK, CUL, PUL, VC, WC  
 Multiple 35x24 Obs. Rm. Seats 15  
 Conference 22x20 Obs. Rm. Seats 15  
 Conference 22x20 Obs. Rm. Seats 15  
 Conference 20x18 Obs. Rm. Seats 12

Built in 2010, this 12,500-sq.-ft. premier taste test and focus group facility is designed with your comfort and research needs in mind. With 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 Sixth St.  
 2nd Floor  
 Santa Monica, CA 90401  
 Ph. 310-260-8889 or 888-873-6287  
 la@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Bridgid Delgardio, VP Western Region US  
 Location: Office building  
 Distance from airport: 8 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 22x24 Obs. Rm. Seats 20  
 Multiple 20x22 Obs. Rm. Seats 20  
 Multiple 20x22 Obs. Rm. Seats 20

Focus Pointe Global sets the industry standard for high-quality qualitative/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (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\_Escoc@factsnfiguresinc.com  
 www.factsnfiguresinc.com

Location: Office building  
 CL, VC  
 Conference 18x20 Obs. Rm. Seats 13  
 Conference 18x20 Obs. Rm. Seats 14  
 Conference 26x29 Obs. Rm. Seats 19  
 Conference 11x14 Obs. Rm. Seats 6



HOUSE of MARKETING RESEARCH | HMR

### 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.



### Jackson Adept Research - Beverly Hills

345 N. Maple Drive, Suite 325  
 Beverly Hills, CA 90210  
 Ph. 310-279-4600  
 alorinchack@adeptresearch.com  
 www.adeptconsumer.com  
 Angela Lorinchack, President  
 Location: Office building  
 Distance from airport: 13 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  
 Conference 18x17 Obs. Rm. Seats 15  
 Conference 19x15 Obs. Rm. Seats 13  
 Conference 22x21 Obs. Rm. Seats 25  
 Conference 21x14 Obs. Rm. Seats 13  
 Conference 21x16 Obs. Rm. Seats 13  
 Conference 22x21 Obs. Rm. Seats 13  
 Conference 19x16 Obs. Rm. Seats 13

Spacious suites with tiered seating for up to 25 clients sets Jackson Adept apart in the Los Angeles market. Our Beverly Hills and Encino facilities have been meticulously designed with comfort and flexibility in mind, accommodating traditional qualitative and quantitative studies, hybrid and mixed methodology studies as well as jury studies and PA tests with ease. Our database of more than 200,000 "Angelenos" reflects the city's uniqueness and diversity and offers clients local, regional and national reach. High-speed internet, private client offices, various steaming options available.

### Jackson Adept Research Encino/Los Angeles

16130 Ventura Blvd., Suite 200  
 Encino, CA 91436  
 Ph. 310-279-4600 or 818-325-3200  
 alorinchack@adeptresearch.com  
 www.adeptconsumer.com  
 Angela Lorinchack, President  
 Location: Office building  
 Distance from airport: 11 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, VC, WC  
 Conference 34x32 Obs. Rm. Seats 25  
 Conference 21x20 Obs. Rm. Seats 20  
 Conference 20x16 Obs. Rm. Seats 18  
 Conference 20x16 Obs. Rm. Seats 12



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

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

**Opinions, Ltd. - Los Angeles**  
 Topanga Mall  
 6660 Topanga Canyon Blvd., Suite 49A  
 Canoga Park, CA 91303  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 12 miles, 20 minutes  
 1/1, 1/10R, VC, WC  
 Conference 20x14



**Plaza Research-Los Angeles**  
 6053 W. Century Blvd., Suite 100  
 Los Angeles, CA 90045  
 Ph. 310-645-1700 or 800-654-8002  
 ahaley@plazaresearch.com  
 www.plazaresearch.com  
 Amy Haley, Director  
 Location: Office building  
 Distance from airport: 1 minute  
 CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC  
 Conference 16x22 Obs. Rm. Seats 20  
 Conference 16x18 Obs. Rm. Seats 20  
 Conference 16x19 Obs. Rm. Seats 12

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.  
 (See advertisement on p. 107)

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

**Qualitative Insights**  
 100 Universal City Plaza Building 4525-2A  
 Universal City, CA 91608  
 Ph. 818-622-4007  
 lginiewicz@q-insights.com  
 www.q-insights.com  
 Linda Giniewicz, Vice-President  
 CL, TK  
 MultipleObs. Rm. Seats 10  
 MultipleObs. Rm. Seats 10  
 MultipleObs. 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 - Qualitative Solutions  
 Location: Office building  
 Distance from airport: 11 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, AU, CUL, VC, WC  
 Multiple 21x18 Obs. Rm. Seats 14  
 Multiple 20x19 Obs. Rm. Seats 14  
 Multiple 20x19 Obs. Rm. Seats 14  
 Multiple 24x18 Obs. Rm. Seats 16  
 (See advertisement on inside front cover)

**Test America, a division of CRG Global**  
 Westfield Santa Anita Mall  
 400 S. Baldwin Ave., Suite 104-L  
 Arcadia, CA 91007  
 Ph. 866-209-2553  
 crgsales@crgglobalinc.com  
 www.crgglobalinc.com  
 Jennier Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 34 miles, 40 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
 Multiple 27x22 Obs. Rm. Seats 8  
 Multiple 13x17 Obs. Rm. Seats 6



**Trotta Associates / Trotta-Hansen**  
 13160 Mindanao Way, Suite 100  
 Marina del Rey, CA 90292  
 Ph. 310-306-6866  
 marina@trotta.net  
 www.trotta.net  
 Donna Flynn  
 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 ideas. Our facilities are totally revamped with top-notch technology and new modern look. Trotta knows what you need and delivers. Visit us in Marina del Rey (10 minutes from LAX) or Irvine (10 minutes from Orange County Airport- 1 hour drive south of LAX). Our 400,000+ database provides diverse populations from trendy Santa Monica and Beverly Hills to the beach cities to inner-city ethnic populations. From family-oriented to professionals to Hollywood scene neighborhoods, we can cover it all! Member First Choice Facilities. FocusVision, Streamliner.  
 (See advertisement on p. 81)



## 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.

## Orange County (See also Los Angeles)

### Adler Weiner Research Orange County, Inc.

3121 Michelson Drive 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, 1/1OR, CUL, WC  

Multiple	17x19	Obs. Rm. Seats 15
Multiple	17x21	Obs. Rm. Seats 15
Multiple	17x21	Obs. Rm. Seats 15
Multiple	17x15	Obs. Rm. Seats 10

### 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, 1/1OR, TK  

Conference	26x26	Obs. Rm. Seats 15
------------	-------	-------------------

## AutoPacific®

### AutoPacific, Inc.

2991 Dow Ave.  
 Tustin, CA 92780-7219  
 Ph. 714-838-4234  
 dan.hall@autopacific.com  
 www.autopacific.com  
 Dan Hall, Vice President  
 Location: Free standing facility  
 Distance from airport: 5 miles, 15 minutes  
 1/1, 1/1OR, 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, 1/1OR, TK, CUL, 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

Extensively remodeled in 2013, Fieldwork OC is the hottest place to be in Southern California. Come see our beautiful new creative spaces, including rooms with floor-to-ceiling mirrors for an unmatched viewing experience. Suites of various sizes can accommodate a range of people and methodologies. Only five minutes from John Wayne/Orange County airport, Fieldwork OC has quick access to fine restaurants, shopping, the beach and Disneyland. E-mail us your research requirements and take a vacation while you're here. (See advertisement on back cover)

### Jury Impact Orange County

3525 Hyland Ave., Suite 240  
 Costa Mesa, CA 92626  
 Ph. 714-754-1010 or 888-858-5879  
 info@juryimpact.net  
 www.juryimpact.net  
 Location: Office building  
 Distance from airport: 5 miles, 15 minutes  
 CL, 1/1, 1/1OR, VC, WC  

Conference	20x16	Obs. Rm. Seats 5
------------	-------	------------------

### P&K Research (Br.)

2535 N. Grand Ave.  
 Santa Ana, CA 92705  
 Ph. 714-543-0888 or 800-747-5522  
 info@pk-research.com  
 www.pk-research.com  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK  

Conference	22x24	Obs. Rm. Seats 8
Conference	22x26	Obs. Rm. Seats 8

### The Question Shop, Inc.

17731 Irvine Blvd., Suite 206  
 Tustin, CA 92780  
 Ph. 714-974-8020 or 800-411-7550  
 info@thequestionshop.com  
 www.thequestionshop.com  
 Ryan Reasor, President  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, CUL, PUL, VC  

Conference	18x24	Obs. Rm. Seats 18
Conference	14x18	Obs. Rm. Seats 18
Conference	14x17	Obs. Rm. Seats 7

### Quick Test/Heakin (Br.)

Mainplace Mall  
 2800 N. Main St., Suite 2088  
 Santa Ana, CA 92705  
 Ph. 855-799-0003  
 info@3q-global.com  
 www.quicktest.com  
 Traci Wood, Director 3Q GLOBAL  
 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, 1/1OR, 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)

## Sacramento



### Elliott Benson Research

1226 H St.  
 Sacramento, CA 95814  
 Ph. 916-325-1670  
 ebinfo@elliottbenson.com  
 www.elliottbenson.com  
 Jaclyn Benson, Owner/Manager  
 Location: Free standing facility  
 Distance from airport: 10 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  

Multiple	32x21	Obs. Rm. Seats 20
Multiple	23x21	Obs. Rm. Seats 25
Multiple	22x14	Obs. Rm. Seats 14

Over 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  
 Chris@opinionltd.com  
 www.opinionltd.com  
 Chris Sluder  
 Distance from airport: 27 miles, 33 minutes  
 1/1, TK, VC, WC  

Conference	20x10	Obs. Rm. Seats 8
------------	-------	------------------

## San Diego



### Flagship Research

2840 Fifth 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  

Multiple	18x22	Obs. Rm. Seats 10
Conference	19x19	Obs. Rm. Seats 15
Conference	20x16	Obs. Rm. Seats 15

"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  
 Molly Boyd, Project Manager  
 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 Kaplan, Director  
 Location: Office building  
 Distance from airport: 11 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, WC  
 Conference 15x20 Obs. Rm. Seats 15  
 Conference 15x20 Obs. Rm. Seats 15  
 Multiple 16x22 Obs. Rm. Seats 15

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer.  
 (See advertisement on p. 107)



**Taylor Research, Inc.**  
 6602 Convoy Court, Suite 210  
 San Diego, CA 92111  
 Ph. 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  
 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 convenience. Amplify evaluates each recruiting project to implement a results-driven plan. Our stringent validation policy with triple screening enables us to deliver highly-qualified respondents. Amplify's Field Management service specializes in the smooth execution of multiphase projects. We coordinate fieldwork from top to bottom, make recommendations and share our experience candidly in order to maximize each project's potential.

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

**C&C Market Research - San Francisco**  
 Great Mall  
 308 Great Mall Drive  
 Milpitas, CA 95035  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Location: Shopping mall  
 Distance from airport: 3 miles, 10 minutes  
 1/1, 1/10R  
 Conference 15x12 Obs. Rm. Seats 8  
 (See advertisement on p. 49)

**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 Third 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, 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

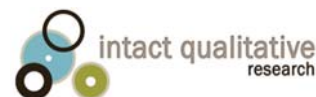
Fieldwork San Francisco is ideally located in the vibrant South of Market (SOMA) district in the center of the

city's arts neighborhood, 20 minutes from San Francisco International Airport. Four focus group suites feature tiered viewing rooms and bistro-style lounges. Our ever-growing database reflects the rich diversity of this beautiful "City by the Bay." Our proximity to the Moscone Center (steps from the facility) makes Fieldwork San Francisco the perfect place to do convention research, with a team available to recruit on-site or in advance with attendee lists.  
 (See advertisement on back cover)



**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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (See advertisement on p. 3)



**Intact Qualitative Research**  
 599 Third St., 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

## 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.

**Nichols Research - Fremont**  
 39141 Civic Center Drive 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, 1/1OR, 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 minute  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Conference 20x18 Obs. Rm. Seats 15  
 Conference 20x18 Obs. Rm. Seats 15  
 Conference 19x15 Obs. Rm. Seats 10  
 Conference 12x12 Obs. Rm. Seats 5

**Nichols Research - San Jose/Silicon Valley**  
 333 W. El Camino Real, Suite 130  
 Sunnyvale, CA 94087  
 Ph. 408-773-8200  
 info@nicholsresearch.com  
 www.nicholsresearch.com  
 Yvonne Brown  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Conference 20x15 Obs. Rm. Seats 14  
 Conference 20x15 Obs. Rm. Seats 10  
 Conference 16x14 Obs. Rm. Seats 20  
 Conference 24x16 Obs. Rm. Seats 14  
 Multiple 36x24 Obs. Rm. Seats 22

**Opinions, Ltd. - San Francisco**  
 Solano Mall  
 1350 Travis Blvd. Suite 1522A  
 Fairfield, CA 94533  
 Ph. 440-893-0300  
 Chris@opinionltd.com  
 www.opinionltd.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 58 miles, 65 minutes  
 1/1, 1/1OR, VC, WC  
 Conference 20x14

**Q & A Focus Suites**  
 925 Ygnacio Valley Road, #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

**Q & A Research, Inc.**  
 64 Digital Drive  
 Novato, CA 94949  
 Ph. 415-883-1188 or 800-706-3467  
 info@QAR.com  
 www.qafocusuites.com  
 Craig Wong, Executive VP  
 Location: Free standing facility  
 Distance from airport: 35 miles, 35 minutes  
 CL, 1/1, 1/1OR, WC  
 Conference 28x16 Obs. Rm. Seats 16

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

**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 Qual Solutions  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, TK, AU, CUL, VC, WC  
 Multiple 15x20 Obs. Rm. Seats 16  
 Multiple 17x22 Obs. Rm. Seats 16  
 Multiple 16x20 Obs. Rm. Seats 10  
 Multiple 17x24 Obs. Rm. Seats 10  
 (See advertisement on inside front cover)

**VuPoint San Francisco**  
 Formerly Ecker and Associates  
 395 Oyster Point Blvd., Suite 209  
 South San Francisco, CA 94080  
 Ph. 650-871-6800  
 Meghan.Lybrand@vupointresearch.com  
 www.vupointresearch.com  
 Meghan Lybrand, Account Executive  
 Location: Office building  
 Distance from airport: 2 miles, 6 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 20x38  
 Multiple 16x25  
 Multiple 7x6



**watchLAB**  
 201 Post St.  
 6th Floor  
 San Francisco, CA 94108  
 Ph. 510-809-3100  
 stephanie.mahley@watchlab.com  
 www.watchlab.com  
 Brian Parker, President  
 Location: Office building  
 Distance from airport: 14 miles, 20 minutes  
 CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC  
 Multiple 16x22 Obs. Rm. Seats 14  
 Multiple 16x22 Obs. Rm. Seats 14  
 Multiple 16x22 Obs. Rm. Seats 14

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.

## Ventura/Santa Barbara

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

## 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, 1/1OR  
 Conference 16x24 Obs. Rm. Seats 10  
 Multiple 15x11 Obs. Rm. Seats 8

### Colorado Springs



**Rocky Mountain Research Focus Groups LLC**  
 750 Citadel Drive E., 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, 1/1OR, TK, CUL, PUL, VC, WC  
 Multiple 25x72  
 Multiple 11x22 Obs. Rm. Seats 6  
 Multiple 11x10  
 Multiple 13x13 Obs. Rm. Seats  
 Multiple 12x16 Obs. Rm. Seats

Rocky Mountain Research provides the finest quality focus group services in a timely, efficient and professional manner. Our mission is to provide optimum service for every one of our clients. Our competent staff consists of over 30 years of combined marketing experience! We have a huge extensive data bank and now have FocusVision to help clients monitor their focus groups. Our facility includes a fully equipped kitchen, central location and high-speed Internet access with over 20 computers. We are centrally located less than 10 miles from the Colorado Springs Airport.

### Denver



**AccuData Market Research, Inc. (Br.)**  
 14221 E. Fourth 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, 1/1OR, 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.



#### Elevated Insights

525 N. Tejon St.  
Colorado Springs, CO 80903  
Ph. 719-590-9999  
cailee@elevatedinsights.com  
www.elevatedinsights.com

Cailee Osterman, Research Manager  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10R, VC, WC  
Multiple 18x22 Obs. Rm. Seats 14  
Multiple 10x20 Obs. Rm. Seats 8  
Multiple 10x9 Obs. Rm. Seats 8

A brand new facility in the Pikes Peak region featuring three spacious research suites with private client lounges. A flexible space that inspires creativity—great for focus groups, IDIs, usability testing, co-creation, off-site ideation/brainstorming, mock juries and more. Colorado Springs is home to a diverse mix of people including: military personnel, outdoor enthusiasts, politically-minded individuals, religious groups, and suburban families. Capabilities include: custom recruiting, moderation, digital audio and video recording, video streaming, and more. Located an hour south of Denver.



#### Fieldwork Denver

Wells Fargo Center  
1700 Lincoln St., Suite 3050  
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, 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

Brand new 14,000-sq.-ft. facility located in downtown Denver was designed for total convenience - for clients as well as respondents. Our six suites can accommodate groups of any size and include a multipurpose room with floor-to-ceiling viewing. Since 1982, Fieldwork Denver has been providing expertise in the Denver market, on-site recruiting and an ever-growing database of respondents. Capabilities include: digital audio recording, HD recording, HD digital video upload, videostreaming, high-speed wireless Internet, transcription services, Spanish speaking recruiting. (See advertisement on back cover)



#### Food And Drink Resources

6555 S. Kenton St., Suite 302  
Centennial, CO 80111  
Ph. 720-255-2679 or 571-215-6526  
srandolph@foodanddrinkresources.com  
www.foodanddrinkresources.com  
Scott Randolph, Managing Partner  
Location: Office building

Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
Conference 13x19 Obs. Rm. Seats 12  
Conference 14x16 Obs. Rm. Seats 10

FDR's is Denver's newest state of the art facility. Amenities & services of the Innovation Center are unparalleled in the industry & uniquely designed to get you to bigger ideas w/ better feedback. We manage an array of services including qualitative & quantitative projects, consumer research insights, focus groups, ideation, CLT, product development, sensory testing, comparison testing & commercialization. Our facility is equipped with a first-class test kitchen & bar. We digitally record the focus groups & allow clients positioned in various locations to watch & hear the scene on 60" HDTVs.

www.quirks.com



#### INGATHER Research & Sensory

1614 15th St., Suite 100  
Denver, CO 80202  
Ph. 303-988-6808  
info@ingatherresearch.com  
www.ingatherresearch.com  
Cory Balthaser, COO/Dynamic Generator  
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 50

INGATHER is the industry's 'Blue Ocean' concept in focus group and sensory testing facilities. We are "Driving the Future of Marketing Research In-Context". We go beyond sterile research by providing comfortable, real-life settings allowing respondents to be more open leading to deeper insights/truer results. With our NEW Ideastream™ and 40' RV added to our fleet of in-context amenities, INGATHER can facilitate your research in virtually any location. Along with our downtown Denver facility, industry's first "Reality Research Restaurant & Bar"™ and "Reality House"™, INGATHER is the US choice.

#### 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@opinionstld.com  
www.opinionstld.com  
Chris Sluder  
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™

490 South Santa Fe Drive  
Unit E  
Denver, CO 80223  
Ph. 303-830-2345  
info@re-search.com  
www.ResolutionResearch.com  
Abby Drwecki, PhD

Beautiful focus group facilities in the heart of Denver to meet all your high-tech A/V needs with video streaming for live stream or capture. Up to 50 persons in one room with smaller rooms to fit, as well as nearly 150-set dividable Auditorium. Accommodates dental lab, medical device testing (includes lab benches & wet lab), taste tests with kitchen facilities, product tests and group training or testing sessions with full electrical/internet and mostly free parking. Lots of space! No catering restrictions. Great feeling, great looking, secure. Shared work space and meeting space available.

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

FlatIron Crossing Mall  
One W. FlatIron Circle, Suite 2128  
Broomfield, CO 80021  
Ph. 866-209-2553  
crgsales@crgglobalinc.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 Road, Suite 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. 49)

#### Firm Facts Interviewing

3333 Main 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 Road  
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	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.

## Hartford



### Connecticut Connection

17 Talcott Notch Road  
 Farmington, CT 06032  
 Ph. 860-677-2877  
 director@connecticutconnection.com  
 www.connecticutconnection.com  
 Marsh Myers, 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

### 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

### GreatBlue Research, Inc.

162 West St., Suite A  
 Cromwell, CT 06416  
 Ph. 860-740-4000  
 mjev@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.com  
 www.RazorFocus.com  
 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 20  
 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!

## District of Columbia

### Area Wide Market Research, Inc.

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



### EurekaFacts, LLC

51 Monroe St., Suite Plaza East 10  
 Rockville, MD 20850  
 Ph. 240-403-4800 or 301-610-0590  
 info@eurekafacts.com  
 www.eurekafacts.com  
 Maritza Matheus, Director  
 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

EurekaFacts boasts a multipurpose focus group suite with a tiered observation room and a well-appointed client lounge, with four additional viewable IDI rooms. Our facility is equipped with the latest technology and a professional hosting staff. Convenient walkway connects us

to D.C.'s Rockville Metro-Bus-MARC train hub. In-house multilingual call center specializes in hard-to-reach recruitment, multilingual moderators, interviewers, coders and note-takers. We conduct studies using single and multimed methodologies, such as focus groups, in-depth and cognitive interviews and surveys.

### 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  
 jviolette@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, 1/1OR, 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, as well as a room suited for panels of up to 35 for dial session and mock trials. Equipped with the latest digital recording capabilities, video-streaming and usability testing software. Located above the Court House Metro station on the Orange Line in Arlington. Professional, expert qualitative/quantitative research staff offering moderating and recruiting services.

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

### Opinions, Ltd. - Washington, D.C.

Annapolis Mall  
 2002 Annapolis Mall Suite 1290  
 Annapolis, MD 21401  
 Ph. 440-893-0300  
 Chris@opinionsttd.com  
 www.opinionsttd.com  
 Chris Sluder  
 Location: Shopping mall

**Shugoll Research**

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

Shugoll Research is the premier qualitative research facility in the Washington, D.C., metro area. We are committed to providing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio and videorecording and staff who are dedicated to anticipating your needs and going beyond meeting your expectations. We have 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.

**Shugoll Research**

1800 Diagonal Road, Suite 300  
Alexandria, VA 22314  
Ph. 301-656-0310  
rseale@shugollresearch.com  
www.ShugollResearch.com  
Rick Seale, Executive Vice President  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
CL, CUL, WC  
Conference 20x46 Obs. Rm. Seats 15  
Conference 20x26 Obs. Rm. Seats 15  
Conference 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 video-recording and staff who are dedicated to anticipating your needs and going beyond meeting your expectations. We have three beautiful facilities in the D.C. area and we have the only 920-sq.-ft. super-room in the market, capable of seating up to 72 respondents theater-style. Our range of locations allows you to reach everything from suburban consumers to the most influential opinion leaders in the country.

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

Lakeforest Mall  
701 Russell Ave., Suite H116  
Gaithersburg, MD 20877  
Ph. 866-209-2553  
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  
20x20 Obs. Rm. Seats 8

## Florida

### Daytona Beach

**CRG Global, Inc.**

Administrative/Focus Facility  
3 Signal Avenue, Suite A  
Ormond Beach, FL 32174  
Ph. 866-209-2553  
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, 1/10R, TK, TKO, CUL, PUL, VC, WC  
Conference 16x30 Obs. Rm. Seats 15

**CSS/datatelligence, a division of CRG Global**

3 Signal Avenue, Suite B  
Ormond Beach, FL 32174  
Ph. 866-209-2553  
cssales@crgglobalinc.com  
www.cssdatatelligence.com  
Jennifer Schwartz, Director of Field Operations  
Location: Free standing facility  
Distance from airport: 14 miles, 15 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
Conference 16x30 Obs. Rm. Seats 15

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

Volusia Mall  
1700 W. International Speedway Blvd., Suite 386  
Daytona Beach, FL 32114  
Ph. 866-209-2553  
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, 1/10R, TK, CUL, PUL, VC, WC  
Multiple 14x18 Obs. Rm. Seats 5

### Fort Lauderdale

*(See also Miami)***Clarocision Research & Marketing**

Where Clarity Meets Precision  
2818 N. University Drive  
Coral Springs, FL 33065  
Ph. 877-659-5468 or 954-741-2234  
info@crmfirm.com  
http://crmfirm.com/marketresearch/  
Karlene Facey, Market Research Project Mgr.  
Location: Office building  
Distance from airport: 18 miles, 22 minutes  
CL, 1/1, CUL, WC

**Mars Research**

550 W. Cypress Creek Road, Suite #310  
Ft. Lauderdale, FL 33309  
Ph. 954-654-7888 or 877-755-2805  
joyceg@marsresearch.com  
www.marsresearch.com  
Jarrett Rudnick  
Location: Office building  
Distance from airport: 11 miles, 18 minutes  
CL, 1/1, 1/10R, TK, CUL, VC  
Multiple 20x25 Obs. Rm. Seats 20  
Multiple 12x22 Obs. Rm. Seats 5

**Plaza Research-Fort Lauderdale**

4000 Hollywood Blvd., Suite 200N  
Hollywood, FL 33021  
Ph. 954-963-7600 or 800-654-8002  
akirkpatrick@plazaresearch.com  
www.plazaresearch.com  
Amy Kirkpatrick  
Location: Office building  
Distance from airport: 15 minutes  
CL, 1/1, 1/10R, TK, TKO, 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 Road  
Ft. Lauderdale, FL 33309  
Ph. 954-772-5101  
wacflorida@aol.com  
www.wacresearch.com  
Gary Altshul  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC  
Conference 25x25 Obs. Rm. Seats 25  
Conference 20x20 Obs. Rm. Seats 18  
Conference 20x20 Obs. Rm. Seats 18  
Conference 14x16 Obs. Rm. Seats 8

### Jacksonville

**Concepts In Focus**

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

Jacksonville and north Florida's "Top Rated" facility by Impulse! Two fully-equipped focus group suites are designed with your comfort and needs in mind. Outstanding recruiting with high show rates of qualified participants. Complimentary videotaping, DVDs, MP3s. 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.

## 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.

## Miami

(See also Fort Lauderdale)



### Ask Miami

2121 Ponce De Leon Blvd., Suite 250  
 Miami, FL 33134  
 Ph. 305-448-7769  
 info@askmiami.com  
 www.askmiami.com  
 Adrian Ladner, President  
 Location: Office building  
 Distance from airport: 3 miles, 10 minutes  
 CL, 1/1, 1/1OR, 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.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 15 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, CUL  
 17x15 Obs. Rm. Seats 8  
 (See advertisement on p. 49)

### 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



Helping you do better research

### 20|20 Research - Miami

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

Fully renovated facility! Come and see how our newly updated facility matches our ever outstanding services! We've been serving the industry since 1986! "Top Rated" every year by Impulse Surveys. Solid, consistent, bilingual, on-site recruiting and project management. We are more than just a focus group facility. We are your trusted field-work partner in Miami with the quality metrics to prove it. Welcome to Miami! And be sure to check out our other facilities in Nashville and Charlotte.  
 (See advertisement on p. 23)

### 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, 1/1OR, TK, AU, CUL, PUL, VC, WC  
 Conference 26x27 Obs. Rm. Seats 25  
 Conference 20x20 Obs. Rm. Seats 18  
 Conference 20x20 Obs. Rm. Seats 18  
 Conference 15x16 Obs. Rm. Seats 8

## 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, 1/1OR, TK, VC, WC  
 Conference 29x25 Obs. Rm. Seats 20  
 Conference 19x16 Obs. Rm. Seats 15  
 Conference 19x16 Obs. Rm. Seats 15  
 Multiple 21x25 Obs. Rm. Seats 30

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



### ClearView Research Orlando

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

ClearView Research- Orlando is Central Florida's "Top Rated" qualitative facility. Since 1997, giving clients the highest level of service has been our goal. In response our clients have consistently rated ClearView Research-Orlando #1 in Central Florida. We are newly renovated, adding two spacious client lounges and test kitchen all equipped with closed-circuit viewing. We have in-house staff to recruit only qualified respondents to your specifications. We will complete every project on time and within budget with a management team ready to give 110%. Doesn't your next project deserve the best?

### 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 minutes  
 CL, VC  
 Multiple 38x22 Obs. Rm. Seats 15  
 Multiple 18x22 Obs. Rm. Seats 10



### Product Insights, Inc.

365 Wekiva Springs Road, 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, 1/1OR, 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@kempptonresearch.com  
www.focusarasota.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

### Downs & St. Germain Research

2992 Habersham Drive  
Tallahassee, FL 32309  
Ph. 850-906-3111 or 800-564-3182  
joseph@dsg-research.com  
www.kerr-downs.com  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, VC, WC

### 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

### The Consumer Center of Mid-Florida

101 Philippe Parkway, 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



**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, 1/10R, TK, CUL, VC, WC  
Multiple 15x20 Obs. Rm. Seats 12  
Multiple 15x20 Obs. Rm. Seats 12  
Multiple 24x28 Obs. Rm. Seats 14  
Multiple 18x19 Obs. Rm. Seats 14  
Multiple 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 Sunforest Drive, Suite 300  
Tampa, FL 33634  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com

John Cimino, Client Relationship Manager  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/10R, 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. 109)

### Opinions, Ltd. - Tampa

Brandon Town Center  
634 Brandon Town Center  
Brandon, FL 33511  
Ph. 440-893-0300  
Chris@opinionstld.com  
www.opinionstld.com  
Chris Sluder  
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  
lprice@plazaresearch.com  
www.plazaresearch.com  
Lindsay Price  
Location: Office building  
Distance from airport: 5 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, VC, WC  
Conference 15x20 Obs. Rm. Seats 20  
Conference 15x20 Obs. Rm. Seats 20  
Multiple 16x22 Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 107)

### Quick Test/Heakin (Br.)

Citrus Park Mall  
7852 Citrus Park Drive  
Tampa, FL 33625  
Ph. 855-799-0003  
info@3q-global.com  
www.quicktest.com  
Traci Wood, Director 3Q GLOBAL  
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, 1/10R, AU, CUL, VC, WC  
Conference 16x18 Obs. Rm. Seats 10  
Conference 16x19 Obs. Rm. Seats 12  
Multiple 18x24 Obs. Rm. Seats 10

## West Palm Beach/Boca Raton

### 3Q GLOBAL

1061 E. Indiantown Road, Suite 300  
Jupiter, FL 33477  
Ph. 561-748-0931 or 855-799-0003  
traci.wood@3q-global.com  
www.quicktest.com  
Traci Wood, Director  
Distance from airport: 18 miles, 20 minutes

### 3Q GLOBAL

1061 E. Indiantown Road, Suite 300  
Jupiter, FL 33477  
Ph. 561-745-3602 or 855-799-0003  
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  
Brookhaven, GA 30329  
Ph. 404-636-9054  
info@atlantaoutloud.net  
www.atlantaoutloud.net  
Jim Reardon, President  
Location: Office building  
Distance from airport: 19 miles, 20 minutes  
CL, 1/1, 1/10R, WC  
Conference 15x20 Obs. Rm. Seats 15  
Conference 15x20 Obs. Rm. Seats 15  
Conference 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 Road, Suite 2670  
Atlanta, GA 30346  
Ph. 479-785-5637  
corp@cmarketresearch.com  
www.cmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL  
14x19 Obs. Rm. Seats 8  
(See advertisement on p. 49)

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.



**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 Parkway, 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, 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. State-of-the-art facility includes four spacious conference rooms, a test kitchen and private lounges. Come experience Southern hospitality and beautiful spaces in this ever-growing metropolitan market. Capabilities: digital audio recording, DVD recording, digital video upload, video-streaming, high-speed wireless Internet, transcription services.  
 (See advertisement on back cover)



**Focus Pointe Global - Atlanta (Buckhead)**  
 Monarch Plaza  
 3414 Peachtree Road N.E., 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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (See advertisement on p. 3)



**Focus Pointe Global - Atlanta (Clairmont)**  
 2970 Clairmont Road, 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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (See advertisement on p. 3)



**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 consists of three trendy, sophisticated studios boasting the latest technology, including "instant updates" where clients are automatically updated when respondents check in on a monitor in the viewing room. Studios are profes-

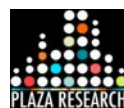
sionally decorated and boast digital whiteboards in each focus room. Private second-floor access and 12-ft. ceilings make this the perfect choice for high-profile projects. Intimate and warm, this sophisticated space is 12 miles from the airport and is surrounded by four- and five-star restaurants, hotels and the arts.



**Jackson Associates Research, Inc.**  
 1140 Hammond Drive  
 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

Five luxurious focus suites including 1,200-sq.-ft. auditorium with viewing, ramp for vehicles and large displays. Sensory/usability labs. Commercial kitchen with heavy electrical support. 140,000+ consumer, medical B2B database. Viewing rooms seat 12-15 plus 6-10 in adjacent lounges equipped with internet access and remote viewing. Tiered and wraparound seating for client with "instant update" of participants as they check in on flat screens. Client lounges with workstations, conference tables and Wi-Fi throughout. On-site IT and A/V techs. Streaming available internally and externally.

**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  
 sreid@plazaresearch.com  
 www.plazaresearch.com  
 Safiya Reid  
 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)



**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. 855-799-0003  
 info@3q-global.com  
 www.quicktest.com  
 Traci Wood, Director 3Q GLOBAL  
 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, VP Qualitative Solutions  
 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.**

1132 Bishop St., Suite 1560  
 Honolulu, HI 96813  
 Ph. 808-532-0733  
 wanda@markettrendspacific.com  
 www.markettrendspacific.com  
 Wanda L. Kakugawa, President  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 1/1, 1/10R  
 Conference 20x11 Obs. Rm. Seats 10

**OmniTrak Group, Inc.**

1250 Davies Pacific Center  
 841 Bishop Street  
 Honolulu, HI 96813  
 Ph. 808-528-4050  
 aellis@omnitrakgroup.com  
 www.omnitrakgroup.com  
 Alan Ellis, Vice President  
 Location: Office building  
 Distance from airport: 4 miles, 20 minutes  
 1/1, 1/10R, TK  
 Conference 14x16 Obs. Rm. Seats 9

**QMark Research**

1003 Bishop St.  
 Pauahi Tower, 9th Floor  
 Honolulu, HI 96813  
 Ph. 808-524-5194 or 808-544-3020  
 barbara.ankersmit@anthologygroup.com  
 www.qmarkresearch.com  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/10R, AU, VC  
 Conference 20x26 Obs. Rm. Seats 15



**Ward Research, 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 over 35 years of experience in the Hawaii market, a database of over 12,000 respondents statewide and our reputation for quality recruiting and top-notch cus-

tommer 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 Road, 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 Drive  
 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

## 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 R Market Surveys, Inc.

11 W. 26th St.  
 South Loop Hotel  
 Chicago, IL 60616-1200  
 Ph. 312-376-1250 x70 or 800-882-1983  
 krobins@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 W. Cermak Road, Suite 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. 49)

### Catalyst Ranch

656 W. Randolph St. - Suite 3W  
 Chicago, IL 60661  
 Ph. 312-207-1710  
 jody@catalysttranch.com  
 www.catalysttranchmeetings.com/focus\_Groups1.html  
 Jody Devins  
 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



### ClearView Research, Inc.

10600 W. Higgins, Suite 100  
 Rosemont, IL 60018  
 Ph. 847-827-9840 or 877-286-8439  
 Betty@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

Established in 1996, ClearView Research Inc. started as a small recruiting company and in 1999 grew into a three focus group room facility. Our largest focus group room is spacious enough to seat 50 respondents theatre style. ClearView Research Inc. has an experienced staff on-hand to recruit only qualified respondents to your specifications. Our in-house recruiting is of the highest quality for both consumer and business recruiting. We believe in

keeping our clients updated throughout the process and will provide you with a current respondent summary every morning.

### Energy Annex

1123 W. Washington  
 Chicago, IL 60607  
 Ph. 312-733-2639  
 mandy@energyannex.com  
 www.energyannex.com  
 Mandy Capistran, 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 Drive 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 Drive, 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, 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

Fieldwork Chicago-Downtown is ideally located in the heart of the city with the ability to pull consumer, medical and business respondents from all local areas. Recently remodeled, the facility features spectacular views of Michigan Avenue and the Chicago River as well as first class customer service. Five spacious conference rooms, private client lounges and creative spaces will accommodate any group size or setup requirements. Capabilities include digital audio recording, DVD recording, digital video upload, videostreaming, high-speed wireless Internet, 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, WC  

Conference	20x25	Obs. Rm. Seats 20
Conference	21x21	Obs. Rm. Seats 20
Conference	21x15	Obs. Rm. Seats 15
Conference	20x20	Obs. Rm. Seats 15

Fieldwork Chicago-O'Hare opened an entirely new 12,000-sq.-ft. space in June of 2011. The facility features five spacious conference suites, each with its own private lounge, large kitchen and a versatile multipurpose room adjacent to a beautiful private patio that can be used for research or simply relaxing during research breaks. Our office is conveniently located just three short miles from O'Hare International Airport and approximately 30 minutes from the

downtown area. Front door access to public transportation and major highways makes our facility extremely accessible for both participants and client teams.  
 (See advertisement on back cover)



### Fieldwork Chicago-Schaumburg

425 N. Martingale Road, Suite 2000  
 Schaumburg, IL 60173  
 Ph. 847-413-9040  
 info@schaumburg.fieldwork.com  
 www.fieldwork.com  
 Colleen Wozniarski, Facility Director  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, CUL, 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. In addition to our newly added permanent living room space, we also offer five additional conference rooms, with viewing rooms that seat up to 25 and attached client lounges. All are complimented by amazing views of the Chicago skyline, lakes and woods. Our robust database encompasses the entire Chicago area. Our staff and management team offers over 60 years of combined experience. Located just 12 miles from O'Hare, one block from Woodfield Mall and near several top rated restaurants and attractions.  
 (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.



### 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/quantitative marketing research data

collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. See advertisement on p. 03)



**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. Precise 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. 93)

**FOCUSCOPE, Inc. (Br.)**

One Oakbrook Terrace, Suite 320  
Oakbrook Terrace, IL 60181  
Ph. 708-386-5086  
krooney@focusscope.com  
www.focusscope.com  
Kevin Rooney, President  
Distance from airport: 16 miles, 30 minutes  
CL, 1/1, 1/10R, 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. 93)

**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. 93)

**GfK**

One E. Wacker Drive, Suite 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 W. 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  
ConferenceObs. Rm. Seats 12  
ConferenceObs. Rm. Seats 15

**Matrix Research, Inc.**

222 Merchandise Mart Plaza  
Chicago, IL 60654  
Ph. 312-224-8492  
info@matrix-r.com  
www.matrix-r.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL  
Conference 20x20 Obs. Rm. Seats 25  
Living 20x16 Obs. Rm. Seats 16  
Conference 17x15 Obs. Rm. Seats 12

**MedQuery Research & Recruiting**

850 W. Jackson Blvd., Suite 430  
Chicago, IL 60607  
Ph. 312-666-8863  
info@medqueryinc.com  
www.medqueryinc.com  
Location: Office building  
Distance from airport: 10 miles, 35 minutes  
CL, VC, WC  
Conference 19x15 Obs. Rm. Seats 14  
Conference 18x14 Obs. Rm. Seats 11

**MFORCE Research**

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

737 N. Michigan Ave. Suite 1310  
Chicago, IL 60611  
Ph. 847-501-3200  
jay.valasco@national-data.net  
www.national-data.net  
Jay Velasco, Director Research Services  
Location: Office building  
Distance from airport: 18 miles, 40 minutes  
CL, 1/1, 1/10R, VC, WC  
Multiple 19x17 Obs. Rm. Seats 20  
Multiple 19x17 Obs. Rm. Seats 15  
Multiple 24x17 Obs. Rm. Seats 20  
Multiple 26x16 Obs. Rm. Seats 15  
Living 12x17 Obs. Rm. Seats 5

**National Data Research, Inc.**

4711 Golf Road, Ste 310  
Skokie, IL 60076  
Ph. 847-501-3200  
jay.valasco@national-data.net  
www.national-data.net  
Jay Velasco, Director Research Services  
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

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

(A) THE CONVENIENT DOWNTOWN  
CHICAGO LOCATION

(B) THE ORIGINAL OAK PARK FACILITY

(C) THE NEWEST OAK BROOK FACILITY

CHICAGO | OAK PARK | OAK BROOK

708.386.5086  
WWW.FOCUSCOPE.COM

PROUD MEMBER OF

FIRST CHOICE  
FACILITIES

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

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

### National Qualitative Centers, Inc.

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

Pam Kowalewski, Director  
 Location: Office building  
 Distance from airport: 20 miles, 35 minutes  
 CL, 1/1, 1/1OR, CUL, VC, WC  

Multiple	24x23	Obs. Rm. Seats 7
Conference	23x20	Obs. Rm. Seats 6
Multiple	23x20	Obs. Rm. Seats 8
Conference	24x19	Obs. Rm. Seats 15
Conference	23x13	Obs. Rm. Seats 8
Multiple	34x20	Obs. Rm. Seats 13
Conference	12x11	Obs. Rm. Seats 6
Multiple	40x20	Obs. Rm. Seats 24

### Opinions, Ltd. - Chicago West

Harlem-Irving Plaza  
 4192 North Harlem Ave., Suite 67  
 Norridge, IL 60706  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 Location: Office building  
 Distance from airport: 31 miles, 45 minutes  
 1/1, 1/1OR, VC, WC  
 Conference 20x14

### Opinions, Ltd. - Chicago North

Gurnee Mills Mall  
 6170 W. Grand Ave., Suite 191  
 Gurnee, IL 60031  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 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  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 Distance from airport: 31 miles, 45 minutes  
 1/1, 1/1OR, 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, 1/1OR, TK, TKO, AU, VC, WC  
 Conference 21x20                      Obs. Rm. Seats 22  
 Conference 21x32                      Obs. Rm. Seats 14



### Plaza Research-Chicago

8725 W. Higgins Road  
 Chicago, IL 60631  
 Ph. 773-714-9600 or 800-654-8002  
 hepstein@plazaresearch.com  
 www.plazaresearch.com  
 Holli Epstein, Director  
 Location: Office building  
 Distance from airport: 5 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, VC, WC  

Multiple	18x33	Obs. Rm. Seats 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, 1/1OR, 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, no 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 Drive  
 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, 1/1OR, TK, TKO  

Conference	14x21	Obs. Rm. Seats 10
Multiple	14x21	Obs. Rm. Seats 10
Multiple	28x41	Obs. Rm. Seats 12

### Quick Test/Heakin (Br.)

Yorktown Center Mall  
 203 Yorktown Center, Space 266-D  
 Lombard, IL 60148  
 Ph. 855-799-0003  
 info@3q-global.com  
 www.quicktest.com  
 Traci Wood, Director 3Q GLOBAL  
 Location: Shopping mall  
 Conference 10 x 17                      Obs. Rm. Seats 4



### R5 Research

1046 W. Kinzie  
 2nd Floor  
 Chicago, IL 60642  
 Ph. 312-327-1709  
 stacie.kern@r5chicago.com  
 www.r5chicago.com  
 Stacie Kern, Operations Manager  
 Location: Office building  
 Distance from airport: 17 miles, 25 minutes  
 CL, 1/1, VC  

Multiple	24x20	Obs. Rm. Seats 15
Multiple	12x12	Obs. Rm. Seats 15
Multiple	12x8	Obs. Rm. Seats 15

Located in Chicago's West Loop and just 5 minutes from downtown, R5's amenities include a customizable 3-in-1 focus group room, a spacious observation room to comfortably seat 20, and a cozy client lounge that includes a closed circuit viewing TV. In addition to our focus group suite we also house a 3500 square foot gallery space that includes a full bar. Our gallery space can be used for a variety of functions including events, workshops, or meetings.

### 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 Qualitative Solutions  
 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 Road, Suite 1150  
 Rosemont, IL 60018  
 Ph. 847-720-2660  
 ohare@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Pam Lintner, VP Qualitative Solutions  
 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 Drive  
 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	Obs. Rm. Seats

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

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

**Solutions in Marketing**  
 20660 Caton Farm Road  
 Crest Hill, IL 60403  
 Ph. 815-744-7950 or 815-744-9662  
 Bridget.Adell@solutionsmarketresearch.com  
 www.solutionsmarketresearch.com  
 Bridget Adell, President  
 Location: Office building  
 Distance from airport: 30 miles, 35 minutes  
 CL, 1/1, 1/10R, TK, TKO, VC, WC  
 Multiple 20x19 Obs. Rm. Seats 15



**Survey Center Focus, LLC**  
 153 W. Ohio St., Suite 400  
 Chicago, IL 60654  
 Ph. 312-321-8100  
 susans@scflc.com  
 www.scflc.com  
 Susan Stanicek  
 Location: Free standing facility  
 Distance from airport: 15 miles, 35 minutes  
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC, WC  
 Multiple 25x19 Obs. Rm. Seats 12  
 Multiple 23x15 Obs. Rm. Seats 15  
 Multiple 21x18 Obs. Rm. Seats 0

Located in a modern loft space steps from Michigan Avenue, features sophisticated, comfortable facilities. 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  
 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, 1/10R, TK, TKO, CUL, PUL, VC, WC  
 Multiple 20x24 Obs. Rm. Seats 18



**watchLAB**  
 1 E. Erie St., Suite 600  
 Chicago, IL 60611  
 Ph. 312-428-2560  
 melissa.rubio@watchlab.com  
 www.watchlab.com  
 Brian Parker, President  
 Location: Office building  
 Distance from airport: 17 miles, 45 minutes  
 CL, 1/1, 1/10R, AU, CUL, PUL, VC, WC  
 Multiple 23x25 Obs. Rm. Seats 20  
 Multiple 21x20 Obs. Rm. Seats 8  
 Multiple 23x12 Obs. Rm. Seats 8

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

**Indiana**

**Evansville**

**LK Research, Inc.**  
 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 Road  
 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 Drive  
 Fort Wayne, IN 46835  
 Ph. 260-485-2442  
 info@indianaresearch.com  
 www.indianaresearch.com  
 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, 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 research firm top rated by Impulse 2012, 2013 and 2014 and have been since inception! Experienced and reliable. 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  
 Jeff Shelton  
 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**

Castleton Square Mall  
 6020 E. 82nd St., Suite 304  
 Indianapolis, IN 46250  
 Ph. 440-893-0300  
 Chris@opinionltd.com  
 www.opinionltd.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 38 miles, 45 minutes  
 1/1, 1/10R, VC, WC  
 Conference 20x14

## 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.

### 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

## Louisville

### 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  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 12 miles, 19 minutes  
 1/1, TK, VC, WC  
 Conference 20x10 Obs. Rm. Seats 10

## South Bend

### Indiana Research Service, Inc. (Br.)

913 Bellevue Ave.  
 South Bend, IN 46615  
 Ph. 866-600-2442  
 info@indianaresearch.com  
 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 First Ave. N.E., Suite 2  
 Cedar Rapids, IA 52402  
 Ph. 319-364-7278  
 lkuster@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!

### Mid-Iowa Interviewing, Inc.

1239 73rd St., Suite B  
 Des Moines, IA 50324  
 Ph. 515-225-6232 or 888-425-6232  
 dougb@midioawinterviewing.com  
 www.midioawinterviewing.com  
 Doug Brown  
 Location: Office building  
 Distance from airport: 9 miles, 15 minutes  
 1/1, 1/10R  
 Conference 20x13 Obs. Rm. Seats 7



### Revelations Research Solutions

501 S.W. 7th Street, Suite M  
 Des Moines, IA 50309  
 Ph. 515-243-0785 or 877-800-0785  
 tgrantham@revelationsresearchsolutions.com  
 www.revelationsresearchsolutions.com  
 Teresa Grantham, President of Operations  
 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. Revelations is the Midwest's premier research facility for on-site and Web-based focus group interviewing and research design. Revelations offers two state-of-the-art focus group suites, with floor-to-ceiling glass, three cameras, client lounges, in-depth interviewing facilities, videostreaming and a state-of-the-art test kitchen. Revelations also offers a full complement of quantitative analysis, offering survey and research design and development, advanced statistical techniques, analysis and online surveying.

## 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, 1/10R, VC, WC

## Kansas

## Wichita

### The Research Partnership, Inc.

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

## Kentucky

## Lexington



### The Matrix Group, Inc.

501 Darby Creek Road, Suite 25  
 Focus Group Facility Suite 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

The quality source for market research in the Bluegrass since 1987. Dedicated focus group center with client viewing and lounge. In-house recruiting staff and consumer database. Convenient location, just minutes away from central Kentucky's largest shopping center, restaurants and lodging. Professional and accommodating staff.

## Louisville

### Horizon InFocus

100 Mallard Creek Road, 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

### 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 or Robert Kaberle, Owners  
 Location: Free standing facility  
 Distance from airport: 5 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, PUL  
 Conference 12x15      Obs. Rm. Seats 12

## Louisiana

### Baton Rouge

**SC I**  
 4511 Jamestown Ave.  
 Baton Rouge, LA 70808  
 Ph. 800-695-0221  
 rfp@sciresearch.com  
 www.surveymunications.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, 1/10R  
 Multiple 22x13      Obs. Rm. Seats 8

**Gulf View Research, LLC**  
 4539 North I-10 Service Road West  
 Metairie, LA 70006  
 Ph. 504-885-3946 or 504-454-1737  
 gvrl@aol.com  
 www.gulfviewres.com  
 Kellie Gussoni, VP  
 Location: Office building  
 Distance from airport: 7 miles, 10 minutes  
 CL, TK, VC, WC  
 Multiple 12x18  
 Multiple 15x18

## Maine

### Portland

**Critical Insights, Inc.**  
 172 Commercial St.  
 Portland, ME 04101  
 Ph. 207-772-4011  
 insights@criticalinsights.com  
 www.criticalinsights.com/  
 Location: Free standing facility  
 Distance from airport: 3 miles, 5 minutes  
 1/1, 1/10R, TK, VC, WC  
 Multiple 25x15      Obs. Rm. Seats 10

**Market Research Unlimited, Inc.**  
 40 Atlantic Place  
 South Portland, ME 04106  
 Ph. 207-775-3684  
 rmarket1@maine.rr.com  
 Fran Mavodones, President  
 Location: Office building  
 Distance from airport: 1 miles, 5 minutes  
 CL, 1/1, 1/10R, TK, TKO  
 Conference 22x15      Obs. Rm. Seats 10

**Pan Atlantic SMS Group**  
 6 City Center, Suite 200  
 Portland, ME 04101  
 Ph. 207-871-8622  
 pmurphy@panatlanticsmsgroup.com  
 www.panatlanticsmsgroup.com  
 Patrick O. Murphy, President  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/10R, TK  
 Conference 20x25      Obs. Rm. Seats 10

## Maryland

### Baltimore



**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 8 focus suites, chic client lounges, 4 kitchens (one with observational viewing), private bathrooms, full-time chef and free parking. Suites have the latest technology to deliver high-quality research: FocusVision HD & SurgeStream video 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. (See advertisement on p. 9)

**C&C Market Research - Baltimore**  
 Arundel Mills Mall  
 7000 Arundel Mills Center, Suite 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. 49)



**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  
 Ryan@obaltimore.com  
 www.observationbaltimore.com  
 Ryan Ross, Account Executive  
 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@3q-global.com  
 www.quicktest.com  
 Traci Wood, Director 3Q GLOBAL  
 Location: Shopping mall  
 1/1, TK  
 Conference 17.7x14.9      Obs. Rm. Seats 8

## Massachusetts

### Boston

**AnswerQuest**  
 110 Cummings Park Drive  
 Woburn, MA 01801  
 Ph. 781-897-1822  
 jmiller@answerquestresearch.com  
 www.answerquestresearch.com  
 Distance from airport: 9 miles, 15 minutes  
 TK, TKO, CUL, VC, WC

**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

**C&C Market Research - Boston**  
 Natick Mall  
 1245 Worcester St., Suite 2106  
 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. 49)

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.



**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, Suite 620  
 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 15  
 Conference 12x16 Obs. Rm. Seats 8  
 Conference 33x17 Obs. Rm. Seats 15  
 Conference 15x18 Obs. Rm. Seats 10

**Davis Advertising**  
 1331 Grafton St.  
 Worcester, MA 01604  
 Ph. 508-752-4615 ex 223  
 jdavis@davisad.com  
 www.davisad.com  
 Andy Davis, President  
 Location: Free standing facility  
 Distance from airport: 8 miles, 25 minutes  
 VC, WC  
 Conference 17x36 Obs. Rm. Seats 10



**Fieldwork Boston**  
 880 Winter St., 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, 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

Fieldwork Boston moved into its new, premiere space in 2013. This spacious facility features six comfortable focus group suites with private attached client lounges, including a modifiable mock jury room. While the digs are new, the staff is the same, bringing over 20 years of experience in the Boston area. Fieldwork Boston also features a robust and diverse database and in-house recruiting. Come see why Fieldwork Boston is consistently rated one of the world's best facilities. (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  
 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  
 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  
 Distance from airport: 2 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, CUL, VC, WC

Focus Pointe Global sets the industry standard for high-quality qualitative/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (See advertisement on p. 3)

**Kadence International**  
 One Research Drive, Suite 130C  
 Westborough, MA 01581  
 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.**

4 Faneuil Hall Marketplace  
 S. Bldg., 3rd Floor  
 Boston, MA 02109  
 Ph. 508-872-1287  
 info@performanceplusboston.com  
 www.performanceplusboston.com  
 Shirley Shames, President  
 Location: Office building  
 Distance from airport: 2 miles, 5 minutes  
 CL, 1/1, 1/10R, CUL, VC, WC  
 Conference 12x27 Obs. Rm. Seats 15  
 Conference 12x27 Obs. Rm. Seats 15

Comprehensive data collection and field management, recruiting services, three focus group facilities and two permanent mall intercept facilities. In Boston, located in historic Faneuil Hall Marketplace, we have a focus group facility and a mall intercept facility. And located less than 20 miles from Boston is our focus group facility in Framingham, Mass. Finally, our Enfield location is a mall intercept and focus group facility. Performance Plus/Boston Field & Focus has been at the forefront of bringing new techniques, new methodologies and new technologies to our clients for more than 40 years.



**Performance Plus / Boston Field & Focus, Inc.**

111 Speen St., Suite 105  
 Framingham, MA 01701  
 Ph. 508-872-1287  
 info@performanceplusboston.com  
 www.performanceplusboston.com  
 Shirley Shames, President  
 Location: Office building  
 Distance from airport: 17 miles, 25 minutes  
 CL, 1/1, 1/10R, TK, VC, WC  
 Conference 15x20 Obs. Rm. Seats 15  
 Conference 15x20 Obs. Rm. Seats 15  
 Conference 10x10 Obs. Rm. Seats 12

Comprehensive data collection and field management, recruiting services, three focus group facilities and two permanent mall intercept facilities. In Boston, located in historic Faneuil Hall Marketplace, we have a focus group facility and a mall intercept facility. And located less than 20 miles from Boston is our focus group facility in Framingham, Mass. Finally, our Enfield location is a mall intercept and focus group facility. Performance Plus/Boston Field & Focus has been at the forefront of bringing new techniques, new methodologies and new technologies to our clients for more than 40 years.

**Schlesinger Associates Boston, Inc.**

31 Saint James Ave., Suite 930  
 Boston, MA 02116  
 Ph. 617-542-5500  
 boston@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Terri-Lyn Hawley, VP Qualitative Solutions  
 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)



**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.

**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 Road, 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 Drive, Suite 120  
 Troy, MI 48098  
 Ph. 866-952-1600  
 quotes@consumerinsightsinc.com  
 www.consumerinsightsinc.com  
 Melanie Sortien, Project Manager  
 Location: Office building  
 Distance from airport: 40 miles, 45 minutes  
 CL  
 Conference 20x14 Obs. Rm. Seats 10



**Cypher Research**

2365 S. Haggerty Road, 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, Suite 102  
 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  
 Multiple 25x21  
 Conference 20x20 Obs. Rm. Seats 18

Brand new Focus Facility May 2015! Michigan Market Research is centrally located in the Detroit Metro area, making it easy to reach affluent, blue collar and urban respondents. Two spacious focus suites with additional third breakout area available (viewing by CCTV) for mock trials. Oversized viewing areas for comfort. Large test kitchen, 25' X 21', with 220V service for sensory studies. With over 30 years' experience, our staff pays close attention to detail while understanding the urgency of each project. In-house web streaming and FocusVision available. Formerly known as Crimmins and 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  
 fforokin@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

"Top Rated" in the Impulse Survey of Focus Group Facilities for the last 17 years. Centrally located. Can recruit from the counties that drive the Motor City including Wayne, Oakland, Macomb and others. Recruiting of consumers and professionals. Well-trained staff always on-site. Comfortable, sophisticated facility. Two focus group rooms, two viewing rooms, one-way mirrors, client office, client lounge, kitchen and an extra breakout/group room viewed via closed-circuit. High-speed Internet/Wi-Fi, color printing, digital A/V recording. FocusVision and Shifrin-Hayworth videostreaming. Major hotels nearby.

## 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 Road  
 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 minute  
 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@crjinc.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

**DiedrichRPM**  
 14500 Burnhaven Drive, Suite 101  
 Burnsville, MN 55337  
 Ph. 952-373-0805  
 info@diedrichrpm.com  
 www.diedrichrpm.com



**Fieldwork Minneapolis**  
 7650 Edinborough Way, Suite 700  
 Edina, MN 55435  
 Ph. 952-837-8300  
 info@minneapolis.fieldwork.com  
 www.fieldwork.com  
 Denise Duncan-Foldery, President  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 CL, 1/1, 1/1OR, TK, TKO, CUL, 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

Beautiful 10,000-sq.-ft. facility located seven miles from the airport - convenient for clients and for respondents from all over the Twin Cities. Our six generous suites will accommodate all of your research needs, including a large room ideal for mock juries or dial tests. All have separate client lounges for privacy and additional seating. Our recently remodeled test kitchen includes a full-sized observation room. Come and find everything you could want in a facility.  
 (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 has over 40 years of strong recruitment and personalized service and understands the importance of strong working relationships. Central location offers versatility in demographics and geography recruits. We can recruit to an off-site location using our database or your list. We feature three spacious sets of focus group suites. Focus is proud to always be "Top Rated" in the Impulse Survey. And here are just a few features we can offer to you and your clients: Mobile/PC UX lab, online, cons, B2B, ethno, high-speed Internet in focus/viewing rooms and commentary DVDs/MP3. Connect with us to find out more.



**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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (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, 1/1OR, 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

**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, VC  
 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

**Rochester**

**SNG Research Corporation**

6301 Bandel Road 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, 1/10R  
 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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (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., Suite 105  
 Hazelwood, MO 63042  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 45 miles, 45 minutes  
 1/1, 1/10R, TK  
 Conference 16x11 Obs. Rm. Seats 6  
 (See advertisement on p. 49)



**Focus Pointe Global - St. Louis**

1650 Des Peres Road, 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, 1/10R, TK, CUL, VC, WC  
 Multiple 18x22 Obs. Rm. Seats 14  
 Multiple 19x22 Obs. Rm. Seats 14  
 Multiple 20x23 Obs. Rm. Seats 23

Focus Pointe Global sets the industry standard for high-quality qualitative/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (See advertisement on p. 3)



**The Insight Lab**

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

The Insight Lab combines a well-designed facility with state-of-the-art technology. The modular viewing room can be adjusted to comfortably seat any interview configuration from one to eight people. It is set up with two high-def cameras, one for a standard wide shot and one for respondent level close-ups. The Digital Lab offers cutting-edge technology for evaluating and optimizing digital assets including Web sites, mobile apps, online advertising, social media, messaging, e-mail. Schlesinger

Associates provide outstanding recruitment and facility management for The Insight Lab along with recruitment for any methodology in the St. Louis metro area. (See advertisement on inside front cover)



**L & E Research**

Frontenac - West  
 10403 Clayton Road, Suite 115  
 St. Louis, MO 63131  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Kendra Williams, Director Business Development  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, VC, WC  
 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. 109)



**Lucas Market Research, LLC**

4101 Rider Trail N., Suite 100  
 St. Louis, MO 63045  
 Ph. 314-344-0803 or 888-978-4101  
 sechelmeyer@lucasresearch.net  
 www.lucasresearch.net  
 Suzanne Lucas Echelmeyer, Vice President  
 Location: Free standing facility  
 Distance from airport: 7 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, AU, VC, WC  
 Conference 22x18 Obs. Rm. Seats 12  
 Conference 22x16 Obs. Rm. Seats 12  
 Multiple 40x25 Obs. Rm. Seats 12  
 Conference 20x12 Obs. Rm. Seats 12

Lucas Market Research LLC rated No. 1 in St. Louis for Best Value by Impulse Surveys 2015. 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."

## 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.



**Peters Marketing Research, Inc.**  
 12400 Olive Blvd., Suite 225 and 308  
 St. Louis, MO 63141  
 Ph. 314-469-9022  
 jennifer@petersmktg.com  
 www.petersmktg.com  
 Katie Peters Miller, VP Qualitative Research  
 Location: Office building  
 Distance from airport: 10 miles, 12 minutes  
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC  

Multiple	20x12	Obs. Rm. Seats 12
Multiple	18x16	Obs. Rm. Seats 15
Multiple	20x16	Obs. Rm. Seats 20

After over 50 years of service to the marketing research industry, no project is too challenging for us! For the 21st year in a row Peters Marketing Research has been named an Impulse Guide "Top Rated" focus group facility, an achievement only eight other facilities in the world can claim. With St. Louis' largest consumer, medical and business databases, we consistently offer the strongest recruiting in the area. Our beautiful and centrally located facility offers the latest technology: usability labs, FocusVision HD streaming 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, 1/1OR, 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, 1/1OR, VC, WC  

Conference	19x18	Obs. Rm. Seats 8
------------	-------	------------------

## Nebraska

### Lincoln

**Snitily Carr**  
 1201 Infinity Ct.  
 Lincoln, NE 68512  
 Ph. 402.437.0000  
 hello@firespring.com  
 http://creative.firespring.com/  
 Location: Office building  
 Distance from airport: 9 miles, 15 minutes  
 CL, 1/1, WC  

Conference	25x15	Obs. Rm. Seats 8
------------	-------	------------------

### Omaha

**The MSR Group**  
 1121 N. 102nd Court, Suite 100  
 Omaha, NE 68114-1947  
 Ph. 402-392-0755  
 info@themsrgr.com  
 www.themsrgr.com  
 Abby Reid, Project Manager  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/1OR, WC  

Multiple	26x16	Obs. Rm. Seats 20
Conference	14x10	Obs. Rm. Seats 20

## Nevada

### Las Vegas

**C&C Market Research - Las Vegas**  
 Galleria Mall  
 1300 W. Sunset Road, Suite 1324  
 Henderson, NV 89014  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham  
 Distance from airport: 10 miles, 20 minutes  
 CL, TK  

	16x27	Obs. Rm. Seats 4
--	-------	------------------

 (See advertisement on p. 49)



**Consumer Opinion Services, Inc. (Br.)**  
 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, report-

ing, 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. 121)

**Global Market Advisors, LLC**  
 3167 E. Warm Springs Road, Suite 100  
 Las Vegas, NV 89120  
 Ph. 702-547-2225  
 info@globalmarketadvisors.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 E. Flamingo Road, Suite 309  
 Las Vegas, NV 89119  
 Ph. 702-650-5500 or 800-797-9877  
 info@lvff.vegas  
 www.lvff.vegas  
 Eric Souza, President/Owner  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/1OR, AU, CUL, PUL, VC, WC  

Multiple	33x23	Obs. Rm. Seats 20
Conference	17x22	Obs. Rm. Seats 15
Conference	17x22	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 10,000 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**  
 101 Convention Center Drive, P125  
 Las Vegas, NV 89109  
 Ph. 702-483-4000  
 info@precisionopinion.com  
 www.precisionopinion.com  
 Jim Medick, President  
 Distance from airport: 5 miles, 13 minutes  
 CL, 1/1, 1/1OR, 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. (See advertisement on pp. 7, 21)

**Television City Research Lab**  
 MGM Grand Las Vegas  
 3799 Las Vegas Blvd. South  
 Las Vegas, NV 89109  
 Ph. 702-891-5753  
 becky.mills@cbs.com  
 www.tvcityresearch.com  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/10R, CUL, PUL, VC, WC  
 Living 10x16 Obs. Rm. Seats 3  
 Conference 14x24 Obs. Rm. Seats 10  
 Conference 17x25 Obs. Rm. Seats 10  
 Conference 17x25 Obs. Rm. Seats 10

**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  
 crgsales@crgglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 3 miles, 11 minute  
 CL, 1/1, 1/10R, 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 Drive, Suite 3  
 Londonderry, NH 03053  
 Ph. 603-434-9141  
 dot@gsmrinc.com  
 www.gsmrinc.com  
 Dorothy Bacon, President  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 1/1, 1/10R, CUL, VC  
 Conference 15x13 Obs. Rm. Seats 10

**New England Interviewing**  
 124 S River Road  
 Bedford, NH 03110  
 Ph. 603-641-1222  
 kim@neinterviewing.com  
 www.neinterviewing.com  
 Kim Adams  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 1/1, 1/10R, TK  
 Conference 26x16 Obs. Rm. Seats 20  
 Conference 12x14 Obs. Rm. Seats 6

## New Jersey

### Northern New Jersey

**Assistance In Marketing/New Jersey**  
 60 Columbia Turnpike  
 Morristown, NJ 07960  
 Ph. 973-267-7060 or 201-370-7749  
 IBing@aimnj.com  
 www.aimresearchnetwork.com  
 Irene Bing, Manager  
 Location: Office building  
 Distance from airport: 15 miles, 25 minutes  
 CL, 1/1, 1/10R, TK, AU, VC  
 Multiple 26x22 Obs. Rm. Seats 22  
 Conference 19x20 Obs. Rm. Seats 15  
 Conference 17x17 Obs. Rm. Seats 15

**Assistance In Marketing/New Jersey**  
 433 Hackensack Ave.  
 Hackensack, NJ 07601  
 Ph. 201-488-5888 or 201-370-7749  
 NShalhoub@aimnj.com  
 www.aimresearchnetwork.com  
 Nella Shalhoub, Director of Operations  
 Location: Office building

Distance from airport: 15 miles, 25 minutes  
 CL, 1/1, 1/10R, TK, VC, WC  
 Conference 20x20 Obs. Rm. Seats 20  
 Conference 19x17 Obs. Rm. Seats 15  
 Multiple 16x20 Obs. Rm. Seats 30  
 Conference 18x18 Obs. Rm. Seats 15



**CEC Research**  
 16 Commerce Drive  
 Cranford, NJ 07016  
 Ph. 908-967-6790  
 maryana@cecresearch.com  
 http://cecresearch.com  
 Location: Free standing facility  
 Distance from airport: 12 miles, 20 minutes  
 CL, 1/1, 1/10R, 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.



**Fieldwork Fort Lee, NJ**  
 2 Executive Drive, Suite 800  
 Fort Lee, NJ 07024  
 Ph. 201-585-8200 or 877-993-4353  
 info@ftlee.fieldwork.com  
 www.fieldwork.com  
 Becky Harrison, President  
 Location: Office building  
 Distance from airport: 15 miles, 35 minutes  
 CL, 1/1, 1/10R, TK, AU, CUL, WC  
 Conference 23x21 Obs. Rm. Seats 30  
 Conference 20x20 Obs. Rm. Seats 30  
 Conference 20x21 Obs. Rm. Seats 30  
 Conference 24x22 Obs. Rm. Seats 30  
 Conference 16x14 Obs. Rm. Seats 10

Fieldwork Fort Lee offers the recruiting and resources to help you take full advantage of the diversity, lifestyles and cultures that make up metro New York. We back this with a robust database that draws from urban and suburban areas. Fieldwork Fort Lee's recently remodeled space offers five focus group suites with contemporary viewing rooms and private client lounges. Our location near the city lets you combine your research other business endeavors or just fun in this commercial and entertainment capital of the world.  
 (See advertisement on back cover)



**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, 1/10R, TK, CUL, VC, WC  
 Multiple 18x18 Obs. Rm. Seats 25  
 Multiple 18x20 Obs. Rm. Seats 18  
 Multiple 16x25 Obs. Rm. Seats 18

Focus Pointe Global sets the industry standard for high-quality qualitative/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups,

online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (See advertisement on p. 3)

**Focus World International, Inc.**  
 146 Highway 34, Suite 100  
 Holmdel, NJ 07733  
 Ph. 732-946-0100  
 gary@focusworldint.com  
 www.focusworldinternational.com  
 Gary Eichenholtz, CEO/CFO  
 Location: Free standing facility  
 Distance from airport: 20 miles, 35 minutes  
 CL, 1/1, 1/10R, TK, TKO, AU, CUL, PUL, VC  
 Multiple 18x24 Obs. Rm. Seats 15  
 Multiple 16x18

**Ideas To Go, Inc.**  
 10 N. Park Place Suite 520  
 Morristown, NJ 07960  
 Ph. 973-267-7670  
 tina.vatrano@ideastogo.com  
 www.ideastogo.com  
 Tina Vatrano, Facility Manager  
 Location: Office building  
 Distance from airport: 20 minutes  
 CL, VC

**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, 1/10R, TK, AU, CUL  
 Conference 25x12 Obs. Rm. Seats 12



**Meadowlands Consumer Center**  
 100 Plaza Drive, Suite 100  
 Secaucus, NJ 07094  
 Ph. 201-865-4900 or 800-998-4777  
 info@ConsumerCenters.com  
 www.ConsumerCenters.com  
 Kelly Thompson, Director of Recruiting  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, TKO, AU, VC, WC  
 Multiple 24x18 Obs. Rm. Seats 25  
 Multiple 24x18 Obs. Rm. Seats 20  
 Multiple 28x26 Obs. Rm. Seats 25  
 Multiple 12x12 Obs. Rm. Seats 8

TOP-RATED NJ/NY metro-area facility (Impulse 2015). 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/quant 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  
 Chris@opinionstld.com  
 www.opinionstld.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 22 miles, 37 minutes  
 1/1, VC, WC  
 Conference 22x14 Obs. Rm. Seats 4

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

### 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

### PMcR Research

4 Century Drive  
 Parsippany, NJ 07054  
 Ph. 973-539-5750  
 kimberly@pmcrrsearch.com  
 www.pmcrrsearch.com  
 Kimberly Schwarz, President  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/1OR, 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@qrsglobal.com  
 www.qrsglobal.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. 855-799-0003  
 info@3q-global.com  
 www.quicktest.com  
 Traci Wood, Director 3Q GLOBAL  
 Location: Shopping mall  
 Conference 20x13 Obs. Rm. Seats 6

### Schlesinger Associates New Jersey

101 Wood Ave. S., 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)

### Sensory Spectrum

554 Central Ave.  
 New Providence, NJ 07974  
 Ph. 908-376-7000  
 ebyrnes@sensoryspectrum.com  
 www.sensoryspectrum.com  
 Erin Byrnes, Program Mgr - Consumer Res.  
 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 Obs. Rm. Seats  
 Multiple 28x30 Obs. Rm. Seats

### Taurus Market Research

1810 Englishtown Road  
 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  
 crgsales@crglobalinc.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

## New Mexico

### Albuquerque

#### Sandia Market Research

600 Central Ave. S.W., 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, 1/1OR, 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, 1/1OR, TK, CUL, PUL, WC  
 Conference 20x20 Obs. Rm. Seats 10  
 Conference 18x20 Obs. Rm. Seats 10

## Buffalo



### Adelman Research Group-A SurveyService Company

Buffalo  
 1911 Sheridan Drive  
 Buffalo, NY 14223  
 Ph. 800-507-7969 or 716-876-6450  
 sadelman@surveyservice.com  
 www.adelmanresearchgroup.com  
 Susan Adelman, President  
 Location: Free standing facility  
 Distance from airport: 5 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
 Multiple 19x23 Obs. Rm. Seats 20  
 Multiple 14x27 Obs. Rm. Seats 15

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. We are experts in assuring that your study will be recruited and conducted according to all specifications with exceptional show rates and attention to detail. In addition to our focus group facility the InsightCenter includes a full test kitchen, taste test facilities, a usability lab and can accommodate large displays and equipment. We specialize in consumer goods, health care, financial, industrial and B2B research.

### Ruth Diamond Market Research

A Cornerstone Research Company  
 84 Sweeney Street  
 North Tonawanda, NY 14120  
 Ph. 716-743-1988 or -  
 rhonda@cornerstoneresearch.net  
 www.ruthdiamond.com  
 Rhonda Ried, President  
 Location: Shopping mall  
 Distance from airport: 8 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, TKO  
 Multiple 20x21 Obs. Rm. Seats 16  
 Conference 20x12 Obs. Rm. Seats 8

## 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, 1/1OR, AU, CUL, PUL, VC, WC  
 Multiple 28x22 Obs. Rm. Seats 24  
 Multiple 19x15 Obs. Rm. Seats 15  
 Multiple 20x17 Obs. Rm. Seats 16  
 Multiple 21x18 Obs. Rm. Seats 18

### Advanced Focus - The Loft

15 W. 39th St.  
 14th Floor  
 New York, NY 10018  
 Ph. 212-944-9000  
 toddb@advancedfocus.com  
 www.advancedfocus.com  
 Todd Biederman, CEO  
 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. 49)



**C&C Market Research - New York Metro**  
 Palisades Center  
 1000 Palisades Center Drive, Suite C402, 4th Floor  
 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. 49)

**Charney Research**  
 1133 Broadway, Suite 1321  
 New York, NY 10010  
 Ph. 212-929-6933  
 cc@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 Road, 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, 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

Renovated in 2012, Fieldwork New York has four well-appointed focus group suites. Fieldwork New York is located in the Northern suburbs of metro New York, just minutes away from New York City, granting access to the perfect blend of urban and suburban lifestyles and offering a wide range of cultural, social, occupational and educational characteristics - a great mix for every type of research. All of our recruiting is in-house with capabilities throughout the entire metro New York area.  
 (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

Brand new facility located at 462 Seventh Avenue & 35th Street - NYC's only facility truly in the heart of midtown featuring the largest focus and viewing rooms in NYC, the fastest fiber optic internet available, state-of-the-art digital A/V recording & webcasting, flexible/living room set-ups and a viewable classroom for 50+ people. Mock juries a specialty. Recruiting capabilities for all types of audiences, incl. consumer, HNW, LGBT, medical (MDs & patients), IT, high-tech, C-Level, early tech adopters, children & teens, hard-to-find, etc. Contact us for more information.



**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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (See advertisement on p. 3)



**The Focus Room**  
 Market Research & Video Conference Center - NYC  
 693 Fifth Ave.  
 10th floor  
 New York, NY 10022  
 Ph. 212-935-6820  
 Andrew@focusroom.com  
 www.focusroom.com  
 Andrew Junggren  
 Location: Office building  
 Distance from airport: 7 miles, 35 minutes  
 CL, 1/1, 1/10R, CUL, PUL, VC, WC  

Multiple	17x13	Obs. Rm. Seats 11
Multiple	17x16	Obs. Rm. Seats 10
Multiple	15x15	Obs. Rm. Seats 15

At The Focus Room, we focus on Qualitative Research Excellence. Our dynamic venue houses an expert management team and the ultimate, technology-optimized research environment. Newly renovated with bold and thoughtful touches, the 10th floor, 5th Avenue space brings excitement, innovation and modern sophistication to the research experience. Our prestigious location grants us access to every demographic and our team facilitates a seamless, stress-free research experience. Named a Top Rated agency by Impulse Survey, our best-in-class services consistently earn client and industry recognition.



**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, Vice President  
 Location: Office building  
 Distance from airport: 30 minutes  
 CL, 1/10R, CUL, VC, WC  

Multiple	19x38	Obs. Rm. Seats 30
Conference	19x19	Obs. Rm. Seats 15
Conference	19x19	Obs. Rm. Seats 15
Conference	19x19	Obs. Rm. Seats 15
Conference	16x20	Obs. Rm. Seats 15
Conference	19x19	Obs. Rm. Seats 15

Focus Suites of New York allows you to take advantage of the diverse cultures that make up New York City by offering unparalleled recruiting and resources. Conveniently located in midtown Manhattan, 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, 1/10R, WC  
 Conference 23x18      Obs. Rm. Seats 14

**MarketView Westchester**  
 520 White Plains Road  
 Tarrytown, NY 10591  
 Ph. 914-631-0796  
 meredith@marketview-research.com  
 www.marketview-research.com  
 Meredith Falvo, Managing Director  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1, 1/10R, CUL, VC, WC  

Conference	17x25	Obs. Rm. Seats 25
Multiple	19x14	Obs. Rm. Seats 15
Multiple	18x15	Obs. Rm. Seats 15

**MBC Research Center**  
 270 Madison Ave.  
 12th Floor  
 New York, NY 10016  
 Ph. 212-679-4100  
 mb@mbcresearch.com  
 www.mbcresearch.com  
 Tania Gomez, Project Manager  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/10R, CUL, VC, WC  
 Conference 20x14      Obs. Rm. Seats 12



**New York Consumer Center**  
 28 W. 44th St., Suite 500  
 New York, NY 10036  
 Ph. 212-302-9393 or 800-998-4777  
 info@ConsumerCenters.com  
 www.ConsumerCenters.com  
 Erika Schramm, Director  
 Location: Office building  
 Distance from airport: 9 miles, 25 minutes  
 CL, 1/1, 1/10R, CUL, VC, WC  

Multiple	30x28	Obs. Rm. Seats 30
Multiple	24x20	Obs. Rm. Seats 20
Multiple	24x20	Obs. Rm. Seats 18
Multiple	24x20	Obs. Rm. Seats 25
Multiple	16x14	Obs. Rm. Seats 10

TOP-RATED (Impulse 2015) New York Consumer Center, in the heart of Midtown Manhattan! Five suites designed for flexibility - from our jumbo suite seating 65+ to our intimate salon, ideal for smaller groups/IDIs. Experienced recruiting, client-focused service, usability lab, dial testing, shop-alongs, ethnographies, quali/quant, eye-tracking, Creativity Center and more. We offer the latest technologies, including online bulletin boards/focus groups, videoconferencing, videostreaming and digital recording. Our field division, MCC Field, handles all logistics. Also visit our NJ location, Meadowlands Consumer Center.

**Opinions, Ltd. - NYC/NJ**  
 Willowbrook Mall  
 1400 Willowbrook Mall, Space 1550  
 Wayne, NJ 07470  
 Ph. 440-893-0300  
 Chris@opinionstld.com  
 www.opinionstld.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 22 miles, 37 minutes  
 1/1, VC, WC  
 Conference 22x14      Obs. Rm. Seats 4

## Codes

Location: Office building, Freestanding building, Shopping mall

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

### 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, 1/10R, TK, TKO  
 Conference 14x22                      Obs. Rm. Seats 15  
 Conference 14x22                      Obs. Rm. Seats 15



### Plaza Research-New York

120 Rte. 17 N.  
 Paramus, NJ 07652  
 Ph. 201-265-7500 or 800-654-8002 x11  
 wendy@plazaresearch.com  
 www.plazaresearch.com  
 Wendy Orzechowski  
 Location: Office building  
 Distance from airport: 30 minutes  
 CL, 1/1, 1/10R, TK, TKO, CUL, WC  
 Conference 15x24                      Obs. Rm. Seats 20  
 Conference 15x24                      Obs. Rm. Seats 20  
 Conference 15x20                      Obs. Rm. Seats 20  
 Conference 15x20                      Obs. Rm. Seats 20  
 Multiple 15x20                        Obs. Rm. Seats 20

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges, along with computers and a laser printer. (See advertisement on p. 107)

### 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.recknerfacilities.com  
 Peter Grubb, Executive Director  
 Location: Office building  
 Distance from airport: 25 miles, 31 minute  
 CL, 1/1, 1/10R, 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, 1/10R, 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. (See advertisement on p. 27)



### 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, VP Qualitative Solutions  
 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

A leading data collection company with 24 high-specification focus group facilities across the U.S. and EU and a global solutions team providing a worldwide reach. We offer high-quality, reliable recruitment for any methodology: qual; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; eye-tracking; EEG and facial coding. Hybrid: We combine online surveys or online qual with traditional methods. New: The Wall by Schlesinger, a breakthrough solution to qualitative research engagement and research collaboration challenges. (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.sisinternational.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. 45)

### SOHO Research Centre

375 W. Broadway, Suite 502  
 New York, NY 10012  
 Ph. 212-431-0462  
 mlane@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  
 crgsales@crglobalinc.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 Road  
 Victor, NY 14564  
 Ph. 585-383-0380  
 research@dixonschwabl.com  
 www.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 Road  
 Rochester, NY 14623  
 Ph. 440-893-0300  
 Chris@opinionstld.com  
 www.opinionstld.com  
 Chris Sluder, Vice President  
 Location: Shopping mall  
 Distance from airport: 5 miles, 11 minute  
 1/1, TK, VC, WC  
 Conference 20x9                      Obs. Rm. Seats 8



### Tipping 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

Tipping 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.



What we offer:

Unparalleled recruiting and the most comfortable, luxurious facilities in the country.

How we do it:

A management team with more than 100 years of combined experienced in the field...a fully integrated network sharing resoures, technology, and information...Cutting edge, Proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, quickly the tightest security controls..Beautifully appointed facilities specifically engineered for qualitative research.

Ask us about....

- Our nationwide quantitative and qualitative recruiting capabilities
- Our online recruiting capabilities
- Our convention or visitor recruiting
- TDI's Nationwide recruiting from one central location



Metro New York  
Dallas

Houston

Ft. Lauderdale/Miami

Phoenix

Tampa

San Diego

Metro Philadelphia

Chicago

Las Vegas

Denver (Downtown)

San Francisco (Downtown)

Los Angeles (LAX)

Atlanta (Buckhead)



Call Toll-Free (800) 654-8002 • [www.plazaresearch.com](http://www.plazaresearch.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.

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

Research & Marketing Strategies, Inc. (RMS) is a full-service market research firm providing custom-tailored research in Central New York, an ideal test market. RMS QualiSight is our premier focus group facility offering a relaxed environment with a distinct client viewing room, WiFi and an extra large double-glass, one-way mirror. RMS can provide recruiting, moderating, catering, hosting and an experienced analytics team to develop scripts and reports. RMS offers a full service call center with CATI capabilities, using trained professional telesurveyors to facilitate your project needs.

North Carolina

Asheville

**C&C Market Research - Asheville**

Asheville Mall  
 3 South Tunnel Road, Suite 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. 49)

Charlotte



**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.



**AOC Marketing Research**

10100 Park Cedar Drive, 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, according to Impulse Survey of Top-Rated Focus Facilities, 2015. All four of our suites feature a private client lounge with an office and restroom, a client entry/exit outside, and separate HVAC controls for client and respondent areas. AOC has a test kitchen and an experienced staff, 28 notebook computers, wireless internet with backup, digital audio/video and video streaming. Located in a one-story professional office park, AOC is 20 minutes from our international airport. Please ask us about our facility discount for first-time clients.



**L & E Research**

4824 Parkway Plaza Blvd., Suite 110  
 Charlotte, NC 28217  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Kendra Williams, Director Business Development  
 Location: Office building  
 Distance from airport: 6 miles, 10 minutes  
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, 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. 109)



**Sensory Spectrum**

222 Oak Avenue  
 Kannapolis, NC 28081  
 Ph. 704-250-1200  
 discovery@sensoryspectrum.com  
 www.sensoryspectrum.com  
 Erin Byrnes, Program Mgr - Consumer Res.  
 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 Obs. Rm. Seats  
 8x8 Obs. Rm. Seats

Specializing in sensory research and product testing, Sensory Spectrum 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.



Helping you do better research.

**20|20 Research - Charlotte**

2102 Cambridge Beltway Drive, 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. 23)

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

**Quick Test/Heakin (Br.)**

Hanes Mall  
 3320 Silas Creek Parkway, Sp BL-254  
 Winston-Salem, NC 27103  
 Ph. 855-799-0003  
 info@3q-global.com  
 www.quicktest.com  
 Traci Wood, Director 3Q GLOBAL  
 Location: Shopping mall



**We're Marketing Matchmakers**

It is L&E's job to set you up on the ultimate date, in this case - your marketing research project, with participants matched to your exacting standards. Getting the insights you need is where L&E shines.

We love connecting clients with the right people for their qualitative and quantitative research using a variety of tools, proven processes and our own brand of ingenuity.

**SERVICES**

- Recruiting for All Studies
- Project Consultation
- Study Management
- Focus Group Facilities
- Neuromarketing Labs



**LOCATIONS**

- |            |           |
|------------|-----------|
| Baltimore  | St. Louis |
| Charlotte  | Tampa     |
| Cincinnati | Raleigh   |
| Columbus   |           |

We will find the perfect match for your research project.

**Connect with us today!**

[bidrequest@leresearch.com](mailto:bidrequest@leresearch.com) | [877.344.1574](tel:877.344.1574) | [www.leresearch.com](http://www.leresearch.com)

GET SOCIAL!



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.

Raleigh/Durham



**First In Focus Research**  
 4009 Barrett Drive, 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, 1/1OR, 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 - nine 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**  
 8816 Six Forks Road, Suite 1017  
 Raleigh, NC 27615  
 Ph. 919-954-8300  
 info@harkerresearch.com  
 www.harkerresearch.com  
 Katherine Thomas, Office Manager  
 Location: Office building  
 Distance from airport: 15 miles, 25 minutes  
 CL, 1/1, VC, WC  
 Conference 17x15 Obs. Rm. Seats 6

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 Road, Suite 200  
 Raleigh, NC 27612  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Kendra Williams, Director Business Development  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/1OR, 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. 109)

**Opinions, Ltd. - Raleigh-Durham**  
 Triangle Town Center  
 5959 Triangle Town Blvd., Suite FL-1001  
 Raleigh, NC 27616  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 10 miles, 15 minutes  
 1/1, 1/1OR, VC, WC

Rocky Mount/Greenville

**InTandem**  
 1302 E. Firetower Road  
 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**  
 5919 Oleander Drive, Suite 117  
 Wilmington, NC 28403  
 Ph. 910-763-3260  
 ecr@eastcoastresearch.com  
 www.eastcoastresearch.com  
 Paula Lentz Corbett, CEO  
 Location: Office building  
 Distance from airport: 5 miles, 15 minutes  
 1/1, 1/1OR  
 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, 1/1OR, VC  
 Conference 15x17 Obs. Rm. Seats 12

Cincinnati

**Assistance In Marketing, Inc.**  
 11890 Montgomery Road  
 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, 1/1OR, 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. 513-842-6323  
 eholmgren@blueoceanfacilities.com  
 www.blueoceanfacilities.com  
 Erin Holmgren, Sales Manager  
 Location: Office building  
 Distance from airport: 30 miles, 32 minutes  
 1/1  
 Multiple 40x40 Obs. Rm. Seats na  
 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 Road  
Cincinnati, OH 45242  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com

John Cimino, Client Relationship Manager  
Location: Free standing facility  
Distance from airport: 25 miles, 40 minutes  
CL, 1/1, 1/10R, TK, AU, CUL, PUL, 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. 109)

**LaVERDAD Marketing, Media, PR and Research**

7817 Cooper Road, 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 Road  
Cincinnati, OH 45242  
Ph. 513-794-1088  
lee@marketinquiry.com  
www.marketinquiry.com  
Cathy Noyes, Owner  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10R, TK, VC, WC  
Conference 14x16 Obs. Rm. Seats 10  
Conference 20x30 Obs. Rm. Seats 20

**MarketVision Research\***

10300 Alliance Road  
Cincinnati, OH 45242  
Ph. 513-791-3100  
info@mv-research.com  
www.mv-research.com  
Tina Rucker  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CL, 1/1, 1/10R, WC  
Conference 16x24 Obs. Rm. Seats 24  
Conference 15x22 Obs. Rm. Seats 14



**Strategic Intelligence Research Service (SIRS)**

201 Martha Layne Collins Blvd.  
Highland Heights, KY 41076  
Ph. 859-781-9700  
sdye@rdicorp.com  
www.sirsinc.com  
Bruce Ferguson, VP, Qualitative Research  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10R, VC  
Multiple 24x18 Obs. Rm. Seats 18  
Multiple 20x22 Obs. Rm. Seats 18

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. Each suite has its own viewing room, client lounge and full kitchen. Our client lounges feature closed-circuit televised viewing and our viewing rooms can comfortably seat 18. SIRS in-house recruiting staff ensures you get the right respondents for every study.

**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, 1/10R, PUL, VC, WC  
Conference 20x25 Obs. Rm. Seats 12



*Yes...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  
Distance from airport: 8 miles, 12 minutes  
CL, 1/1, 1/10R, TK, TKO, AU, VC, WC  
Multiple 16x20 Obs. Rm. Seats 20  
Multiple 12x16 Obs. Rm. Seats 12  
Multiple 25x25 Obs. Rm. Seats 20

In business for over 50 years, we are 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. 111)

**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

**Focus Groups of Cleveland**

**Top rated in the Impulse survey**  
**Three Focus Suites and**  
**Large Multi-Purpose Room**  
**Featured on the CBS Morning Show**  
**Litigation Research, Medical, Consumer,**  
**Product Placement, Taste Tests,**  
**Pre-Recruits, Videoconferencing, On-Site**  
**Excellent Recruiting – Project Management**

**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	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.

### Opinions, Ltd. - Cleveland

Focus Facility  
 40 East Washington St.  
 Chagrin Falls, OH 44022  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder

### Opinions, Ltd. - Cleveland

South Park Center  
 500 South Park Center FL632  
 Strongsville, OH 44136  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 8 miles, 12 minutes  
 1/1, 1/10R, VC, WC  
 Conference 14x16      Obs. Rm. Seats 6

### Opinions, Ltd. - Headquarters

33 River St.  
 Chagrin Falls, OH 44022  
 Ph. 440-893-0300  
 anita.evans@opinionsltd.com  
 www.opinionsltd.com  
 Mark Kikel or Chris Sluder  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/10R, TK, WC  
 Conference 18x18      Obs. Rm. Seats 12



### 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, 1/10R, 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 plannogram, 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@crctr.com  
 www.crctr.com  
 Lorne Dillabaugh, Managing Director  
 Location: Office building  
 Distance from airport: 12 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, PUL, VC, WC  
 Multiple 28x32      Obs. Rm. Seats 30  
 Multiple 16x22      Obs. Rm. Seats 25  
 Multiple 15x16      Obs. Rm. Seats 9  
 Multiple 8x8      Obs. Rm. Seats 5  
 Multiple 28x28      Obs. Rm. Seats



### Focus Pointe Global - Columbus

7634 Crosswoods Drive  
 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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
 (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  
 Kendra Williams, Director Business Development  
 Location: Office building  
 Distance from airport: 3 miles, 5 minutes  
 CL, 1/1, 1/10R, TK, AU, CUL, PUL, 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. 109)

### LextantLabs

A Division of Lextant  
 1322 Manning Parkway  
 Powell, OH 43065  
 Ph. 614-228-9711  
 lextlabs@lextant.com  
 www.lextantlabs.com  
 Susie Kloeb, Director, Labs & Environment  
 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  
 250 S. High St.  
 6th Floor  
 Columbus, OH 43215  
 Ph. 614-228-9711  
 skloeb@lextant.com  
 www.lextant.com  
 Susie Kloeb, Director, Labs & 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 12x9      Obs. Rm. Seats 8

### sparkspace

300 Marconi Blvd., #206  
 Columbus, OH 43215  
 Ph. 614-224-7727  
 mark@sparkspace.com  
 www.sparkspace.com  
 Mark Henson, chief imagination officer  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/10R, 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

#### C&C Market Research - OKC

Quail Springs Mall  
2501 W. Memorial, Suite 203  
Oklahoma City, OK 73134  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Location: Shopping mall  
Distance from airport: 20 miles, 30 minutes  
TK  
20x14 Obs. Rm. Seats 6  
(See advertisement on p. 49)



#### Oklahoma Focus (Focus Group Facility)

1319 Classen Drive  
Oklahoma City, OK 73103  
Ph. 405-600-7955  
kwilson@oklahomafocus.com  
www.oklahomafocus.com  
Kathryn Wilson  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10R, VC  
Multiple 18 x 17 Obs. Rm. Seats 15

The facility for research in Middle America. Our Ken Soloman-designed facility has a board-room feel and technology is state-of-the-art. Session recording available in MP3, WMV, MPEG and DVD in addition to videostreaming. FocusVision also available. Spacious client viewing room with adjacent-but-separate lounge. Separate client entrance. We are known for our ability to handle complex projects. Owner-managed and -operated, we take personal pride in our work. Clients receive exemplary service immediately upon entering our impressive, freestanding, company-owned building with ample parking, 10 minutes from the OKC airport.

#### Oklahoma Market Research

4900 N. Portland Ave., Suite 150  
Oklahoma City, OK 73112  
Ph. 405-525-3412  
mail@datanet-research.com  
www.datanet-research.com  
Judy Nitta, Vice President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, TK  
Conference 25x16 Obs. Rm. Seats 15  
Conference 22x14 Obs. Rm. Seats 4

#### Shapard Research

820 N.E. 63rd St.  
Oklahoma City, OK 73105  
Ph. 405-607-4664  
bill@shapaRoad.com  
www.shapaRoad.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  
Melissa Bledsoe, General Manager  
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. 121)



#### IdeaSuite

1600 S.E. Bybee Blvd., Suite 202  
Portland, OR 97202  
Ph. 855-322-0992  
damianc@idea-suite.com  
www.idea-suite.com  
Location: Office building  
Distance from airport: 13 miles, 25 minutes  
CL, 1/1, 1/10R, CUL, VC, WC  
Multiple 16x20 Obs. Rm. Seats 12

Portland's premiere research facility for focus groups, usability studies, corporate meetings and ideation sessions. Our space is light-filled, relaxed and modern. Configurations include boardroom, living room, usability testing, IDI and classroom setups. IdeaSuite hosts one client at a time, guaranteeing the utmost in confidentiality and attention. We provide on-site tech support, two Wi-Fi networks, HD video room monitoring and streaming, Herman Miller Aeron chairs for observers and a private client lounge. Moderating and participant recruiting are also available.

#### VuPoint Research

8959 S.W. Barbur Blvd., Suite 204  
Portland, OR 97219  
info@mdcresearch.com  
www.vupointresearch.com  
Tobi Stark  
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  
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  
Chris@opinionsttd.com  
www.opinionsttd.com  
Chris Sluder  
Distance from airport: 8 miles, 15 minutes  
1/1, 1/10R, VC, WC  
Conference 13x14 Obs. Rm. Seats 6

### Harrisburg



#### The Bartlett Group

3690 Vartan Way  
Harrisburg, PA 17110  
Ph. 717-540-9900  
qbusiness@bartlettresearch.com  
www.bartlettresearch.com  
Sherry Ritchey  
Location: Free standing facility  
Distance from airport: 13 miles, 20 minutes  
CL, 1/10R, VC, 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.



#### CentralFocus

180 W. Airport Road  
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, WC  
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.

## 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.



### FieldGoals.US

at the Historic Iroquois Hotel  
 204 Third St.

New Cumberland, PA 17070

Ph. 877-469-6631

info@fieldgoals.us

www.fieldgoals.us

Gabriella Fabrizio, Director of Field Services

Location: Free standing facility

Distance from airport: 13 miles, 21 minute

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

Multiple 16x20 Obs. Rm. Seats 10

Fieldgoals at the Historic Iroquois Hotel in New Cumberland provides a quiet, intimate venue for your traditional focus groups, one-on-one interviews or client meetings. This facility is bathed in history and is uncluttered, providing an environment designed to encourage collaboration and innovation in a calm, inviting environment. Offering small or intimate settings of up to 10 or less, one-on-ones and/or ethnography, as well as state-of-the-art AV. This facility service York, Lancaster and Harrisburg markets with farmers, small business owners, physicians and consumers from urban to suburban backgrounds.



### FieldGoals.US

P.O. Box 103

Camp Hill, PA 17001

Ph. 877-469-6631 x1 or 717-480-0335

info@fieldgoals.us

www.fieldgoals.us

Gabriella Fabrizio, Director of Field Services

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 state Harrisburg market focus group facility. With 5,600+ sq ft 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 breakouts and client lounges. Fully equipped classrooms with digital A/V equipment and Smart Boards for training sessions/one-on-one interviews. Check out the grand opening of our second facility servicing the Harrisburg, Lancaster and York PA markets with nationwide recruitment to any facility across the US.

## Philadelphia/Southern NJ

### C&C Market Research - Philadelphia

Franklin Mills

1749 Franklin Mills Circle, Suite 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. 49)



### 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

Focus Pointe Global sets the industry standard for high-quality qualitative/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (See advertisement on p. 3)



### Focus Suites of Philadelphia

One Bala Plaza, Suite 622 Center

Bala Cynwyd, PA 19004

Ph. 610-667-1110

julia.cosel@focussuites.com

www.focussuites.com

Julia Cosel, Vice President

Location: Office building

Distance from airport: 30 minutes

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

Conference 18x22 Obs. Rm. Seats 20

Conference 17x20 Obs. Rm. Seats 18

Conference 17x20 Obs. Rm. Seats 18

Conference 19x20 Obs. Rm. Seats 20

Conference 10x12 Obs. Rm. Seats 4

Conveniently located in the heart of the Philadelphia metropolitan area, Focus Suites is easily accessible and has been voted one of the "Top Rated" focus group facilities in the world by the Impulse Survey. We are conveniently located in suburban Philadelphia and just minutes away from Center City. Each of our suites includes a large conference room, large observation room and adjoining client lounge with closed-circuit TV. We provide a wide selection of meeting and media equipment, including ELMO Visual Presenters, LCD projectors, translation equipment, large-screen TV monitors, digital video- and audio recording, videostreaming and a usability lab.



### Group Dynamics in Focus, Inc.

555 City Ave.

6th Floor

Bala Cynwyd, PA 19004

Ph. 866-221-2038 or 610-668-8535

sales@groupdynamics.com

www.groupdynamics.com

Robin Kaplan, President

Location: Office building

Distance from airport: 12 miles, 30 minutes

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

Multiple 28x20 Obs. Rm. Seats 18

Conference 16x24 Obs. Rm. Seats 12

Group Dynamics In Focus is celebrating 35 years as a qualitative research company located in suburban Philadelphia. Rely on us for expert recruiting for health care, B2B and consumers. We recruit nationally for all medical professionals, both for phone and in-person research. Our 600 sq. ft. multipurpose space is ideal for mock juries, shopping displays and theater seating for 50. Trust our experienced and professional staff for field management and competitive bids. Honored by the Philadelphia Business Journal for the 4th year as one of the top family-owned business.

### Karchner Marketing Research, LLC

3956 Ridge Pike

Collegetown, 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

# M3 GLOBAL RESEARCH

## M3 Global Research

1650 Market St., Suite 3030  
Philadelphia, PA 19103  
Ph. 215-525-6191  
LMezani@usa.m3.com  
www.usa.m3.com  
Lindita Mezani, VP - Market Research  
Location: Office building  
Distance from airport: 9 miles, 20 minutes  
CL, CUL, VC, WC  
Multiple 25x18 Obs. Rm. Seats 12  
Multiple 19x20 Obs. Rm. Seats 10  
Multiple 20x21 Obs. Rm. Seats 7  
Multiple 44x20 Obs. Rm. Seats 20

M3 Philadelphia Studios is located in one of the best buildings in Philadelphia, One Liberty Place. Our location on the 30th floor will provide you with great views of the city. The Liberty Place Complex contains a 150,000 square foot retail center, a Westin Hotel, new observation deck and an underground parking garage. We offer Wi-Fi throughout the studio, HD streaming in every suite and state-of-the-art AV technology. By combining two of our rooms, we have the largest conference room in the market that is suitable for mock trials and taste tests.



## Plaza Research-Philadelphia

9000 E. 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. 855-799-0003  
info@3q-global.com  
www.quicktest.com  
Traci Wood, Director 3Q GLOBAL  
Location: Shopping mall  
1/1, TK  
Conference 17x12 Obs. Rm. Seats 6

## Reckner: Chalfont, PA

1600 Manor Drive  
Chalfont, PA 18914  
Ph. 215-822-6220  
pgrubb@reckner.com  
www.recknerfacilities.com  
Peter Grubb, Executive Director  
Location: Office building  
Distance from airport: 41 minute  
CL, TK, VC, WC  
Conference 13.5x27 Obs. Rm. Seats 12

## Schlesinger Associates Philadelphia

1650 Arch St., Suite 2701  
Philadelphia, PA 19103  
Ph. 215-564-7300  
AJ.Shaw@schlesingerassociates.com  
www.schlesingerassociates.com  
AJ Shaw, VP - Qualitative Solutions  
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 Road, Suite 200  
Bala Cynwyd, PA 19004  
Ph. 610-538-1900  
bala@schlesingerassociates.com  
www.schlesingerassociates.com  
AJ Shaw, VP - Qualitative Solutions  
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 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

## 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  
Amy Lacroix  
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 Road  
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

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.

**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**

**Greenville Focus**

2854 Wade Hampton Blvd., Suite D  
 Taylors, SC 29687  
 Ph. 864-350-0939  
 mike@greenvillefocus.com  
 www.greenvillefocus.com  
 Mike Shuck, President  
 Location: Shopping mall  
 Distance from airport: 10 miles, 20 minutes  
 VC  
 Conference 18x20 Obs. Rm. Seats 10

Tennessee

Chattanooga



**Wilkins Research Services, LLC**

1730 Gunbarrel Road  
 Chattanooga, TN 37421  
 Ph. 423-894-9478  
 info@wilkinsresearch.net  
 www.wilkinsresearch.net  
 Lisa Wilkins, Executive Director  
 Location: Free standing facility  
 Distance from airport: 6 miles, 12 minutes  
 CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
 Conference 23x17 Obs. Rm. Seats 18  
 Conference 69x49 Obs. Rm. Seats 32  
 Conference 23x17 Obs. Rm. Seats 14  
 Conference 23x15 Obs. Rm. Seats

Wilkins Research is one of the highest-ranked firms in the Southeast. With our exceptionally-trained in-house recruiting team, we have the ability to recruit nationwide on any subject ranging from health care to the legal industry. WRS offers full focus group suites, on-and off-site recruiting, taste tests, in-store demos, intercepts, one-on-ones, audits, mock trials and any online research. We offer any audio and visual need, along with digital recordings and FocusVision availability. WRS is the best-quality research for the most competitive price - delivering top-rated results from a team of highly-skilled professionals. Visit us at www.wilkinsresearch.com or call Lynn Wilkins at 423-894-9478.

Knoxville



**Southern Solutions**

Market Research With Unsurpassed Professionalism

**Southern Solutions**  
 10608 Flickenger Lane  
 Knoxville, TN 37922  
 Ph. 865-392-5047 or 866-764-7342  
 jjones@southernsolutionstn.com  
 www.southernsolutionstn.com  
 Jenny Jones, President  
 Location: Free standing facility  
 Distance from airport: 10 miles, 10 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC, WC  
 Multiple 19x21 Obs. Rm. Seats 16

Our state-of-the-art facility and experienced staff will make your next group session a relaxing experience. High-quality recruiting is the basis of our success. Now offering nationwide online panels for both your qualitative and quantitative needs. Our recent expansion has tripled the size of our facility to better meet your needs.

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, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
 Multiple 20x15 Obs. Rm. Seats 15  
 Multiple 20x15 Obs. Rm. Seats 15  
 Multiple 20x15 Obs. Rm. Seats 15  
 Multiple 8x10 Obs. Rm. Seats 10  
 Multiple 15x40 Obs. Rm. Seats 25



**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, 1/1OR, TK, PUL, VC, WC  
 Conference 22x20 Obs. Rm. Seats 14  
 Conference 20x18 Obs. Rm. Seats 12  
 Multiple 19x20 Obs. Rm. Seats 12

Top-rated facility where fastidious recruiting is our trademark guaranteed. Food is great but all anybody wants is the world's best BBQ from Corky's just down the road. Now we are located on Poplar, the main drag in Memphis just two blocks from the interstate, with hotels and shopping malls all around. Renowned for Southern-style customer service and a huge database. The latest in videoconferencing, videostreaming and digital 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, 1/1OR, TK, AU, CUL, VC, WC  
 Multiple 22x17 Obs. Rm. Seats 10  
 Multiple 23x18 Obs. Rm. Seats 12  
 Conference 25x27 Obs. Rm. Seats 18

Memphis' highest-rated facility for recruiting, value, facility, food service, location and personnel! 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

**The Nashville Research Group, LLC**

230 Great Circle Road, 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, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
 Multiple 43x16 Obs. Rm. Seats 20  
 Conference 21x16 Obs. Rm. Seats 20  
 Conference 10x10 Obs. Rm. Seats 4



Helping you do better research

**20|20 Research - Nashville**

161 Rosa L. Parks Blvd.  
 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, videostreaming, Web site usability. (See advertisement on p. 23)

Texas

Austin

**ATX Insights**

8500 Bluffstone Cove, Suite B204  
 Austin, TX 78759  
 Ph. 512-401-3064  
 nicole@humaninterfaces.net  
 http://atxinsights.com/home.shtml  
 Nicole Proulx  
 Location: Office building  
 Distance from airport: 20 miles, 25 minutes  
 CL, 1/1, 1/1OR, 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  
 nicole@humaninterfaces.net  
 www.humaninterfaces.net  
 Nicole Proulx  
 Distance from airport: 20 miles, 25 minutes  
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC  
 Multiple 23x20 Obs. Rm. Seats 10

**Tammadge Market Research**

210 Barton Springs Road, Suite 515  
 Austin, TX 78704  
 Ph. 800-879-9198 or 512-474-1005  
 terry@tammadge.com  
 www.tammadgemrx.com  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, CUL, PUL, VC, WC  
 Conference 24x16 Obs. Rm. Seats 12  
 Multiple 20x24 Obs. Rm. Seats 15

**Think Group Austin**

6633 E. Highway 290, Suite 201  
 Austin, TX 78723  
 Ph. 512-637-6690 or 1-866-5THINK9  
 info@thinkgroupaustin.com  
 www.thinkgroupaustin.com  
 Location: Office building  
 Distance from airport: 15 miles, 15 minutes  
 CL, 1/1, CUL, PUL, VC, WC  
 Multiple 20x22 Obs. Rm. Seats 12  
 Multiple 17x22 Obs. Rm. Seats 12  
 Multiple 9x12 Obs. Rm. Seats 5

**Brownsville**

**Hispanic Focus Unlimited**

303 W. 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 Drive  
 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. 49)

**C&C Market Research - Dallas**

Collin Creek Mall  
 811 N. Central Expwy., Suite 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. 49)



**Dallas By Definition**

511 E. John W. Carpenter Freeway, 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  
 Multiple 24x16 Obs. Rm. Seats 15

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, over-sized tiered viewing rooms and luxurious private client lounges. One additional mini-group room is available providing a smaller setting for dyads, triads and mini-group projects. Two kitchens. Quality recruitment services. FocusVision and Streamline Universal services are available. Experienced, professional, friendly staff. A First Choice Facility. Newly Renovated 2015-2016. (See advertisement on p. 117)



**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, 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 several different areas and boasts a fresh respondent database utilizing in-house recruiting to meet all your research needs. Our six conference rooms offer the ability to conduct various methodologies and setups in a comfortable, functional setting, including a large room ideal for mock juries or creative ideation. Fieldwork Dallas has been rated one of the world's best facilities consistently being a "Top Rated" facility in Dallas for over 10 years. Just 25 minutes from the airport and 15 minutes from downtown. (See advertisement on back cover)



**"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
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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



### Focus 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, 1/1OR, 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/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (See advertisement on p. 3)

### Ft. Worth Research

3901 Arlington Highlands Blvd., Suite 200  
 Arlington, TX 76018  
 Ph. 817-563-4063 or 817-300-3476  
 Tara@FortWorthResearch.com  
 www.fortworthresearch.com/  
 Tara Miller  
 Location: Free standing facility  
 Distance from airport: 5 miles, 7 minutes  
 CL, 1/1, 1/1OR, TK, AU, VC, WC  

Conference	12x21	Obs. Rm. Seats	9
Conference	14x20	Obs. Rm. Seats	9
Conference	16x25	Obs. Rm. Seats	20
Multiple	28x40	Obs. Rm. Seats	10

### 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, 1/1OR, 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  
 brian@kbnationalresearch.com  
 www.kbnationalresearch.com  
 Dale Hanks, President  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 1/1, 1/1OR, CUL, VC, WC  

Conference	44x20	Obs. Rm. Seats	25
Multiple	21x20	Obs. Rm. Seats	12
Multiple	20x20	Obs. Rm. Seats	10
Multiple	19x20	Obs. Rm. Seats	10

K&B National Research is a nationwide market and litigation research supplier with a four suite facility in Dallas, Texas. The facility includes oversized mirrors, tiered viewing, HD video and mics and Renaissance Suites that seat up to 60 respondents and 30 observers. The facility also features a 30 seat call center that boasts the ability to recruit any respondent in any city in any state. K&B also provides nationwide on-site videography for focus groups and mock trials. From IDI's to five group mock trials, K&B's on-site video team delivers the quality service clients have grown to expect from K&B National Research.



### 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 Airolidi, Owner  
 Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/1OR, 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@mhcrcc.com  
 www.murrayhillnational.com  
 Susan Owens, General Manager  
 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 Road 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, 1/1OR, 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, 1/1OR, TK, CUL, VC, WC  

Conference	15x20	Obs. Rm. Seats	15
Conference	15x20	Obs. Rm. Seats	15
Conference	15x20	Obs. Rm. Seats	15
Multiple	20x40	Obs. Rm. Seats	15

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option. (See advertisement on p. 107)

### Quick Test/Heakin (Br.)

Vista Ridge Mall  
 2401 S. Stemmons Freeway, Suite 1008  
 Lewisville, TX 75067  
 Ph. 855-799-0003  
 info@3q-global.com  
 www.quicktest.com  
 Traci Quick, Director 3Q GLOBAL  
 Location: Shopping mall  
 Conference 23x13 Obs. Rm. Seats 6

### Schlesinger Associates Dallas

JP Morgan International Plaza III  
 14241 Dallas Parkway, Suite 500  
 Dallas, TX 75254  
 Ph. 972-503-3100  
 dallas@schlesingerassociates.com  
 www.schlesingerassociates.com  
 Nancy Ashmore, VP - Qualitative Solutions  
 Location: Office building  
 Distance from airport: 15 miles, 25 minutes  
 CL, 1/1, 1/1OR, TK, AU, CUL, VC, WC  

Multiple	20x16	Obs. Rm. Seats	12
Multiple	25x17	Obs. Rm. Seats	10
Multiple	22x17	Obs. Rm. Seats	16
Multiple	20x16	Obs. Rm. Seats	16

  
 (See advertisement on inside front cover)



### Thomas J. Stephens & Associates, Inc.

1801 N. Glenville Drive, Suite 200  
 Richardson, TX 75081  
 Ph. 972-392-1529  
 bstephens@stephens-associates.com  
 www.stephens-associates.com  
 Brooke Stephens, Dir. of Business Development  
 Location: Free standing facility  
 Distance from airport: 31 miles, 30 minutes  
 CL, 1/1, 1/1OR, VC, WC  

Conference	18x25	Obs. Rm. Seats	
Multiple	10x13	Obs. Rm. Seats	
Multiple	10x13	Obs. Rm. Seats	
Conference	18x25	Obs. Rm. Seats	

Stephens & Associates has been conducting research for over 25 years for major pharmaceutical consumer care companies to help them achieve their marketing goals. We have been highly regarded by our clients for our customer service. Our state of the art facility is 22,000 sq. ft. and has many multi-purpose rooms for focus groups sessions, testimonials, one-on-one interviews and conferencing. We have wireless high-speed internet, video and web conferencing, and high quality photography systems. Contact us today and let Stephens do the work for you!

**Test America, a division of CRG Global**  
 Grapevine Mills Mall  
 3000 Grapevine Mills Parkway, Suite 259  
 Grapevine, TX 76051  
 Ph. 866-209-2553  
 crgsales@crgglobalinc.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**  
 13747 Montfort  
 Dallas, TX 75240  
 Ph. 214-382-2610  
 info@mdcresearch.com  
 www.vupointresearch.com  
 Dave Brown  
 Location: Free standing facility  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/10R, VC, WC  
 Multiple 26x30  
 Multiple 18x22  
 Multiple 7x6

## Houston

**C&C Market Research - Houston**  
 Woodlands Mall  
 1201 Lake Woodlands Drive, Suite 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. 49)



**ConneXion Research**  
 5433 Westheimer Road, 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

A "boutique facility", also known as a non-traditional facility, that provides clients with customized service and attention. It includes a unique and trendy design that helps promote an environment of openness and creativity. Equipped with state-of-the-art technologies including a smartboard, big screen HD monitors, HD videostreaming, translation equipment, multiple cameras, overhead microphones and more. The client room is designed for ultimate privacy and comfort. It's centrally located in the upscale Houston Galleria area, close to major highways, excellent restaurants, various priced hotels and great shops.



**Creative Consumer Research**  
 3945 Greenbriar Drive  
 Stafford, TX 77477  
 Ph. 281-240-9646 or 281-804-8171  
 pprratt@ccrsurveys.com  
 www.ccrsurveys.com  
 BJ Gerjes, Data Collection Manager  
 Location: Free standing facility  
 Distance from airport: 38 miles, 30 minutes  
 CL, 1/1, 1/10R, TK  
 Conference 20x20 Obs. Rm. Seats 12  
 Conference 24x26 Obs. Rm. Seats 12  
 Conference 20x20 Obs. Rm. Seats 12  
 Conference 24x24 Obs. Rm. Seats 12  
 Multiple 49x35 Obs. Rm. Seats 12

CCR conducts research for clients nationally, statewide, regionally and locally. CCR has the largest Hispanic research

department in the state of Texas. CCR offers a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. CCR's Houston office offers large conference-style focus group rooms with one-way mirrors and large client viewing rooms. For more information contact Patricia Pratt, President at 281-240-9646 or pprratt@ccrsurveys.com. You may also contact BJ Gerjes, Data Collection Manager at 832-217-7215.



**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: 16 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.



**Plaza Research-Houston**  
 5333 Westheimer, Suite 500  
 Houston, TX 77056  
 Ph. 713-840-9500 or 800-654-8002  
 scoles@plazaresearch.com  
 www.plazaresearch.com  
 Shannon Coles  
 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. 855-799-0003  
 info@3q-global.com  
 www.quicktest.com  
 Traci Wood, Director 3Q GLOBAL  
 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 minutes  
 CL, 1/1, 1/10R, TKO, CUL, VC, WC  
 Conference 34x43  
 Conference 36x49  
 Conference 34x43  
 Multiple 16x25 Obs. Rm. Seats  
 Multiple 16x25 Obs. Rm. Seats  
 Multiple 20x25 Obs. Rm. Seats  
 Multiple 20x25 Obs. Rm. Seats

## San Antonio



**Galloway Research Service**  
 4751 Hamilton Wolfe Road, Suite 100  
 San Antonio, TX 78229  
 Ph. 210-734-4346  
 info@gallowayresearch.com  
 www.gallowayresearch.com  
 David D. Galloway, VP of Client Services  
 Location: Free standing facility  
 Distance from airport: 5 miles, 15 minutes  
 CL, 1/1, 1/10R, TK, CUL, PUL, VC, WC  
 Conference 18x20 Obs. Rm. Seats 18  
 Conference 19x18 Obs. Rm. Seats 18  
 Conference 18x21 Obs. Rm. Seats 18  
 Multiple 40x40 Obs. Rm. Seats 18

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio-visual/translator room and each with a full bath/shower. Technologically state-of-the-art with T1 connections throughout the facility and videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

**San Antonio Focus**  
 5817 La Colonia Drive  
 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

**Test America, a division of CRG Global**  
 Northstar Mall  
 7400 San Pedro, Suite 1130  
 San Antonio, TX 78216  
 Ph. 866-209-2553  
 crgsales@crgglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 2 miles, 5 minutes  
 Multiple 13x17 Obs. Rm. Seats 6

## Codes

Location: Office building, Freestanding building, Shopping mall

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

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

## Utah

### Salt Lake City



#### A Lighthouse Focus Center

375 E. 500 S.  
 Salt Lake City, UT 84065  
 Ph. 801-446-4000  
 janderson@go-lighthouse.com  
 www.go-lighthouse.com

Location: Free standing facility  
 CL, 1/1, 1/1OR, 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.



#### Dan Jones & Associates

515 E. 100 S.  
 Third Floor  
 Salt Lake City, UT 84102  
 Ph. 801-456-6700  
 info@cicerogroup.com  
 www.djasurvey.com/  
 Kathryn Quist

Location: Office building  
 Distance from airport: 7 miles, 10 minutes  
 CL, 1/1, 1/1OR, CUL, PUL, VC, WC  

Conference	20x24	Obs. Rm. Seats	17
Conference	20x24	Obs. Rm. Seats	17

Dan Jones & Associates, a Cicero Group Company, 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, 1/1OR, VC, WC  

Conference	24x22	Obs. Rm. Seats	6
------------	-------	----------------	---



#### 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, 1/1OR, 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 S. Rio Grande, Suite 100  
 Salt Lake City, UT 84101  
 Ph. 877-273-2321  
 focusgroup@pegus.com  
 www.Pegusfocusgroup.com  
 Dawn Straatsma, Dir. Bus. Dev. & Contract Mgt.  
 Location: Office building  
 Distance from airport: 7 miles, 10 minutes  
 CL, 1/1, 1/1OR, CUL  

Conference	13x13	Obs. Rm. Seats	5
------------	-------	----------------	---

PEGUS Research has long been known for our expertise in epidemiology, survey, observational, and pharmacy-based research. As a full-service health science and health services research firm, we can help you find innovative solutions for your studies. In addition to our new modern focus group facility located in Salt Lake City, UT, we offer

experienced moderators and interviewers, recruitment services, research design services, statistical analysis, and report writing services.

## Virginia

### Newport News/Norfolk/Virginia Beach

#### The Bionetics Corporation

101 Production Drive, Suite 100  
 Yorktown, VA 23693  
 Ph. 800-868-0330 or 757-873-0900  
 focusroom@bionetics.com  
 www.bionetics.com  
 Margaret Riedmiller, Focus Group Coordinator  
 Location: Office building  
 Distance from airport: 5 miles, 10 minutes  
 1/1, 1/1OR  

Conference	25x25	Obs. Rm. Seats	16
------------	-------	----------------	----

#### Issues and Answers Network, Inc.

Global Marketing Research  
 5151 Bonney Road, Suite 100  
 Virginia Beach, VA 23462  
 Ph. 757-456-1100 or 800-23-ISSUE  
 clindemann@issans.com  
 www.issans.com  
 Carla Lindemann, COO  
 Distance from airport: 10 miles, 15 minutes  
 VC, WC  

Conference	21x24	Obs. Rm. Seats	10
------------	-------	----------------	----

 (See advertisement on p. 35)

#### 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, 1/1OR, TK, TKO  

Conference	30x16	Obs. Rm. Seats	18
Conference	16x12	Obs. Rm. Seats	8
Conference	17x17	Obs. Rm. Seats	10

#### Martin Focus Group Services, Inc.

4101 Cox Road, 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 2012. 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@martinfoocus.com

www.martinfoocus.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

Market Research Since 1960

### Consumer Opinion Services, Inc.

12825 First Ave. S.

Seattle, WA 98168

Ph. 206-241-6050

jerry@cosvc.com

www.consumeropinionservices.com

Jerry Carter, President/CEO

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 turnkey home away from home. (See advertisement on p. 121)

### Consumer Opinion Services, Inc. (Br.)

U.S. Bank Centre Suite 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. 121)



### 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, WC

Conference 25x24

Obs. Rm. Seats 25

Conference 20x20

Obs. Rm. Seats 15

Conference 21x18

Obs. Rm. Seats 10

Fieldwork Seattle boasts a consumer database rich in high income, highly education and highly technical respondents. Our three spacious rooms are designed to accommodate groups of all sizes and were remodeled in 2013. As always, outstanding service is our highest priority. Come see why Seattle is the hottest market even when it's raining. Capabilities: digital audio recording, DVD recording, digital video upload, videostreaming, high-speed wireless Internet, transcription services. (See advertisement on back cover)



# Piece of mind

Market Research is about finding key information that will provide a competitive edge, improve sales, or help refine a message or product.

*That's why you call us.*

We are the experts in helping you find those pieces of the puzzle.

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
1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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



### Fieldwork 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, 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

Fieldwork Seattle - Downtown is just four blocks from the famous Pike Place Market and boasts an unobstructed view of Puget Sound and the Olympic Mountains. Watch the ferries and container ships roll by as we pamper you with excellent service and recruiting that can draw from the entire Puget Sound region. Just steps from the Washington State Convention Center, we can also help you tap into a rich array of convention research opportunities. With hotels, shopping, nationally-renowned restaurants, sights and museums nearby you will want to extend your stay in our beautiful city.  
 (See advertisement on back cover)

### GMA Research Corp.

325 118th Ave S.E., Suite 210  
 Bellevue, WA 98005  
 Ph. 425-460-8800  
 donmgma@aol.com  
 www.gmaresearch.com

George Snyder  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 CL, 1/1, 1/1OR, TK  
 Conference 12x22 Obs. Rm. Seats 10

### Hebert Research, Inc.

13629 N.E. Bel-Red Road  
 Bellevue, WA 98005  
 Ph. 425-643-1337 or 877-399-0720  
 cshebert@hebertresearch.com  
 www.hebertresearch.com

Tom Fisher  
 Location: Free standing facility  
 Distance from airport: 10 miles, 18 minutes  
 CL, 1/1, 1/1OR, TK, WC  
 Conference 30x18 Obs. Rm. Seats 10

### 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 Glosser, Dir., Qualitative Research  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, 1/1OR, TK, CUL, VC  
 Conference 21x19 Obs. Rm. Seats 24  
 Conference 20x18 Obs. Rm. Seats 23  
 Conference 18x14 Obs. Rm. Seats 10

### Opinions, Ltd. - Seattle

Southcenter Mall  
 152 Southcenter Mall  
 Tukwila, WA 98188  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 Location: Shopping mall  
 Distance from airport: 59 miles, 70 minutes  
 1/1, 1/1OR, VC, WC  
 Conference 20x14

### Seattle Usability @ BlinkUX

1011 Western Ave., Suite 810  
 Seattle, WA 98104  
 Ph. 206-447-9551 or 206-447-9551  
 hello@blinkux.com  
 http://blinkux.com/  
 Geoff Harrison, Partner  
 Location: Office building  
 Distance from airport: 14 miles, 20 minutes  
 1/1, 1/1OR, CUL, PUL, VC, WC  
 Conference 14x14 Obs. Rm. Seats 12  
 Conference 14x13 Obs. Rm. Seats 12  
 Conference 16x16 Obs. Rm. Seats 12



### Strategic Research Associates

500 S. 336th St., Suite 103  
 Federal Way, WA 98003  
 Ph. 888-554-6960  
 info@strategicresearch.net  
 www.strategicresearch.net  
 Joanne Vega, Director  
 Location: Office building  
 Distance from airport: 20 miles, 25 minutes  
 1/1, 1/1OR, AU, CUL, PUL, VC, WC  
 Multiple 27x22 Obs. Rm. Seats 15  
 Multiple 24x15 Obs. Rm. Seats 15  
 Multiple 22x13 Obs. Rm. Seats 15  
 Conference 15x10 Obs. Rm. Seats

Featuring the only full-service focus group facility in Federal Way / Tacoma! We also specialize in conducting focus groups in remote markets and can assist you with not only recruiting and hosting in Pierce and King Counties, but recruiting, hosting and moderation in markets throughout the U.S. using local and hotel facilities. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting supported by our database of over 20,000 research database participants throughout Washington, Idaho, Oregon and Montana and our dedication to a continued RDD recruiting effort.

## Spokane

### Johnston Research Group

1608 Washington St.  
 Wenatchee, WA 98801  
 Ph. 253-335-8754  
 Brent@JRGteam.com  
 www.JRGteam.com  
 Location: Shopping mall  
 Distance from airport: 25 miles, 35 minutes  
 TK, PUL, VC  
 Multiple 20x25 Obs. Rm. Seats 10



### Strategic Research Associates

25 W. Cataldo, Suite D  
 Spokane, WA 99201  
 Ph. 509-324-6960 or 888-554-6960  
 info@strategicresearch.net  
 www.strategicresearch.net  
 Joanne Vega  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 VC, WC  
 Multiple 24x20 Obs. Rm. Seats 10  
 Conference 21x16 Obs. Rm. Seats 10

Featuring the only full-service focus group facility in Spokane! We specialize in conducting focus groups in remote markets and can assist you with not only recruiting and hosting in Spokane, but recruiting, hosting and moderation in markets throughout the U.S. using local or hotel facilities. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting support throughout the U.S., supported by our database of over 10,000 research participants throughout Washington, Idaho, Oregon and Montana.

## Vancouver

### Opinions, Ltd. - Portland, OR

Vancouver Mall  
 8700 NE Vancouver Mall Drive, Suite 187  
 Vancouver, WA 98662  
 Ph. 440-893-0300  
 Chris@opinionsltd.com  
 www.opinionsltd.com  
 Chris Sluder  
 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, Sr. Vice President  
 Location: Office building  
 Distance from airport: 3 miles, 10 minutes  
 1/1, 1/1OR, PUL  
 Conference 18x14 Obs. Rm. Seats 12  
 (See advertisement on p. 41)

## Wheeling

### C&C Market Research - Pittsburgh Metro

Ohio Valley Mall  
 67800 Mall Ring Road, Suite 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, 1/1OR, TK  
 Conference 22x11 Obs. Rm. Seats 4  
 (See advertisement on p. 49)

## Wisconsin

### Green Bay/Appleton



#### 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 sets the industry standard for high-quality qualitative/quantitative marketing research data collection services. FPG owns and operates 18 premier focus group facilities in major commercial centers across the U.S. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.

(See advertisement on p. 3)

#### Leede Research Group, Inc.

1332 S. 26th St.  
Manitowoc, WI 54220  
Ph. 920-482-1417  
Jim@Leede.com  
www.Leeede.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 or 920-494-1812  
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! (See advertisement on p. 57)

#### 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

www.quirks.com

## 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 Road  
Germantown, WI 53022  
Ph. 262-502-7000 or 262-502-7008  
aking@advantageresearchinc.com  
www.advantageresearchfacility.com  
April King, Field Service Project Manager  
Location: Free standing facility  
Distance from airport: 25 miles, 25 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

We're your advantage for facility and/or recruiting in Milwaukee, Madison, Oshkosh/Appleton and Green Bay! 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, Web site usability, taste tests, child studies and more. Beautiful, spacious free-standing facility. State-of-the-art technology. On-site 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 2015 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 videostreaming through Focus Vision. Conveniently located with nearby interstate access.

#### Practical Strategies, Inc.

120 N. Main St.  
3rd 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 S. 13th St.  
Oak Creek, WI 53154  
Ph. 414-768-6040 or 215-822-6220  
PGrubb@reckner.com  
www.recknerfacilities.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

## Wyoming

### Laramie

#### Waller Hall Research LLC

A subsidiary of The Henne Group  
648 5th Avenue N.  
Greybull, WY 82426  
Ph. 307-765-5300 or 415-348-1700  
office@wallerhallresearch.com  
www.wallerhallresearch.com  
Jeff Henne, President & CEO  
Distance from airport: 53 miles, 160 minutes  
CL, 1/1, 1/10R, CUL, VC, WC  
Conference 19x26 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.

## 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 2000  
 Australia  
 Ph. 61-2-9299-8907  
 andrew@cgr.com.au  
 www.cgr.com.au

Andrew Strachan, Manager  
 Location: Office building  
 Distance from airport: 8 miles, 30 minutes  
 1/1, 1/10R, 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 2060  
 Australia  
 Ph. 61-2-9299-8907  
 andrew@cgr.com.au  
 www.cgr.com.au

Andrew Strachan, Director  
 Location: Office building  
 Distance from airport: 10 miles, 35 minutes  
 1/1, 1/10R, 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 2220  
 Australia  
 Ph. 61-2-9299-8907  
 andrew@cgr.com.au  
 www.cgr.com.au

Andrew Strachan, Director  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 1/1, 1/10R, 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 2150  
 Australia  
 Ph. 61-2-9299-8907  
 andrew@cgr.com.au  
 www.cgr.com.au

Andrew Strachan, Manager  
 Location: Office building  
 Distance from airport: 15 miles, 40 minutes  
 1/1, 1/10R, 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 St.  
 Richmond, VIC 3121  
 Australia  
 Ph. 61-3-9421-1827 or 61-3-9421-1836  
 groups@groupfocus.com.au  
 www.groupfocus.com.au

Neville Holland, Manager  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, VC  
 Multiple 16x13 Obs. Rm. Seats 9  
 Multiple 14x13 Obs. Rm. Seats 5

**New Focus Research Pty - Adelaide**

Unit 2, 28 Lower Portrush Road  
 Marden (Adelaide), SA 5070  
 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 2069  
 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 2000  
 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 3182  
 Australia  
 Ph. 61-3-9510-6377  
 groups@viewpt.com.au  
 www.viewpt.com.au

John Chalmers  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, 1/1, 1/10R, 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 6153  
 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.miibarbados.com  
 Jacqueline Norville

Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 1/1, 1/10R, CUL, WC  
 Conference 20x15 Obs. Rm. Seats 3

## Belgium

**MARESCO**

Oogststreet 66  
 Berchem 2600  
 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  
 Location:  
 Distance from airport: 12 miles, 30 minutes  
 CL, 1/1, 1/10R, TK, WC  
 Multiple 25x18 Obs. Rm. Seats 6+

**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

**Canada****Alberta****Calgary****Qualitative Coordination**

707 10th Ave. S.W., Suite 120  
Calgary, AB T2R 0B3  
Canada  
Ph. 403-229-3500  
tracyqc@telus.net  
www.qcresearch.ca  
Tracy Thomson,  
Location: Office building  
Distance from airport: 30 minutes  
WC  
Conference Obs. Rm. Seats 15  
Conference Obs. Rm. Seats 15

**StyleLabs Marketing Group**

2500 Fourth St. S.W.  
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

**British Columbia****Vancouver****CRC Research**

1398 W. Seventh Ave.  
Vancouver, BC V6H 3W5  
Canada  
Ph. 604-714-5900 or 866-455-9311  
jay@crcresearch.com  
www.crcresearch.com  
Kimberly Noglmeyer, 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  
lmorrow@nrgresearchgroup.com  
www.nrgresearchgroup.com  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
CL,  
Conference 15x12 Obs. Rm. Seats 6

**Vancouver Focus®**

503 - 1080 Howe St.  
Vancouver, BC V6Z 2T1  
Canada  
Ph. 604-682-4292 or 604 689-5511  
Director@VancouverFocus.com  
www.vancouverfocus.com  
Rebecca Stock,  
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  
lmorrow@nrgresearchgroup.com  
www.nrgresearchgroup.com  
Llisa Morrow, Research Consultant  
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. 506-857-4797  
craig@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 St.  
P.O. Box 13305, Stn. A  
St. John's, NF A1B 4B7  
Canada  
Ph. 709-753-5172  
corinne@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

**Nov Scotia****Halifax****MQO Research**

1883 Upper Water St.  
4th Floor  
Halifax-Dartmouth, NS B3J 1S9  
Canada  
Ph. 902-465-3034  
cheryl@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,  
Distance from airport: 2 miles, 10 minutes  
CL, TK,

## 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.

## Ottawa

## Nielsen Opinion Quest

160 Elgin St.  
 Suite 1800  
 Ottawa, ON K2P 2P7  
 Canada

Ph. 800-363-4229 or 613-230-9109  
 janette.niwa@nielsen.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, 1/1OR, 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, 1/1OR, AU, CUL, PUL, WC  

Conference	40x24	Obs. Rm. Seats	20
Conference	24x19	Obs. Rm. Seats	10
Multiple	22x22	Obs. Rm. Seats	14
Multiple	20x15	Obs. Rm. Seats	7
Multiple	19x19	Obs. Rm. Seats	5
Multiple	15x15	Obs. Rm. Seats	5
Multiple	22x22	Obs. Rm. Seats	10



## Contract Testing Inc.

Contract Testing Inc.  
 PROVEN PROTOCOLS. SUPERIOR PRODUCTS.  
 119 West Dr.

Brampton (Toronto), ON 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 St., Suite 304  
 Toronto, ON M2N 6K1  
 Canada

Ph. 416-966-5900 or 866-455-9311

jay@crcresearch.com  
 www.crcresearch.com

Peter Komljenovic,

Location: Office building  
 Distance from airport: 13 miles, 19 minutes  
 CL, TKO, PUL, VC, WC  

Multiple	18x20	Obs. Rm. Seats	16
Multiple	18x20	Obs. Rm. Seats	16

## 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-Pres.

Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, TK, CUL, PUL, WC  

Multiple	25x17	Obs. Rm. Seats	20
Multiple	23x18	Obs. Rm. Seats	20
Multiple	20x18	Obs. Rm. Seats	20

## 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, 1/1OR, TK, AU,  

Multiple	27x25	Obs. Rm. Seats	15
Multiple	25x23	Obs. Rm. Seats	15

## Metroline Research Group, Inc.

7 Duke St. W., Suite 301  
 Kitchener, ON 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

## Nielsen Opinion Quest (Br.)

2345 Yonge Street  
 Suite 704  
 Toronto, ON M4P 2E5

Canada

Ph. 800-363-4229 or 416-962-9109

janette.niwa@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, 1/1OR, TK,			
Conference	0x25	Obs. Rm. Seats	20
Conference	20x25	Obs. Rm. Seats	10
Conference	22x17	Obs. Rm. Seats	18
Conference	20x25	Obs. Rm. Seats	12

Research House Inc. offers a wide range of qualitative research solutions. We have 4 award winning facilities, national recruiting, innovative research techniques, and project managers with 25+ years of client service experience. Consumers or a niche sample of industry professionals our in-house team of recruiting professionals is known for getting the toughest jobs done right. By leveraging a range of proprietary databases, customer lists, and cold-calling, we can reach your target worldwide, and have substantive multi-country project experience along with a network of partners worldwide. (See advertisement on p. 37)

## 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, 1/1OR, 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, 1/1OR, TK, AU, CUL, WC			
Conference	22x15	Obs. Rm. Seats	10
Conference	19x25	Obs. Rm. Seats	12
Multiple	42x18	Obs. Rm. Seats	0
Living	20x22	Obs. Rm. Seats	15



China-based Market Research & Consulting



# China Market Research: What our clients say about us

DDMA TESTIMONIALS

*"Over a 10 year period DDMA have delivered major customer insight and Market research projects for me. The briefs have originated from China, India and Thailand and required an in depth knowledge of both the originating market and the target market of China. DDMA have always delivered to brief, on time and given high quality, valuable and actionable insight and recommendations. DDMA are a truly first class team that deliver first class results and I look forward to many more successful years of working together."*

- Big C Supercenter Public Co Ltd, President and CEO

*"I have worked with DDMA for more than 3 years on numerous projects. The projects has included a whole variety of tasks, from classic focus groups and quantitative research to complex restaurant U&A studies, product pre-launch studies and complicated value chain analysis. DDMA's strengths are decomposing the client's needs, high analytical skills, and a flexibility to set up the research design far outside classic research products in order to meet the client's needs. DDMA is our preferred research company in China, and it is a pleasure to work with their team."*

- Norwegian Seafood Council, Director of Mainland China and Hong Kong

*"Over the years, DDMA has proven to be an extremely valuable partner in helping Jack Daniel's develop its consumer brand building platform in China. No one knows the Chinese alcohol beverage market better than DDMA. They have assembled an exceptional team, which is the key ingredient to delivering exceptional consumer and market insights."*

- Jack Daniel's (Brown Forman), Global Director Consumer Insights

*"Overall our experience with DDMA has been extremely positive, delivering far beyond other local research companies we had previously used. We were offered a very comprehensive proposal which demonstrated an accurate grasp of our needs and what would work best for us, once a method was agreed the research itself was carried out in a timely manner."*

- Premier Foods, Business Manager Asia

*"DDMA were a pleasure to work with. They took time to understand our needs, were very supportive through the design stage, and the delivery exceeded expectations."*

- B&Q, China General Manager

*"We have established a long relationship with DDMA. We find overall service and facilities are highly professional among those we have experienced in China."*

- Li Qun Group, Vice President

FGC TESTIMONIALS

*"Our team had nothing but amazing things to say about you and your team's recruiting and project coordination efforts. Many thanks to you for enabling us to do the inspiring fieldwork we did. We certainly hope to work with you the next time we have a project in China."*

- IDEO Research, Project Manager

*"DDMA was an absolute pleasure to work with. The project team was responsive, organized, and attentive to our needs. We were very pleased with the quality of participants recruited for our focus groups and found the final report to be clear and helpful. They provided exactly what we needed, and we hope to have the opportunity to engage with DDMA again in the future!"*

- Exaqueo Research, Lead consultant

*"I wanted to thank you all for the hard work and devotion you gave to the Dell project. It means a lot to me, and it means a lot to Dell. I look forward to working with you again in the future."*

- Dell Inc, Senior Usability Engineer

*"First of all, I'd like to thank you for a great job you did for us! It was a pleasure to work with you and thanks to you we are ready to launch our product in China."*

- Icevi Waters, Brand Director

## 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.

**CRC Research**

1250 Guy St.  
Suite 802  
Montreal, QC H3H 2T4  
Canada  
Ph. 800-932-7511  
jay@crcresearch.com  
www.crcresearch.com  
Jordan Lindsay, Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/1OR, WC  
Conference 17x22 Obs. Rm. Seats 12  
Conference 18x20 Obs. Rm. Seats 15  
Multiple 18x20 Obs. Rm. Seats 12  
Conference 18x22 Obs. Rm. Seats 12  
Conference 07x09 Obs. Rm. Seats 5

**Legendre Lubawin Marketing, Inc.**

1172 St. Mathieu  
Montreal, QC H3H 2H5  
Canada  
Ph. 514-937-2079  
victoria@legendrelubawin.com  
Victoria Lubawin, Owner  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/1OR, VC  
Conference 20x15 Obs. Rm. Seats 10

**Leger**

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

**Nielsen Opinion Quest (Br.)**

1080 Beaver Hall Hill  
Suite 400  
Montreal, QC H2Z 1S8  
Canada  
Ph. 800-363-4229 or 514-288-0199  
janette.niwa@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

**SOM**

3340, rue de la Pêrade, 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  
Shanghai 200032  
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, 1/1OR, AU  
Conference 17x13  
Conference 15x13

**Consumer Search China - Beijing (Br.)**

Room 820, East Wing, Office Tower 1, Beijing Junefield Plaza  
No. 6, Xuanwumenwai Street  
Beijing 100052  
China  
Ph. 8610-5869-7688  
beijing@csg-worldwide.com  
www.consumersearch-group.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: miles, 60 minutes  
Conference 20x15 Obs. Rm. Seats 21

**Consumer Search China - Guangzhou (Br.)**

Rooms 1909-10, Block B, China Int'l Center  
33 Zhongshan 3rd Rd.  
Guangzhou 510055  
China  
Ph. 8620-8385-2188  
guangzhou@csg-worldwide.com  
www.consumersearch-group.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: miles, 90 minutes  
Conference 19x16 Obs. Rm. Seats 10

**Consumer Search China - Shanghai (Br.)**

Room 1008, Tower A Finance, Bund Square, No.818  
LongHua Rd. (East)  
Shanghai 200023  
China  
Ph. 8621-5318-8689  
shanghai@csg-worldwide.com  
www.consumersearch-group.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: miles, 90 minutes  
Conference 18x17 Obs. Rm. Seats 10

**DDMA Market Research**

Data Driven Marketing Asia  
Office 401, 223 Xikang Road  
DongLong AIA Building  
Jing An District, Shanghai 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, 1/1OR, VC, WC  
Conference Obs. Rm. Seats 20  
(See advertisement on p. 127)

**Focus Group China**

Data Driven Marketing Asia  
DongLong AIA Building, Office 401  
223 Xikang Road  
Shanghai  
China  
Ph. 86-21-6289-1138  
info@focusgroupchina.com  
www.ddm-asia.com  
Sam Mulligan  
Location: Office building  
Distance from airport: 6 miles, 30 minutes  
CL, 1/1, 1/1OR, VC, WC  
Conference 23x23 Obs. Rm. Seats 20  
(See advertisement on p. 127)

**Labbrand Enterprise Management Consulting Shanghai**

Building 7 - Unit 202  
50 Moganshan Road  
Shanghai 200060  
China  
Ph. 86-21-6298-8956  
shanghai@labbrand.com  
www.labbrand.com  
Vladimir Djurovic, CEO  
Location: Office building  
Distance from airport: 10 miles, 35 minutes  
CL, 1/1, 1/1OR, CUL, WC  
Conference 20x14 Obs. Rm. Seats 5

## Colombia

**Centro Nacional de Consultoria**

Diagonal 34 N 5-27  
Bogota  
Colombia  
Ph. 57-1-339-4888  
cnc@cncol.com  
www.centronacionaldeconsultoria.com  
Location: Free standing facility  
VC  
Conference 20x26 Obs. Rm. Seats 4



## Czech Republic

**NMS Market Research s.r.o.**

Norbertov 5  
Praha 6 162 00  
Czech Republic  
Ph. 420-222-351-625  
info@nms.cz  
www.nms.cz/

## Denmark

**Norstat Denmark**

Frederiksborggade 1, 3. th  
Copenhagen 1360  
Denmark  
Ph. 00-45-35-39-20-60  
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 809  
Dominican Republic  
Ph. 809-333-2121  
contact@asisaresearch.com  
www.asisaresearch.com  
Claudia Guzman, CMO  
Location: Free standing facility  
Distance from airport: 10 miles, 30 minutes  
CL, 1/1, 1/10R, AU, CUL, PUL, WC  
Multiple 30x20 Obs. Rm. Seats 12  
Living 25x15 Obs. Rm. Seats 4

## Estonia

**Norstat Estonia**

Tartu mnt 43/F.Kreutzwaldi 24  
Tallinn 10128  
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  
Tallinn 11316  
Estonia  
Ph. 372-626-8500  
emor@emor.ee  
www.emor.ee  
Location: Office building  
Distance from airport: 4 miles, 15 minutes  
1/1, 1/10R, WC  
Conference 23x30 Obs. Rm. Seats 8  
Conference 23x10  
Conference 23x13 Obs. Rm. Seats 8  
Living 16x13 Obs. Rm. Seats 8  
Conference 16x10 Obs. Rm. Seats 8  
Living 16x13 Obs. Rm. Seats 8

## Finland

**Norstat Finland**

Aleksanterinkatu 48 A  
Helsinki 00100  
Finland  
Ph. 00-358-2-634-8300  
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  
Paris 75010  
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  
142 rue Montmartre  
Paris 75002  
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  
Paris 75001  
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  
Clichy 92110  
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, WC  
Conference 18x16 Obs. Rm. Seats 10  
Multiple 18x13 Obs. Rm. Seats 6  
Multiple 13x8 Obs. Rm. Seats 5

**Passerelles**

A Schlesinger Associate Company  
1, rue d'Uzès (corner of rue St Fiacre)  
Paris 75002  
France  
Ph. 33-1-44-88-25-11  
reservation@passerelles.fr  
www.passerelles.fr  
Olivier DuVallet  
Location: Free standing facility  
Distance from airport: 17 miles, 40 minutes  
CL, 1/1, 1/10R, CUL, VC, WC  
Multiple Obs. Rm. Seats 12  
Multiple Obs. Rm. Seats 18  
Multiple Obs. Rm. Seats 10  
Multiple Obs. Rm. Seats 10  
Multiple Obs. Rm. Seats 12  
Multiple Obs. Rm. Seats 10  
(See advertisement on inside front cover)

**Puzzle**

23 Boulevard Des Capucines  
Paris 75002  
France  
Ph. 33-1-42-68-12-26  
mikael@puzzleparis.com  
www.puzzleparis.com  
Location:  
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  
Essen 45127  
Germany  
Ph. 49-201-82737-0  
info@confield.com  
www.confield.com  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10R, TK, TKO, CUL, PUL, VC, WC  
Conference 20x20 Obs. Rm. Seats 8  
Conference 20x20 Obs. Rm. Seats 8

**GfL Enigma GmbH**

Medien-und Marketingforschung GmbH  
Burgstrasse 3  
Wiesbaden 65183  
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

## 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.

**IMR - Institute for Marketing Research**

An der Hauptwache 11  
Frankfurt 60313  
Germany  
Ph. 49-69-297-207-14  
markus.schaub@imr-frankfurt.de  
www.imr-fieldservice.de

Markus Schaub  
Location: Office building  
Distance from airport: miles, 25 minutes  
1/1, 1/10R, TK, CUL, WC

Obs. Rm. Seats 10  
Obs. Rm. Seats 20

**insight europe gmbh**

Grosse Friedberger Strasse 33-35  
Frankfurt 60313  
Germany  
Ph. 49-69-956366-0  
eva@insighteurope.de  
www.insighteurope.de

Eva Caspary, Managing Director  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
1/1, 1/10R, CUL, PUL, VC, WC

Multiple 21x14 Obs. Rm. Seats 11  
Multiple 21x14 Obs. Rm. Seats 8  
Conference 42x28 Obs. Rm. Seats 19  
Multiple 17x17 Obs. Rm. Seats 12

**Institut für Marktforschung GmbH**

Markt 10  
Leipzig 04107  
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**

Grabenstrasse 17  
Duesseldorf 40213  
Germany  
Ph. 49-211-52099-0  
ldanguillier@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 20x22 Obs. Rm. Seats 10  
Conference 13x19 Obs. Rm. Seats 6

**INTERVIEW + EXPLORATION julia otte GmbH**

Barer Strasse 7  
Munich, 80333  
Germany  
Ph. 49-89-59944-0  
ldanguillier@interview-exploration.de  
www.interview-exploration.de  
Louis Danguillier, Director Intl Business  
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

**INVISIO**

Georgstrasse 22  
Hannover 30159  
Germany  
Ph. 49-511-30-7930  
info@invisio.de  
www.invisio.de

Frank H. Gehre, Partner  
Location: Shopping mall  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10R, TK, VC  
Conference 20x20 Obs. Rm. Seats 10  
Conference 20x20 Obs. Rm. Seats 6  
Conference 29x16 Obs. Rm. Seats 12

**ipi Institute fuer Produkt-Markt-Forschung**

Neckarstrasse 155  
Stuttgart 70190  
Germany  
Ph. 49-711-931815-100  
ipi@ipi.de  
www.ipi.de

Guido Lorch, Head Mkt. & Consumer Research  
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

**Kramer Marktforschung GmbH**

Hansestrasse 69, Münster 48165  
Germany  
Ph. 49-251-802-0  
info@kraemer-germany.com  
www.kraemer-germany.com/en/

Location: Office building  
Distance from airport: 30 miles, 30 minutes  
CL, 1/1, 1/10R, TK, VC  
Conference 16x10 Obs. Rm. Seats 10  
Conference 17x25 Obs. Rm. Seats 6  
Conference 17x25 Obs. Rm. Seats 6

**Kramer Marktforschung GmbH (Br.)**

Neuhauser Str. 15  
Munich 80331  
Germany  
Ph. 49-89-232360-0  
studio.muenchen@kraemer-germany.com  
www.kraemer-germany.com

Anja Teubel  
Location: Shopping mall  
Distance from airport: 45 miles, 60 minutes  
1/1, 1/10R, TK, AU, CUL, PUL, WC  
Conference 26x20 Obs. Rm. Seats 3

**Leyhausen Field Services**

Friedrich-Ebert-Platz 5  
Leverkusen 51373  
Germany  
Ph. 49-214-8334-320 or 49-214-8334-324  
b.peters@leyhausen.com  
www.leyhausen.com

**Marktforschung Zentzis GmbH**

Mönckebergstrasse 13  
Hamburg 20095  
Germany  
Ph. 49-40-46-86-34-65  
hamburg@marfos.de  
www.mafz-zentzis.de  
Location: Office building  
Distance from airport: 18 miles, 45 minutes  
1/1, 1/10R, TK, VC  
Conference 25x17 Obs. Rm. Seats 10  
Conference 14x16 Obs. Rm. Seats 10



Martec GmbH  
Berliner Strasse 219  
Offenbach 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. See advertisement on p. 57)

**mc markt-consult institut**

Hammerbrookstr. 93  
Hamburg 20097  
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  
Tauntzienstrasse 3-5  
Berlin 10789  
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. As recruitment experts, we will take on the most challenging of research objectives and our uncompromising commitment to your success sets us apart. Visit our new high-spec Berlin Studio with client lounges and terraces. (See advertisement on inside front cover)



**Schmiedl Marktforschung GmbH**  
A Schlesinger Associates Company  
Schmiedl Marktforschung GmbH - Frankfurt  
A Schlesinger Associates Company  
Schillerstrasse 5  
Frankfurt 60313  
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  
Munich 80331  
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  
Trier 54294  
Germany  
Ph. 49-651-948-0030  
tip@tip-web.de  
www.tip-web.de  
Location: Shopping mall  
Conference 20x20 Obs. Rm. Seats 1

## Greece

**GLOBAL LINK International Marketing Research**  
5 Konitsis Street & Kifissias Avenue  
Maroussi, Athens 151 25  
Greece  
Ph. 30-210-612-8800  
globallink@globallink.gr  
www.globallink.gr  
Constantine D. Sigalos  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10R, TK, VC  
Conference 23x13 Obs. Rm. Seats 14  
Conference 18x10 Obs. Rm. Seats 8  
Conference 26x13 Obs. Rm. Seats 10

**Medi-Mark Ltd.**  
64 L. Riankour Str., Apollo Tower, 18 B3  
Athens 115 23  
Greece  
Ph. 30-210-699-0124  
medimark@hol.gr  
Location: Office building  
1/1, 1/10R  
Conference 20x13 Obs. Rm. Seats 6

**MRC-The Market Research Centre Ltd.**  
10 Georgoula Street  
Athens 115 24  
Greece  
Ph. 30-210-6922767 or 30-210-6994803  
mrc@ath.forthnet.gr  
www.mrc.gr  
Zoe Psylla  
Location: Office building  
Distance from airport: 17 miles, 35 minutes  
1/1, 1/10R, CUL, VC, WC  
Multiple 24x13  
Conference 15x10

**Prisma Options Ltd.**  
25 Alexandroupoleos, Ambelokipi  
Athens 115 27  
Greece  
Ph. 30-210-748-2001  
info@prisma-options.com  
www.prisma-options.com  
Marita Sormunen  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/10R, VC, WC  
Conference 20x15 Obs. Rm. Seats 4  
Multiple 15x12 Obs. Rm. Seats 8

**Stohos Research**  
The Research Alliance (TRA)  
7, Anastasiou Str.  
Athens 11524  
Greece  
Ph. 30-210-69-823-00  
i.mitropoulou@stohosresearch.com  
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: miles, 45 minutes  
1/1  
Conference 18x13 Obs. Rm. Seats 12  
Living 18x14 Obs. Rm. Seats 10

**FRC Hong 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: miles, 45 minutes  
1/1  
Multiple 10x10 Obs. Rm. Seats 6

## 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  
Location:  
Distance from airport: 30 miles, 45 minutes  
CL, 1/1, 1/10R, AU, CUL  
Living 13x16 Obs. Rm. Seats 5

## 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: miles, 45 minutes  
CL, 1/1, 1/10R, TK  
Conference 15x15 Obs. Rm. Seats 4  
Living 16x10 Obs. Rm. Seats 6  
Multiple 18x14 Obs. Rm. Seats 6

**Impetus Research Pvt. Ltd.**  
A-105, First Floor, Sector - 19, Dwarka  
New Delhi 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, 1/10R, AU, CUL, VC, WC

## 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.

## 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, 1/10R, TK, VC, WC  
Multiple 13x13 Obs. Rm. Seats 11  
Multiple 11x15 Obs. Rm. Seats 8  
Multiple 14x12 Obs. Rm. Seats 7  
Multiple 14x14 Obs. Rm. Seats 9

## Ireland

**GRO Fieldwork Ltd.**

30 Grafton St.  
Dublin 2  
Ireland  
Ph. 353-1-671-6000 or 353-8-7234-3610  
kate@grofieldwork.com  
www.graftonsuite.ie  
Kate Gibson, Managing Director  
Location:

CL, 1/1, 1/10R, TK, WC  
Multiple 26x26 Obs. Rm. Seats 20  
Multiple 26x26 Obs. Rm. Seats 0  
26x26

## Italy

**Adacta International**

Corso Vittorio Emanuele, 122  
Naples 80121  
Italy  
Ph. 39-081-7613232  
adacta@adactainternational.com  
www.adactainternational.com  
Location: Office building  
CL, 1/1, 1/10R, TK, VC  
Conference 20x17 Obs. Rm. Seats 5  
Conference 13x13 Obs. Rm. Seats 3

**ART**

The Research Alliance (TRA)  
Via Caminadella 2  
Milan 20123  
Italy  
Ph. 39-02-72-01-09-89  
ricerche@art.it  
www.art.it  
Ferdinando Boschi  
Location: Office building  
Distance from airport: 7 miles, 30 minutes  
1/1, 1/10R, CUL, PUL, WC  
Conference 13x20 Obs. Rm. Seats 10

**Brerapoint Research Facility**

Viale Elvezia 10 a  
Milan 20154  
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

**Demoskoepea S.r.l.**

Via Porlezza, 16  
Milano 20123  
Italy  
Ph. 39-06-8537521  
miranda@demoskoepea.it  
www.demoskoepea.it  
Clara Mariotti, International Research Dir.  
Location: Office building  
Distance from airport: 29 miles, 40 minutes  
1/1, 1/10R, TK, CUL, PUL, WC  
Conference 16x16 Obs. Rm. Seats 7

**KOI**

Via Gregorio VII, 93  
Rome 00165  
Italy  
Ph. 39-06-4555979/8  
livia.gervasoni@koiresearch.it  
www.koiresearch.it  
Livia Gervasoni, CEO  
Location:  
Distance from airport: 19 miles, 30 minutes  
CL, 1/1, 1/10R, CUL, PUL, VC, WC

**Medi-Pragma S.r.l.**

Via Vincenzo Lamaro, 51  
Rome 00173  
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  
Rome 00162  
Italy  
Ph. 39-06-844-881  
pragma@pragma-research.it  
www.pragma-research.it  
Leni Avataneo, Project Manager  
Location: Office building  
Distance from airport: miles, 40 minutes  
CL, 1/1, 1/10R, TK, AU, VC  
Conference Obs. Rm. Seats 5  
Conference Obs. Rm. Seats 5

**Testpoint Bologna**

16, Via Aurelio Saffi  
Bologna 40131  
Italy  
rfq@testpoint.it  
www.testpoint.it  
Germana Labate, Field Manager Foreign agencies  
Location: Office building  
Distance from airport: 7 miles, 20 minutes  
CL, 1/1, 1/10R, TK, PUL, WC  
Conference 11x18.5 Obs. Rm. Seats 6  
Conference 11x13.5 Obs. Rm. Seats 6

**Testpoint Milano**

61, Via Edmondo De Amicis  
Milan 20123  
Italy  
rfq@testpoint.it  
www.testpoint.it  
Germana Labate, Field Manager Foreign agencies  
Location: Office building  
Distance from airport: 4 miles, 20 minutes  
CL, 1/1, 1/10R, TK, PUL, WC  
Conference 12.5x17 Obs. Rm. Seats 10

**Testpoint Naples**

122, Corso Vittorio Emanuele  
Naples 80121  
Italy  
rfq@testpoint.it  
www.testpoint.it  
Germana Labate, Field Manager Foreign agencies  
Location: Office building  
Distance from airport: 7 miles, 20 minutes  
CL, 1/1, 1/10R, WC  
Conference 14x20.5 Obs. Rm. Seats 12  
Conference 15x12 Obs. Rm. Seats 6

**Testpoint Roma**

243, Via Appia Nuova  
Rome 183  
Italy  
rfq@testpoint.it  
www.testpoint.it  
Germana Labate, Field Manager Foreign agencies  
Location: Office building  
Distance from airport: 25 miles, 40 minutes  
CL, 1/1, 1/10R, TK, PUL, WC  
Conference 16.1x16.3 Obs. Rm. Seats 8

## 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

**Nippon Research Center, Ltd.**

2-7-1 Nihonbachi honcho, Chuo-ku  
Tokyo 103-0023  
Japan  
Ph. 81-3-6667-3400  
kumada@nrc.co.jp  
www.nrc.co.jp  
Location: Office building  
Conference 19x17 Obs. Rm. Seats 15

**Sevenses Marketing Research, Co., Ltd.**  
 Sky Building, 2-11, 501 Sotobori  
 Shinjuku, Tokyo 162-0845  
 Japan  
 Ph. 03-5229-8680 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  
 Renars Felcis, Project Manager  
 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. 00-371-6788-6210  
 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  
 Lingkaran Syed Putra  
 Kuala Lumpur 59200  
 Malaysia  
 Ph. 60-3-2297-7700  
 info@joshuaresearch.com  
 www.joshuaresearch.com  
 Alan Tay, Executive Director  
 Location: Office building  
 Distance from airport: miles, 50 minutes  
 1/1, 1/10R  
 Multiple 10x11 Obs. Rm. Seats 6

## Mexico

**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 1210  
 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**  
 Pysma Latina S. A. de C.V.  
 Rio Rhin 22-204  
 Mexico City, DF 6500  
 Mexico  
 Ph. 52-55-5592-0572  
 carlos.garcia@ivp-latina.com  
 www.pysma-latina.com  
 Carlos Garcia, 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

**Ipsos Mexico**  
 Santa Fe 94, Tower A, 7th Floor  
 Santa Fe Zedec  
 Mexico City 1210  
 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**  
 World Trade Center  
 Montecito #38, piso 2, oficinas 7 y 8  
 Colonia Nápoles, Mexico City, DF 3810  
 Mexico  
 Ph. 52-155-5502-9200 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

**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 5120  
 Mexico  
 Ph. 52-55-5407-4921  
 czelinski@prodigy.net.mx  
 Cynthia Zelinski, Research Coordinator  
 Location: Free standing facility  
 Distance from airport: miles, 45 minutes  
 CL, 1/1, 1/10R, TK, VC, WC  
 Conference 18x13 Obs. Rm. Seats 10  
 Living 17x15 Obs. Rm. Seats 10

## Netherlands

**Calls & More**  
 Zwarteweg 30  
 AL Leusden 3833  
 Netherlands  
 Ph. 31-85-2010000  
 info@callsandmore.nl  
 www.callsandmore.nl  
 Location: Shopping mall  
 Distance from airport: 35 miles, 45 minutes  
 1/1, 1/10R, TK  
 Multiple 26x20 Obs. Rm. Seats 14  
 Multiple 23x20 Obs. Rm. Seats 12

**Team Vier b.v.**  
 Veenplaats 19  
 Amstelveen 1182 JW  
 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 234  
 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 Plann 2  
 Oslo 0160  
 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

## 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.

## Poland

**Ipsos sp. z o.o.**

Ambassador Building  
Domaniewska 34A  
Warsaw 02 677  
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 927  
Puerto Rico  
Ph. 787-764-6877  
parimal@customresearchchr.com  
www.customresearchchr.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.  
703 Jordán Street  
San Juan, PR 909  
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

Founded in 1971, Gaither is one of the Caribbean's leading marketing research companies, serving hundreds of clients within numerous industries. We conduct ad hoc, syndicated and qualitative market research, making us the only full-service marketing firm in the region. We have test kitchen and test wet bar, as well as three fully equipped Gessel cameras, and a large space that serves as theatre/conference room. Our quantitative research has the largest field force in the Island, visiting all homes in all census regions daily, conducting face-to-face interviews.

**IBOPE Inteligencia**  
Diana Street Lot 19  
Cond. Amelia Park Guayabo  
San Juan 4505  
Puerto Rico  
Ph. 787-721-1101  
marie.quintero@ibope.com  
www.ibope.com  
Location: Office building

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

## Romania

**MERCURY Research**

16, Copilului  
Ground Floor, Sector 1  
Bucharest 12178  
Romania  
Ph. 40-21-224-6600  
contact@mercury.ro  
www.mercury.ro

Ingrid Lambriu, Marketing Director

Location: Office building  
Distance from airport: 5 miles, 30 minutes

CL, 1/1, WC	
Conference	19x15 Obs. Rm. Seats 15

## Rusia

**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  
tv10@bazisgroup.com  
www.bazisgroup.com

Location: Office building

Distance from airport: miles, 30 minutes

CL, 1/1, 1/10R, WC	
Multiple	10x23 Obs. Rm. Seats 8

**WorkLine Research**

nab. Obvodnogo Kanala, 119  
Saint-Petersburg 190013  
Russia  
Ph. 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: miles, 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 Bldg., 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 8007  
Spain

Ph. 34-93-459-31-03  
services@awindow.info  
www.awindow.info

Marina Gonzalez

Location: Office building

Distance from airport: 11 miles, 20 minutes

CL, 1/1, 1/10R, WC	
Multiple	21x12 Obs. Rm. Seats 9
Living	13x10



ARPO Research Consultants

Claudio Coello 22, 1st floor

Madrid 28001

Spain

Ph. 34-91-350-52-32

sartinano@arpo.es

www.arpo.es

Silvia Artiñano Pocheville

Location: Office building

Distance from airport: 5 miles, 15 minutes

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

Conference 19x16 Obs. Rm. Seats 14

Multiple 26x19 Obs. Rm. Seats 9

Multiple 45x36 Obs. Rm. Seats 32

Multiple 19x10

Multiple 16x10

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**

Diputacio 180, Planta 4

Barcelona 08011

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

#### **BDI Research**

Luchana 29, Bajo Centro Derecha

Madrid 28010

Spain

Ph. 34-914-458877

int@bdiresearch.com

www.bdiresearch.com

Rosa Dalet, Manaing 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

#### **Castello Veintitres, S.L.**

Calle Castello 23

Entreplanta

Madrid 28001

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, minutes

TK, CUL

#### **Estudio Silvia Roca Barcelona**

CLValencia 230 2-2

Barcelona 08007

Spain

Ph. 34-93-451-53-10

esr@estudiosilviaroca.es

www.estudiosilviaroca.es

Ivan Bautista, International Director

Location: Office building

Distance from airport: 10 miles, 15 minutes

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

Multiple 24x16 Obs. Rm. Seats 10

Multiple 24x12 Obs. Rm. Seats 5

Multiple 25x16 Obs. Rm. Seats 8

#### **Estudio Silvia Roca Madrid**

GOYA, 83 6 DCHA

Madrid 28001

Spain

Ph. 34-914-324-493

esr@estudiosilviaroca.es

www.estudiosilviaroca.com

Ivan Bautista, International Director

Location: Office building

Distance from airport: 8 miles, 15 minutes

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

Multiple 30x18 Obs. Rm. Seats 15

Multiple 31x19 Obs. Rm. Seats 13

Multiple 24x15 Obs. Rm. Seats 6

Multiple 24x16 Obs. Rm. Seats 7

Multiple 24x17 Obs. Rm. Seats 7

Conference 24x15

#### **Fieldwork, S.L.**

Pelayo, 44-4

Barcelona 08001

Spain

Ph. 34-934-120-942

info@fieldwork.es

www.fieldwork.es

Location: Office building

Living 12x14 Obs. Rm. Seats 8

Conference 16x20 Obs. Rm. Seats 8

#### **Intercampo-Investigacion y Tecnicas de Campo**

C/Bravo Murillo n 5

Madrid 28015

Spain

Ph. 34-91-448-33-12

intercampo@intercampo.es

www.intercampo.es

Location: Office building

Distance from airport: 6 miles, 40 minutes

1/1, 1/10R

Living 13x10 Obs. Rm. Seats 5

#### **Nueva Investigacion**

Raimundo Fernandez Villaverde, 57, 2D

Madrid 28003

Spain

Ph. 34-91-353-14-90

nueva@nuevainvestigacion.com

www.nuevainvestigacion.com

Location: Office building

Distance from airport: miles, 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

Västra Frölunda 42130

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

Linköping 582 24

Sweden

Ph. 00-46-13-489-40-00

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@vov.com.tw

www.vov.com.tw

Location: Office building

Distance from airport: 50 miles, 40 minutes

1/1, 1/10R, VC

Conference 30x15 Obs. Rm. Seats 15

## Ukraine

#### **GreenWell Ukraine**

72 Krasnoarmeyskaya Str

Kiev 3150

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, minutes

TK, CUL, VC, WC

Conference 20x16 Obs. Rm. Seats 7

## United Arab Emirates

#### **Kadence International**

3007, Silver Tower

Al Abraj Street, Business Bay

Dubai

United Arab Emirates

Ph. 971-4-5520270

Agarde@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

## 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.

## 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, 1/1OR, WC  
Multiple 19x16 Obs. Rm. Seats 10  
Multiple 21x16 Obs. Rm. Seats 20  
Multiple 16x18 Obs. Rm. Seats 12  
Multiple 19x15 Obs. Rm. Seats 8

**Aspect Viewing Facilities - Manchester**

3 Canal St.  
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  
Location:  
Distance from airport: miles, 10 minutes  
CL, TK  
Multiple 12 x 15 Obs. Rm. Seats 10  
Multiple 12 x 14 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, 1/1OR, 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: miles, 5 minutes  
CL, 1/1, 1/1OR, 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, 1/1OR, TK  
Conference 34x13 Obs. Rm. Seats 12  
Conference 12x10 Obs. Rm. Seats 12  
Conference 16x13 Obs. Rm. Seats 9

**The Front Room - Central London**

359 City Road  
London EC1V 1LR  
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

**Home Sweet Home**

41-42 Eastcastle St.  
London W1W 8DU  
United Kingdom  
Ph. 44-207-436-8033  
oxfordcircus@homesweethomestudios.com  
www.homesweethome.org.uk  
Lisa McDonald, Studio Manager  
Location: Office building  
CL, WC  
Living 18x24  
Conference 14x16 Obs. Rm. Seats 14  
Living 15x15  
Multiple 11x10 Obs. Rm. Seats 9

i-view  
LONDON**i-view LONDON**

3rd Floor, Corinthian House  
279 Tottenham Court Road  
London W1T 7RJ  
United Kingdom  
Ph. 44-203-004-6890 or 44-203-004-6900  
E-mail: belma.lugic@i-viewlondon.com  
http://www.i-viewlondon.com  
Belma Lugic, Studio Manager  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
CL, 1/1, 1/1OR, TK, TKO, AU, CUL, PUL, VC, WC  
Multiple 26x18 Obs. Rm. Seats 12  
Multiple 24x22 Obs. Rm. Seats 12  
Multiple 19x22 Obs. Rm. Seats 20  
Multiple 18x19 Obs. Rm. Seats 12

i-view London has been passionately designed to create a contemporary ambience of space across five state-of-the-art studios. All on one sunlit floor, i-view London is a technologically advanced, FocusVision enabled viewing facility with a dedicated media lab for eye tracking, dial testing and Neuromarketing. We are committed to being the best in class and offering all our clients an experience that exceeds expectations. We want clients to feel that i-view London is a partner they look forward to working with. A member of FIVE RESEARCH, with 23 studios world-wide independently owned and operated by the members.

**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, 1/1OR, 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, 1/1OR, 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, 1/1OR, 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 St.  
 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 St.  
 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: miles, 45 minutes  
 1/1, 1/10R, WC  
 Multiple 18x12 Obs. Rm. Seats 8  
 Living 12x6 Obs. Rm. Seats 3

**The Qualitative Lab - Manchester**  
 21 Mellor Road, Cheadle Hulme  
 Greater Manchester 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: miles, 10 minutes  
 1/1, 1/10R  
 Multiple 15x12 Obs. Rm. Seats 8



The Research House  
 A Schlesinger Associates Company  
 124 Wigmore St.  
 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, 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 recruit-

ment 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.  
 Whyteleaf, 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**  
 Southglade Business Park, Cowlairs  
 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

**Sensory Dimensions/Sensory Visions**  
 The Science & Technology Centre  
 Earley Gate, Whiteknights Road  
 Reading RG6 6BZ  
 United Kingdom  
 Ph. 44-118-935-7000 or 44-118-935-7357  
 sensoryvisions@sensorydimensions.com  
 www.sensoryvisions.com  
 Jo Sheldrake  
 Location: Office building  
 Distance from airport: 30 miles, 25 minutes  
 CL, 1/1, 1/10R, TK, PUL  
 Conference 12x20 Obs. Rm. Seats 8

**60 Watt Research**  
 4 West Maitland St.  
 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

## 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 Talking Shop**

87-89 Chapel St.  
 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, 1/1OR, CUL, WC  

Multiple	25x13	Obs. Rm. Seats 15
Multiple	16x13	Obs. Rm. Seats 10
Living	13x8	Obs. Rm. Seats 7

**Taylor McKenzie Research & Marketing Ltd**

The Glasgow View  
 107 Douglas St.  
 Glasgow G2 4EZ  
 United Kingdom  
 Ph. 44-141-221-8030  
 info@taylorcmckenzieuk.com  
 www.taylorcmckenzieuk.com  
 Marie Taylor, Managing Director  

Multiple	42 x 28	Obs. Rm. Seats 20
Multiple	36 x 23	Obs. Rm. Seats 10
Multiple	36 x 20	Obs. Rm. Seats 10

**The Treehouse**

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, 1/1OR, TK, VC, WC  

Multiple	17x17	Obs. Rm. Seats 14
Multiple	17x17	Obs. Rm. Seats 14

**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 Viewing | People for Research**

(previously Bristol Focus)  
 QC30, Queen Charlotte Street  
 Suite 302  
 Bristol BS1 4HJ  
 United Kingdom  
 Ph. 44-117-921-0008  
 info@peopleforresearch.co.uk  
 www.userviewing.co.uk/  
 Lisa Kirwan, Studio Manager  
 Location: Office building  
 Distance from airport: 8 miles, 22 minutes  
 1/1, 1/1OR, PUL, VC, WC  

Multiple	12x14	Obs. Rm. Seats 8
Multiple	12x9	Obs. Rm. Seats 14

**User Vision Focus**

55 N. Castle St.  
 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, 1/1OR, CUL, PUL, WC  

Conference	21x15	Obs. Rm. Seats 14
Multiple	10x12	Obs. Rm. Seats 10
Multiple	10x12	Obs. Rm. Seats 8
Living	12x9	Obs. Rm. Seats 5

**Wardle McLean Strategic**

Research Consultancy  
 7 Maidstone Buildings Mews  
 72-76 Borough High Street  
 London 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  
 72 Margaret St.  
 London W1W 8ST  
 United Kingdom  
 Ph. 44-207-436-7000  
 lucy@wyoming.co.uk  
 www.wyoming.co.uk  
 Lucy Bolingbroke, Studio Director  
 Location: Office building  
 Distance from airport: 14 miles, 30 minutes  
 CL, 1/1, 1/1OR, CUL, WC  

Multiple	26x19	Obs. Rm. Seats 16
Multiple	19x19	Obs. Rm. Seats 16
Multiple	20x18	Obs. Rm. Seats 16
Multiple	20x16	Obs. Rm. Seats 16
Conference	19x19	Obs. Rm. Seats 16
Multiple	19x19	Obs. Rm. Seats 16
Multiple	10x10	Obs. Rm. Seats 3

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. 44-1923-230616  
 caroline@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 1073  
 Venezuela  
 Ph. 58-212-241-2605 or 954-607-7977 (US)  
 info@estimesa.com  
 www.estimesa.com  
 Walter Mucchiut  
 Location: Office building  
 Distance from airport: 14 miles, 38 minutes  
 1/1, 1/1OR, TK, AU, VC, WC  

Conference	14x10	Obs. Rm. Seats 5
Conference	18x18	Obs. Rm. Seats 12
Conference	10x10	Obs. Rm. Seats 0
Conference	10x9	Obs. Rm. Seats 0

**StatMark Group, S.A.**

Business Multicenter East, Libertador  
 Nucleo A, Office 123A, Piso 12, Av Libertador  
 Chacao, Caracas Miranda 1060  
 Venezuela  
 Ph. 58-212-918-2100  
 marketing-ccs@statmark.net  
 www.statmarkgroup.com  
 Location: Office building  
 Distance from airport: 30 miles, 45 minutes  
 VC  

Conference	17x11	Obs. Rm. Seats 5
------------	-------	------------------

## 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, 1/1OR, 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, 1/1OR, TK, WC  

Living	13x11	Obs. Rm. Seats 12
Multiple	11x10	Obs. Rm. Seats 10

# INTRODUCING THE MARKETING RESEARCH EDUCATION FOUNDATION

Our mission: To unify, inspire and activate the marketing research community to focus its collective resources to educate children worldwide.

**GET INVOLVED. GIVE BACK.**

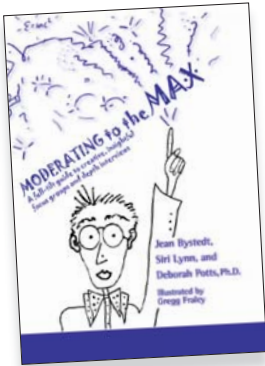


  
**MREF**

THE MARKETING RESEARCH EDUCATION FOUNDATION

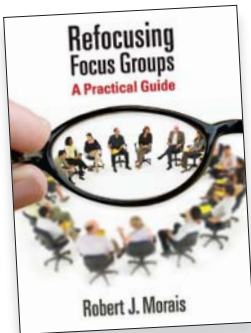
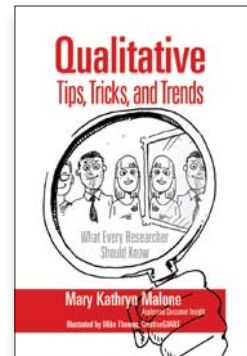
[www.MRGivesBack.org](http://www.MRGivesBack.org)

# MARKETING RESEARCH



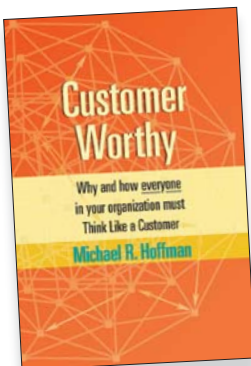
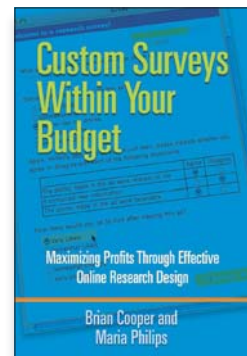
◀ **Moderating to the Max**  
 A Full-Tilt Guide to Creative, Insightful Focus Groups and  
 Depth Interviews  
**Jean Bystedt, Siri Lynn, and Deborah Potts, Ph.D.**  
 978-0-9830436-2-1; paperback, list price \$34.95

**Qualitative Tips, Tricks, and Trends** ➔  
 What Every Researcher Should Know  
**Mary Kathryn Malone**  
 978-0-981869-9-9; paperback, list price \$24.95



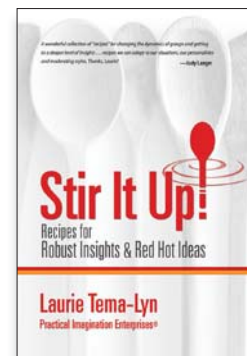
◀ **Refocusing Focus Groups**  
 A Practical Guide  
**Robert J. Morais**  
 978-0-9819869-7-5; paperback, list price \$19.95

**Custom Surveys Within Your Budget** ➔  
 Maximizing Profits Through Effective Online Research Design  
**Brian Cooper and Maria Philips**  
 978-0-9819869-3-7; paperback, list price \$34.95



◀ **Customer Worthy**  
 How and Why Everyone in Your Organization Must Think  
 Like a Customer  
**Michael R. Hoffman**  
 978-0-9819869-1-3; paperback, list price \$49.95

**Stir It Up!** ➔  
 Recipes for Robust Insights & Red Hot Ideas  
**Laurie Tema-Lyn**  
 978-0-9830436-3-8; paperback, list price \$24.95



◀ **The Art of Strategic Listening**  
 Finding Market Intelligence through Blogs and Other Social Media  
**Robert Berkman**  
 978-0-9786602-7-7; paperback, list price \$39.95  
 Also available in an interactive download edition

**ORDER DIRECT AND SAVE**

**FREE SHIPPING** with your PMP order,  
 no minimum purchase!

Go to [paramountbooks.com](http://paramountbooks.com) and  
 use promo code **QMRR12**

**Practical Books for Smart Professionals**

**PMP** Paramount Market Publishing, Inc.  
 950 Danby Rd., Ithaca, NY 14850  
[www.paramountbooks.com](http://www.paramountbooks.com)  
 toll-free: 888-787-8100

# INDEX OF ADVERTISERS

This issue of Quirk's is made possible by our valued advertisers. Their ongoing support – along with that of the other companies and organizations that market themselves on our Web site, e-newsletter and related outlets – helps us bring you Quirk's and all of its associated resources. When you contact the organizations listed below, let them know you saw their ad in Quirk's!

<b>20/20 Research</b> . . . . . p. 23 800-737-2020   <a href="http://www.2020research.com">www.2020research.com</a>	<b>Focuscope, Inc.</b> . . . . . p. 93 708-386-5086   <a href="http://www.focuscope.com">www.focuscope.com</a>	<b>Precision Opinion</b> . . . . . pp. 7, 21 702-483-4000   <a href="http://www.precisionopinion.com">www.precisionopinion.com</a>
<b>Affordable Samples, Inc.</b> . . . . . p. 73 800-784-8016   <a href="http://www.affordablesamples.com">www.affordablesamples.com</a>	<b>FocusVision</b> . . . . . p. 13 800-923-5523   <a href="http://www.focusvision.com">www.focusvision.com</a>	<b>Qvester</b> . . . . . p. 51 877-232-1005   <a href="http://www.Qvester.com">www.Qvester.com</a>
<b>Baltimore Research</b> . . . . . p. 9 410-583-9991   <a href="http://www.baltimoreresearch.com">www.baltimoreresearch.com</a>	<b>Instantly</b> . . . . . Inside Back Cover 818-524-1218   <a href="https://www.instant.ly">https://www.instant.ly</a>	<b>The Quirk's Event</b> . . . . . pp. 59-68 651-379-6200   <a href="http://www.thequirksevent.com">www.thequirksevent.com</a>
<b>Branded Research, Inc.</b> . . . . . p. 20 310-740-5318   <a href="http://www.brinc.com">www.brinc.com</a>	<b>Interactive Video Productions, LLC.</b> . . . . . p. 43 732-970-9446   <a href="http://www.interactivevideo.com">www.interactivevideo.com</a>	<b>Research America, Inc.</b> . . . . . p. 53 610-356-1800   <a href="http://www.researchamericainc.com">www.researchamericainc.com</a>
<b>Burke Institute</b> . . . . . p. 5 800-543-8635   <a href="http://www.BurkeInstitute.com">www.BurkeInstitute.com</a>	<b>Issues &amp; Answers Network, Inc.</b> . . . . . p. 35 800-23-ISSUE   <a href="http://www.issans.com">www.issans.com</a>	<b>Research House, Inc.</b> . . . . . p. 37 800-701-3137   <a href="http://www.research-house.ca">www.research-house.ca</a>
<b>C&amp;C Market Research, Inc.</b> . . . . . p. 49 479-785-5637   <a href="http://www.ccmarketresearch.com">www.ccmarketresearch.com</a>	<b>Itracks</b> . . . . . p. 39 888-525-5026   <a href="http://www.itracks.com">www.itracks.com</a>	<b>Research Now</b> . . . . . p. 55 888-203-6245   <a href="http://www.researchnow.com">www.researchnow.com</a>
<b>Clear Seas Research</b> . . . . . pp. 10-11 248-786-1683   <a href="http://www.clearseasresearch.com">www.clearseasresearch.com</a>	<b>L&amp;E Research</b> . . . . . p. 109 877-344-1574   <a href="http://www.leresearch.com">www.leresearch.com</a>	<b>Restaurant Research Associates</b> . . . . . p. 36 714-368-1890   <a href="http://www.RestaurantResearchAssociates.com">www.RestaurantResearchAssociates.com</a>
<b>Consumer Opinion Services, Inc.</b> . . . . . p. 121 206-241-6050   <a href="http://www.consumeropinionservices.com">www.consumeropinionservices.com</a>	<b>The Marketing Research Education Foundation</b> p. 95 903-484-MREF   <a href="http://www.MRGivesBack.org">www.MRGivesBack.org</a>	<b>RIVA Training Institute</b> . . . . . p. 34 301-770-6456   <a href="http://www.RIVAinc.com">www.RIVAinc.com</a>
<b>Dallas by Definition</b> . . . . . p. 117 800-336-1417   <a href="http://www.dallasbydefinition.com">www.dallasbydefinition.com</a>	<b>Marketing Systems Group</b> . . . . . p. 29 215-653-7100   <a href="http://www.m-s-g.com">www.m-s-g.com</a>	<b>RRU Research - Fusion Focus</b> . . . . . p. 27 718-222-5600   <a href="https://rruresearch.com">https://rruresearch.com</a>
<b>DDMA Market Research</b> . . . . . p. 127 86-21-6289-1138   <a href="http://www.ddm-asia.com">www.ddm-asia.com</a>	<b>The Martec Group</b> . . . . . p. 57 920-494-1812   <a href="http://www.martecgreenbay.com">www.martecgreenbay.com</a>	<b>Schlesinger Associates, Inc.</b> . . . . . Inside Front Cover 866-549-3500   <a href="http://www.schlesingerassociates.com">www.schlesingerassociates.com</a>
<b>Esearch.com, Inc.</b> . . . . . p. 52 310-265-4608   <a href="http://www.eseach.com">www.eseach.com</a>	<b>McMillion Research</b> . . . . . p. 41 800-969-9235   <a href="http://www.mcmillionresearch.com">www.mcmillionresearch.com</a>	<b>Scientific Telephone Samples</b> . . . . . p. 75 800-944-4STS   <a href="http://www.stssamples.com">www.stssamples.com</a>
<b>Fieldwork Network</b> . . . . . Back Cover 800-T0-FIELD   <a href="http://www.fieldwork.com">www.fieldwork.com</a>	<b>Olson Research Group, Inc.</b> . . . . . p. 13 267-487-5500   <a href="http://www.olsonresearchgroup.com">www.olsonresearchgroup.com</a>	<b>SJS International Research, Inc.</b> . . . . . p. 45 323-677-2508   <a href="http://www.sismarketresearch.com">www.sismarketresearch.com</a>
<b>Focus Groups of Cleveland</b> . . . . . p. 111 216-901-8075   <a href="http://www.focusgroupsofcleveland.com">www.focusgroupsofcleveland.com</a>	<b>Paramount Market Publishing, Inc.</b> . . . . . p. 140 607-275-8100   <a href="http://www.paramountbooks.com">www.paramountbooks.com</a>	<b>Trotta Associates</b> . . . . . p. 81 310-306-6866   <a href="http://www.trotta.net">www.trotta.net</a>
<b>Focus Pointe Global</b> . . . . . p. 3 888-873-6287   <a href="http://www.focuspointeglobal.com">www.focuspointeglobal.com</a>	<b>Plaza Research</b> . . . . . p. 107 800-654-8002   <a href="http://www.plazaresearch.com">www.plazaresearch.com</a>	

Quirk's Marketing Research Review, (ISSN 08937451) is issued monthly by Quirk Enterprises Inc., 4662 Slater Road, Eagan, MN 55122. Mailing address: P.O. Box 22268, St. Paul, MN 55122. Tel.: 651-379-6200; Fax: 651-379-6205; E-mail: [info@quirks.com](mailto:info@quirks.com); Web address: [www.quirks.com](http://www.quirks.com). Periodicals postage paid at St. Paul, MN and additional mailing offices.

Subscription Information: U.S. annual rate (12 issues) \$70; Canada and Mexico rate \$120 (U.S. funds); international rate \$120 (U.S. funds). U.S. single-copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4-6 weeks for change.

POSTMASTER: Please send change of address to QMRR, P.O. Box 22268, St. Paul, MN 55122.

Quirk's Marketing Research Review is not responsible for claims made in advertisements.

# BEFORE YOU GO

●●● issue highlights and parting words

## ●●● cover-to-cover Facts, figures and insights from this month's issue

page  
**16**

Verbal brand cues were one of the strongest drivers of brand memorability. Creatives with multiple brand mentions were found to be more impactful than a single mention.

page  
**30**

Indeed, from a theoretical point of view, random selection is better because it avoids so-called selection bias.

page  
**36**

Hotel staff are not used to research studies and their unique needs, so you'll need to educate them.

page  
**40**

Harvesting from the recruiting process yields more information with virtually no increased cost. Doing otherwise seems a bit irresponsible.

page  
**47**

There remain vast opportunities for retailers to expand their sales with this segment by removing key barriers to mobile shopping.



## Missed the shows? Win the swag

The Quirk's staff goes to numerous marketing research and insights conferences throughout the year and we've collected more swag (i.e. stuff the exhibitors give out to attendees) than we know what to do with! We know many of our readers don't get a chance to go to the shows so we are featuring the swag we've gathered on our Facebook page!

Want a chance to win the swag? Like our Facebook page and/or comment on one of our posts in the month of December and you will automatically be entered to win.

To see the swag we've collected, visit our Facebook page at [facebook.com/QuirksMR](https://www.facebook.com/QuirksMR).

## Coming in the January Quirk's

### ●●● usability research

Linda Hwang looks at what marketing researchers can learn from usability research.

### ●●● social media research

Is social media data useless for research? Paul Oram explores that question and offers tips for successful use of social media-generated information.

### ●●● pricing research

Mike Grigsby looks at price elasticity modeling and how it can help retailers.



IT Decision  
Makers in the  
Banking  
Industry

Moms Aged  
25-40 with  
Smartphones

Spanish-  
speaking  
Hispanic  
Diabetics

Teenage  
Snapchat  
Users

African  
American  
Professionals

WE HAVE ALL YOUR  
**HARD-to-REACH**  
AUDIENCES

fieldWORK

# ANYWHERE!



NEED TO DO  
FOCUS GROUPS IN  
REMOTE LOCATIONS?  
WE'LL HOP TO IT!

The ANYWHERE team packs up the full Fieldwork facility experience and sets off on another mission!

SO, OUR FOCUS  
TRIP IS  
ALL HOT AIR?

YEP!



WITH VIRTUAL MIRROR,  
DIGITAL RECORDING,  
STREAMING VIDEO,  
TECH SUPPORT, HOSTING,  
—OUR FULL PACKAGE?

YEP!

EVEN CRITTERS IN  
THE VIEWING ROOM?

YEP!



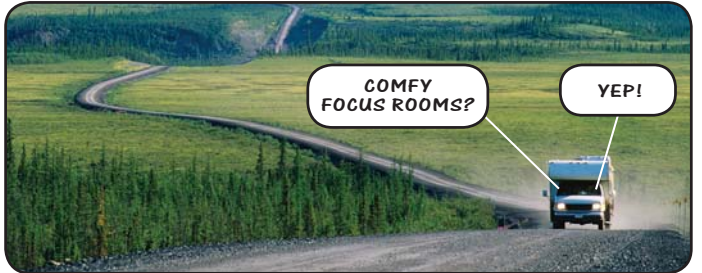
S'POSE OUR NATIONAL  
RECRUITING GUYS LINED UP  
SOME HIGHLY QUALIFIED  
RESPONDENTS?

YEP!



COMFY  
FOCUS ROOMS?

YEP!



ARE WE  
THERE YET?

YEP!



MORE FLYING  
COLORS FOR THE  
ANYWHERE TEAM?

YEP!



ATLANTA • BOSTON • CHICAGO-DOWNTOWN • CHICAGO-NORTH • CHICAGO-O'HARE • CHICAGO-SCHAUMBURG • DALLAS • DENVER  
FORT LEE, NJ • LA-ORANGE COUNTY • MINNEAPOLIS • NEW YORK-WESTCHESTER • PHOENIX • SAN FRANCISCO • SEATTLE-DOWNTOWN  
SEATTLE-KIRKLAND • NETWORK • NETWORK INTERNATIONAL • QUANTWORK • WEBWORK [www.fieldwork.com](http://www.fieldwork.com) 1.800.863.4353

fieldWORK   
anyWHERE