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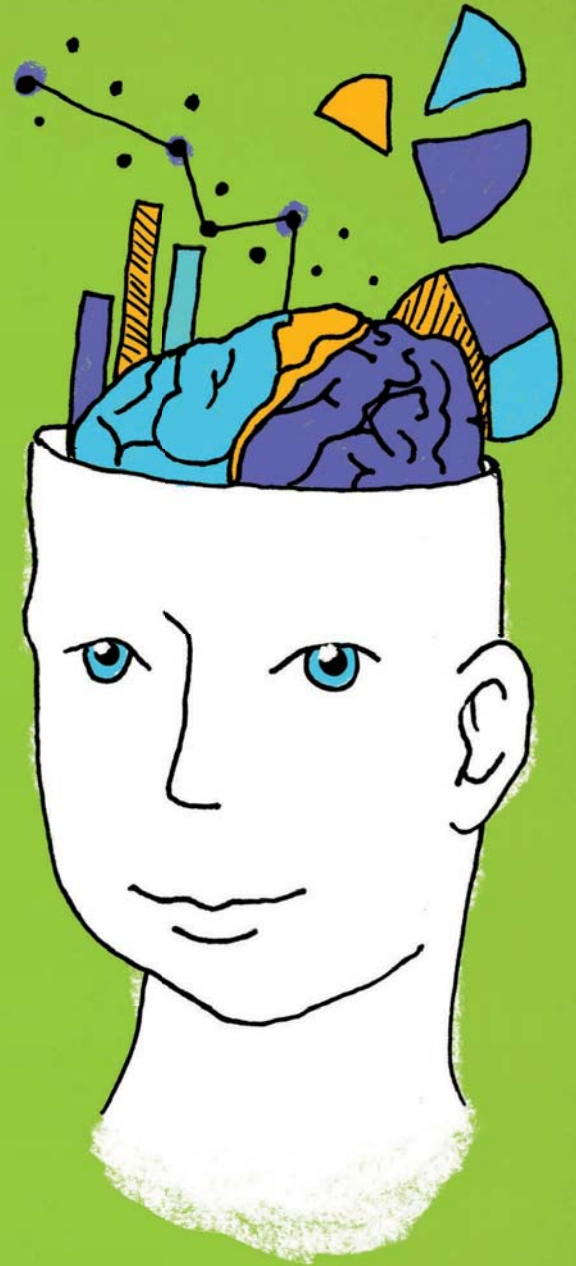
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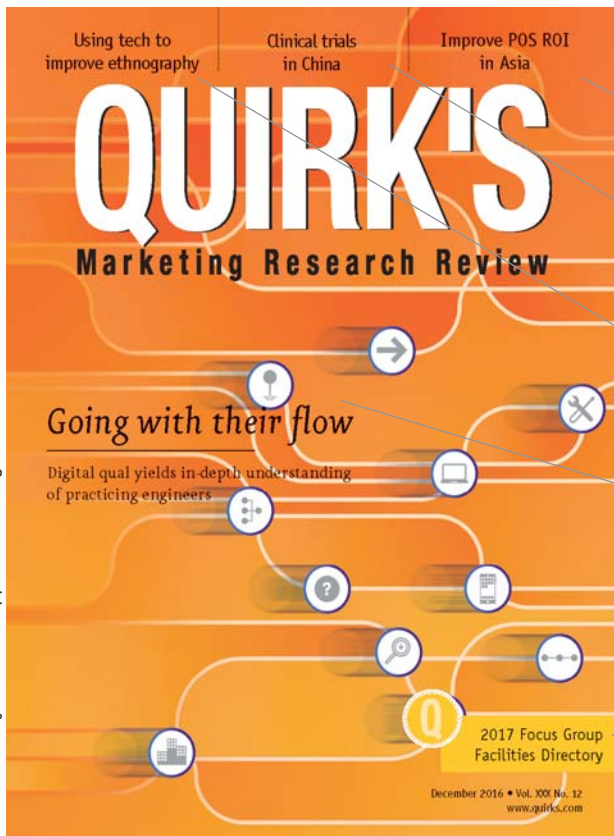
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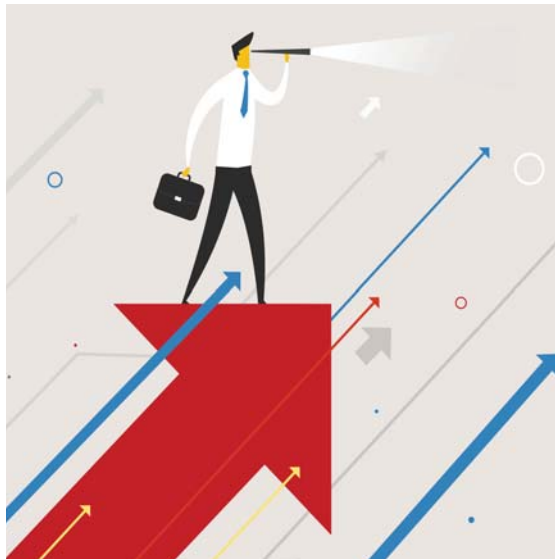
... directories

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In addition to striving to be a top content provider in the marketing research industry, Quirk's also boasts an impressive array of searchable online directories for a variety of research services. And with the launch of Quirk's new Web site, we have improved the search feature!

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In September, we once again published our Researcher Sourcebook – a directory with more than 6,500 companies worldwide in over 265 research service and 125+ industry and market categories. All directories can be found online at quirks.com/directories. Additionally, the Researcher Sourcebook is available as a part of the free Quirk's magazine app for your iPad, iPhone, Android and Kindle devices!

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In Case You Missed It

news and notes on marketing and research



●●● health care research

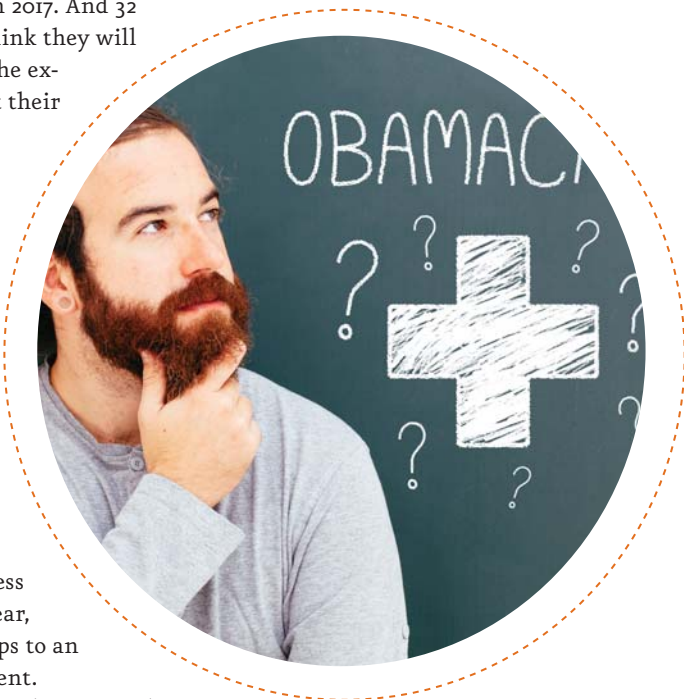
Some ACA users to go without coverage

In a GfK survey, roughly one-third of consumers who purchased insurance on Affordable Care Act (ACA) exchanges do not expect that their present insurer (33 percent) – or any other carrier (34 percent) – will offer insurance through their exchange in 2017. And 32 percent do not think they will find options on the exchange that meet their needs.

Among consumers who purchased on the exchanges, 13 percent said they would choose to go without insurance altogether if their current coverage was not offered. Among those who earn less than \$25,000 a year, this number jumps to an alarming 34 percent.

About four in 10 (43 percent) exchange users say they would seek new options through the exchanges – with levels highest among 50-to-64-year-olds. Another one-third (35 percent) would go directly to an insurer or agent.

Most of those who do return to the ACA marketplace will not be worrying about brand loyalty; two thirds (66 percent) say they would choose the best option to meet their needs, regardless of the insurance company. Only 12 percent would make a point of staying with their current carrier, while 20 percent say they would explore coverage through a different insurer.



●●● travel research

Travel-reward points not so rewarding

A telephone survey conducted by Harris Poll, New York, on behalf of the American Institute of CPAs, shows that while over half of Americans (58 percent) surveyed say that using their credit or debit card to earn travel reward points makes financial sense, few are taking advantage of those perks to save on their hotel and airline costs. The survey found that in their lifetime, 15 percent of Americans have paid for part or all of their trip with rewards points, compared to 14 percent who say they have taken a trip that has resulted in a credit card balance that could not be paid off by their next statement. A total of 12 percent say they have opened a credit card in order to obtain hotel or airline rewards, while 6 percent have selected a more expensive flight or hotel to earn travel rewards points and 6 percent have taken a trip just to maintain or upgrade a rewards level. However, only 7 percent of all Americans used rewards points to pay for any part of their last vacation – with only 1 percent paying for their entire trip using points.



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Sargento finds the past is sometimes worth revisiting

Though we're often told to leave the past behind, it's sometimes very profitable to revisit it, as several sessions I attended at The Market Research Event in October made clear. I imagine the theme was unintentional, coming as it did across a wide spectrum of unrelated talks, but a presentation from researchers at Sargento Foods stood out as an exemplar of the value of being able to access and explore previous research, not just to avoid repeat expenditures of time and money but also to learn from earlier efforts, to mine findings that may once have been viewed as just so much rubble but may contain valuable jewels.

The act of looking back generally runs counter to the idea of innovation, a main quality of which is newness. If you innovate, you produce or do something that the world hasn't seen before. While many innovations are wholly new, countless others are iterations or advancements of previous ideas. For some reason, we generally seem to assign more value to the wholly-new, as if its pristine provenance somehow makes it more worthy than the iteration-born product or idea, which has never made sense to me.

In their presentation, Sargento researchers Michelle Monkoski and Barbara Kilcoyne explored how the com-

pany's successful Balanced Breaks product grew out of its earlier learning for the similar Cheese Medleys product. The company had developed Cheese Medleys, which mixed cheese, fruit and nuts in one package, in 2004 in response to consumers' growing interest in healthier, more wholesome foods. Cheese Medleys didn't meet the needed hurdles, the researchers said, so the product wasn't rolled out but the company kept its eye on the healthier-eating trend.

In 2004, the language around nutrition was more about cutting out, about the absence of certain things in food, namely calories and fat. Fast-forward to 2012 and the language and thinking around healthier eating and snacking had changed to focus on what was present in the foods – quality, simple, wholesome ingredients. And instead of cutting out, there was a striving toward moderation or balance. Gradually, the ideas behind Balanced Breaks – refrigerated, single-serve snacks combining portions of cheese, fruit and nuts in separate sections of packaging – took shape.

Another welcome change in perception was a shift in consumer thinking about refrigeration and snacks. In 2004, it had seemed like a barrier – who would think of looking for snacks in the refrigerated section? But by 2012, refrigeration was found to confer a welcome benefit – freshness – that was perfectly in line with consumer preferences.


Through the work on Balanced Breaks, the researchers said they learned the value of not being afraid to



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Joe Rydholm can be reached at joe@quirks.com

reexamine ideas or concepts that were once deemed non-starters. In the Q&A session afterwards, an audience member asked how they were able to get leadership behind them to take another shot at the cheese/nuts/fruit concept. While acknowledging that there had been a change of leadership in the interim between Cheese Medleys and Balanced Breaks, they said their insights function's demonstrated history of monitoring trends and presenting findings internally gave them the credibility they needed among important audiences to build a convincing case for moving forward with Balanced Breaks once their research showed that consumer thinking had shifted in the product's favor.

The company also benefited from its commitment to looking beyond the traditional food categories in which it operates, they said. Customer immersion efforts, along with its annual Trendscape event, in which internal and external subject-matter experts are brought in for a day of exploration, kept it in touch with consumer needs and also broadened thinking about possible new products – even those that might be based on ideas that failed to fly in the past. 

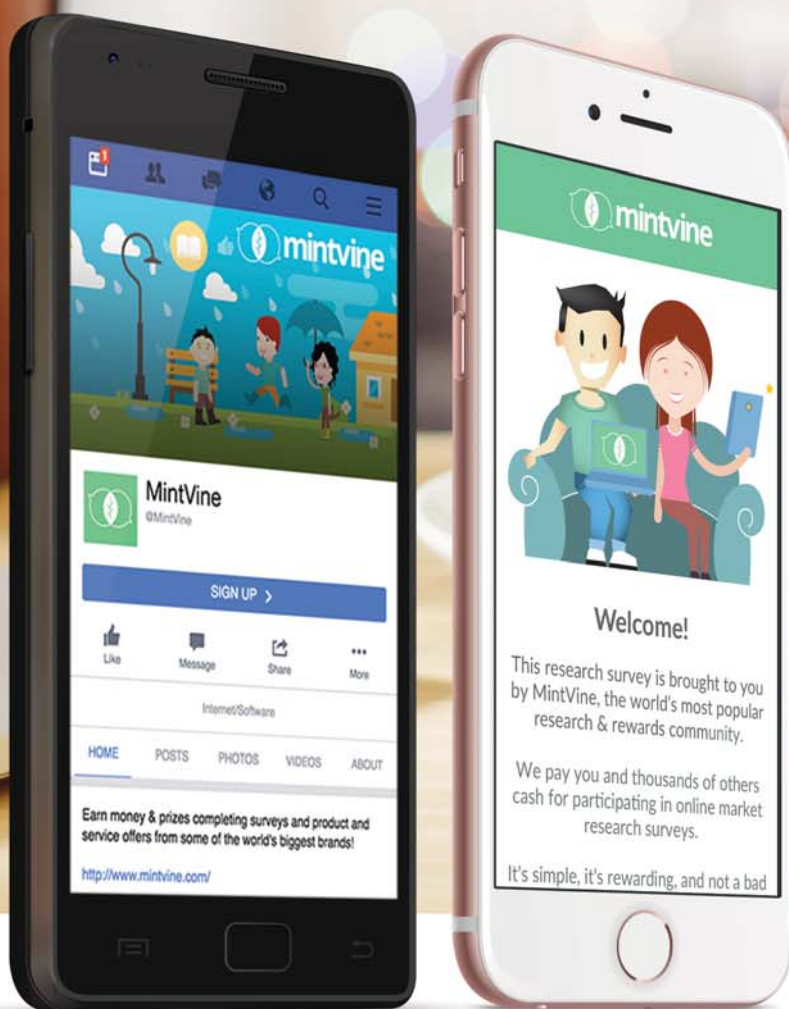


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Tuna tartare and a Jaguar

Location data paints portraits of car shoppers

New York-based Foursquare, a location intelligence company, recently analyzed visit data from its Foursquare city guide and Swarm check-in apps to uncover consumer insights about people who visit auto dealerships. It looked at both active check-ins as well as passive visits (for users who enable background location) in its dealership foot traffic analysis. Foursquare's data is aggregated and anonymous, normalized against the U.S. Census to ensure that it is representative.

Some key findings and automotive industry insights from Foursquare's analysis:

Auto market breakdown: Foot traffic to luxury dealers makes up 16 percent of total auto dealership visits, mass-market dealers make up 64 percent and third-party resellers make up 19 percent.

What dealerships consumers overlap at: For example, data shows that people who go to Nissan also visit Toyota, Ford and Jeep, while people who go to Toyota also visit Nissan, Mazda and Lexus.

Consumer insights: Did you know that people who visit Jaguar/Land Rover also over-index at golf ranges, leather goods stores and Pilates facilities? Or that people who

go to Chevrolet over-index at hunting supply shops, motorcycle shops and fishing spots?

Here are specific findings about a number of leading brands:

Nissan

- Has an even 50/50 male-to-female ratio. Ranks the highest market visit share for ages 35-44 (19 percent) but its biggest market is 55+ (37 percent).
- More likely than the average Foursquare and Swarm users to visit dry cleaners (40 percent), smoothie shops (32 percent) and pet stores (14 percent).
- Over-index on tastes like fried seafood (102 percent) and hibachi (100 percent).
- People who go to Nissan also visit: Toyota, Ford, Jeep.

Toyota

- Visitors love trails (89 percent), outdoor seating and Vietnamese food.
- People who visit Toyota are also more likely to visit soccer fields (14 percent) and gymnastics gyms (24 percent); Bank of America (24 percent), compared to Chase, which is only (10 percent); and USPS (10 percent).
- People who go to Toyota also visit: Lexus (parent company), Nissan, Mazda.

Subaru

- Demographic of users tend to skew male (highest out of the five mass-market dealerships).
- People who go to Subaru are 60 percent more likely than the average Foursquare and Swarm user to visit an acupuncturist and also over-index at climbing gyms and ski areas.
- People who go to Subaru also visit: Volkswagen, Mazda, Kia.



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Chevrolet

- Has one of the highest 55+ demographics compared to other mass-market companies (similar to Toyota).
- Over-index at Tim Hortons (198 percent).
- People who go to Chevrolet also visit: GMC, Cadillac, Ford.
- Compared to other mass-market dealership, they don't really shop at Whole Foods (not even in the top 30 visited chains). They over-index at Meijer (119 percent) and Home Depot (20 percent).
- Chevrolet visitors are more likely to visit forests (93 percent), hunting supply shops (76 percent), motorcycle shops (75 percent) and fishing spots (74 percent).

Hyundai

- Visitors tend to index high for fishing spots (90 percent), wings joints (12 percent), recording studios (62 percent), summer camps (39 percent) and casinos (130 percent).
- People who go to Hyundai also visit: Mazda, Kia, Cadillac, Nissan.

Land Rover/Jaguar

(Note: Data below combines both dealership groups together)

- Of all the luxury car brands that Foursquare analyzed, Land Rover/Jaguar skews the highest for visitors between the ages of 45-54, with 16 percent of their total visitors in that age range.
- People who visit Land Rover or Jaguar index high for tuna tartare (124 percent), cigars (111 percent), strip steak (129 percent) and Michelin stars (121 percent).
- They over-index at Pilates gyms (81 percent), golf courses (58 percent) and baggage claims and travel lounges (93 percent). They are more likely than average Foursquare and Swarm users to visit leather goods stores (111 percent) and club houses (147 percent).

- People who go to Land Rover/Jaguar go to: Porsche, MINI, Mercedes-Benz, Audi.

Mercedes-Benz

- Similar to Land Rover/Jaguar, they also have a higher-end taste for food, such as Michelin stars (138 percent), spas (21 percent) and prix-fixe menus (87 percent).
- They are more likely to visit real estate offices (73 percent), tailor shops (70 percent) and nightlife spots (68 percent).
- They love tennis (61 percent more likely to visit a court) and surf spots (20 percent) and travel often (42 percent more likely to visit travel lounges). They are over-index at embassies/consulates (46 percent).
- People who visit Mercedes-Benz dealership also visit: Porsche, Audi, BMW, Lexus, Volkswagen.

Infiniti

- Skew towards younger visitors; 39 percent of their total visits are ages 25-34.
- Tastes: thin crust pizza, tea lemonade, pedicures, concerts.
- Categories: Cuban restaurants, daycares, private schools, spiritual centers.
- People who visit Infiniti also go to: Lexus, Acura, BMW, Audi, Nissan.

Cadillac

- Cadillac categories indicate that this group is heavy on the construction industry; construction and landscaping index high (88 percent) as do warehouses (63 percent) and shipping stores (55 percent).
- This group index high for "rustic" (80 percent) and items like corned beef and beer cheese.
- People who visit Cadillac also go to: Chevrolet, GMC, Lexus, Kia, Jeep.



●●● alcoholic beverage Stories connect Millennials to spirits brands

Hear a tale, share a tale

A study from New York public relations firm MMWPR posits that brand stories are the emotional glue that connects spirits brands to Millennial consumers because compelling narratives appeal to Millennials' desire to be "in the know" and also motivate them to share their discoveries.

"The youngest Millennials come of legal drinking age this year, making this generation the most coveted group targeted by today's beer, wine and spirits brands," says JP Schuerman, president of MMWPR's Western Region. "Given their proclivity for discovery and their preference for craft, it's critical that spirits brands be wired into the emotional triggers and trust factors that drive Millennials to trial – and then inspire them to become advocates for their labels."

Conducted through consumer surveys and bartender focus groups, the Millennial marketing research presented in *Millennials & Spirits: Influencing the Path to Discovery* found that 54 percent of Millennials share spirits-branded content posted by a social influencer, while 45 percent share editorial content posted on social media. In other words, marketing to Millennials has the potential to further

amplify share-of-voice via earned media opportunities. Once Millennials have experienced a new spirit, they are most likely to share their discoveries on social media if influencers and/or traditional media outlets validate them, the report claims.

“Influencer marketing and earned media ranked highest when it came to Millennials advocating on behalf of a brand via their social channels,” Schuerman says. “Millennials are protective of their online brands and require this third-party permission to discuss and endorse their spirits of choice. The earned hit is no longer the end result – it’s now the credibility spark that ideally ignites an integrated social push across trusted channels and among influencers.”

These results underscore why spirits brands looking to successfully strategize and execute Millennial marketing campaigns must have a captivating and unique narrative that lends itself to third-party validation, which can then be shared via social media.

In fact, the research found that this generation is more interested in brands with good stories to tell than how the products taste and that more than one-third of Millennials are more likely to choose a spirit based on its unique history and tradition. In addition, over half (66 percent) of Millennials are more inclined to try craft or small-batch liquor brands, which typically have captivating stories, rather than their “big brand” counterparts.

The results also revealed that this generation is highly motivated to try new brands and share their discoveries. Nearly all Millennials (93 percent) usually try a new liquor brand after someone recommends it to them, according to the study. The most trusted sources that drive Millennials to trial are friends, co-workers and bartenders, in that order. While each influencer group has a unique set of qualities that inspire trust, the findings show that authenticity and experience are always at the center of influence.

When it comes to advocacy, more

Millennials share their brand affinities with one another: 90 percent of Millennials get excited when they discover a new liquor brand; 66 percent of Millennials tell their close friends when they discover a new liquor brand; and 31 percent of Millennials share on social media after discovering a new liquor brand.

MWWPR conducted an online survey among 1,000+ Millennials ages 21-34 in the top 20 DMAs who drink liquor three or more times per month. In addition to the survey, MWWPR also conducted focus groups with bartenders, bloggers and other relevant influencers in urban DMAs including New York, Chicago, Los Angeles, Denver and San Francisco.



●●● television research Switching off the set

Tech problems lead Millennials to show-dump

In follow-up findings from its 2016 TiVo consumer survey, TiVo, San Carlos, Calif., focused on the behavior of U.S. Millennials and how this coveted demographic interacts with video content, products and services in contrast to other generations. “The media industry is facing a perfect storm with increased choice and access to content, at the cost of massive fragmentation and frustrated consumers,” says Paul Stathacopoulos, vice president of strategy and strategic research, TiVo. “The coveted Millennial demographic is in the eye of this storm, consuming the

most content across the most services and platforms. However, members of this generation have short attention spans, and they are the most likely to ‘show dump’ when access to content becomes challenging. These are cautionary signs for content owners who rely on loyalty and continued engagement to rationalize and realize returns on their investments in creative properties.”

Continuing the conversation around show-dumping, TiVo found that Millennials and Generation Z viewers are the most likely to give up on shows they previously enjoyed when it becomes too difficult to access them, either finding the content trapped behind paywalls or spread across a variety of entertainment sources. While TiVo’s survey revealed that the Millennial generation spends the most time each day watching video content, there is simply a limit to how many hoops they are willing to jump through before quitting on a specific show:

A staggering 54 percent of Millennials have show-dumped, giving up on a show they previously enjoyed because it became too difficult to access the content, in contrast to just 17 percent of Boomers.

Millennials also consume the most amount of content, more than six hours per day.

Millennials spend 32 minutes per day searching for content to watch, a number boosted by the number of services and devices they have in the home.

In contrast to other generations, Millennials are most comfortable with video entertainment services and devices, likely driven by their desire to stay at the forefront of the newest content and best available innovations in entertainment technology: 73 percent of Millennials have streaming video devices at home; 91 percent pay for at least one subscription streaming service; and on average, Millennials own three streaming devices and subscribe to 2.7 paid streaming services, providing them with a myriad of entertainment options and access points.

The complex, multi-service enter-

tainment setup in most Millennial homes splits viewing time across many platforms and services. Millennials have high expectations for cross-platform discovery solutions, which are largely unmet: 83 percent of Millennial pay-TV subscribers use the programming guide every day; 53 percent of Millennials want recommendations on what to watch; 55 percent would pay to simplify search across platforms; 43 percent of Millennials use voice commands every day where only 8 percent of Boomers feel comfortable enough with the technology to do the same; 46 percent of Millennials feel extremely frustrated when they cannot easily find and access the programs they want to watch, in contrast to just 20 percent of Boomers.

These generational results are the U.S. subset of the overall research findings from an online survey of 5,500 pay-TV and OTT subscribers across seven countries worldwide with 2,500 interviews completed in the U.S., and 500 interviews completed in each additional country, including the U.K., France, Germany, China, Japan and India.



●●● shopper insights 'Tis the season for couponing

Discounts still rule the holidays

A study by Livonia, Mich., media company Valassis found that 91 percent of value-seeking consumers use coupons while holiday shopping. The results, from the 2016 RedPlum Purse String Survey based on an online survey of

nearly 9,000 respondents, indicate that the use of coupons and offers – including print, online and mobile – will be prevalent this holiday season.

Prosper Insights & Analytics found that nearly 40 percent of consumers start their holiday shopping before November. With Hanukkah beginning on December 24 this year, the holiday shopping season will last a full week longer than usual. This presents a unique opportunity for retailers to capitalize on holiday spending, which is expected to be higher than last year, with the International Council of Shopping Centers predicting a 3.3 percent spending increase to an average of \$683.90 per person this holiday season.

“This year, retailers have a unique opportunity with increased consumer spending and an extended shopping time frame,” says Curtis Tingle, chief marketing officer, Valassis. “In order to take advantage of this, retailers must listen to what shoppers want, which is relevant, timely deals. Leveraging offers to draw customers in, whether through online or in-store shopping, will enable them to come out on top this holiday season.”

Additional findings from Valassis’ survey highlight shopping trends retailers should consider as they plan their holiday marketing strategies. These include:

Among the 91 percent of respondents who use coupons during holiday shopping, 53 percent reported purchasing at least half of their holiday gifts with coupons.

The results are higher for women with children and Hispanic respondents: 59 percent of moms use coupons on at least half of their holiday gift purchases; 68 percent of the Hispanic respondents use coupons on at least half of their holiday gifts.

Of the Millennial survey respondents, 89 percent indicated they use coupons for holiday shopping. Ninety-two percent of affluent respondents (\$100K+ household income) claim to use coupons for holiday purchases. Of the respondents identifying as brand-loyal,

83 percent claim to use coupons on their holiday purchases.

The 2016 RedPlum Purse String Survey was conducted on redplum.com from May 16 to June 16, 2016.



●●● restaurant research Your dining partner makes a difference

Let us eat cake

To help battle the nation’s bulge, the Affordable Care Act mandates that any restaurant with more than 20 sites post menu labels revealing calorie counts. The efficacy of such approaches is uncertain, according to research by Carola Grebitus, assistant professor of food industry management at the Morrison School of Agribusiness within the W.P. Carey School of Business at Arizona State University, Tempe, Ariz.

Varying studies have varied results, she says. Even when menu labeling was correlated with lower calorie consumption, Grebitus says some studies found reductions to be modest: 10 to 20 calories per meal.

Since dining out rarely means dining alone, she investigated the impact dining companions have on calorie consumption. Her research uncovered two findings. First, menu-labeling can have impact, provided you notice it. Second, your calorie intake can be affected by more than just the menu. The characteristics of your dining companions have influence, too.

Grebitus conducted her study in an on-campus dining hall at Arizona State University, a cafeteria-style all-you-can eat smorgasbord with plenty of healthy options well as lots of not-so-healthy choices.

Unlike most buffets, this one comes with detailed menu labeling similar to the informative text on the side of a cereal box. Restaurant-goers can track calories as well as grams of protein, total fat, saturated fat, carbohydrates, fiber and sugars. Vitamin information shows up, too. The menu labeling displays the percentage of daily requirements for vitamins A and C, plus calcium and iron. For those who suffer food allergies, the presence of things like dairy, soy or peanuts also is listed on the labels.

In the research Grebitus conducted, people eating at tables with four diners each were asked to fill out detailed questionnaires about their own body characteristics – weight and height – as well as how they knew their companions. Were they friends or new acquaintances? Naturally, people also reported what they ate. In addition, the diners had to let Grebitus and her fellow researchers know if they'd happened to notice the menu labeling and whether it influenced their food selection.

"With regard to the menu labeling, 46 percent of all participants noticed the nutrition facts," Grebitus wrote, along with fellow researchers Dan Wang, a master's degree student at W. P. Carey's Morrison School of Agribusiness, and Christiane Schroeter from California Polytechnic State University, all co-authors on a recently completed paper about this study.

The research team also noted that 31 percent of those who noticed the menu labeling – or 15 percent of all study participants – used the information when choosing the items they ate. According to Grebitus et al., previous studies also found that only about half of all restaurant goers notice the menu labeling that's available.

In the study, more than 80 percent were students, and 17 percent were staff, faculty or visitors to the university. In this youthful study population,

half of all respondents were of normal weight, which means they had a body mass index (BMI) of 24.9 or lower. What's more, 43 percent of all the table groups had no overweight members. In other words, thin students tended to eat with other thin students.

Meanwhile, 46 percent of the study participants were overweight or obese according to BMI standards and three out of four individuals were obese in 36 percent of the table groups. In addition, 88 percent of the people who filled out the questionnaire indicated that they were eating with at least one friend at the table.

Some of the questions subjects answered related to whether they noticed other people's food choices or discussed the various selections. Such behaviors, it turns out, are enough to impact food decisions.

"You can be eating when you notice something that someone else in your group is eating and you think, 'that looks good,'" Grebitus explains. "Then you want to have some, as well." Or, your friend might talk you into extra chow. Grebitus says she used to dine with one friend she could always count on to suggest dessert after lunch and she'd often cave in. "Even if I wasn't hungry anymore, he'd put this idea in my head and then I wanted cake. It was really good cake."

Suggestions are powerful but more potent is the indirect social influence brought on by eating with people who are obese. Grebitus says research shows obese people who eat together tend to become more obese over time. "Probably people are more comfortable to eat more when other group members eat more as well. They might even feel encouraged," she says.

In the study, this behavior showed up multiple ways. Grebitus and her team calculated caloric intake based on a check-off list of foods available at the cafeteria. When study participants ate high-calorie foods like pizza and pasta in a group with obese peers, calorie intake increased. If the individual answering the questionnaire was obese but eating low-calorie foods

like salad, calorie intake dropped 219 calories, but if there was another obese person at the table, it only dropped 145 calories. "Based on our results the presence of someone obese in a group increases your calorie intake if you are eating something unhealthy," Grebitus says. "Noticing someone else's food also increases calorie intake. However, if you notice the menu labeling, you will probably eat less."

In their calculations, the researchers simplified their tracking of healthy versus unhealthy eating by watching consumption of pizza and pasta for the unhealthy items and salad for the healthy proxy. Among those who paid attention to menu labeling, calorie consumption from pizza or pasta was 294 calories less and calorie intake from salad was 154 calories more per meal.

All of this makes Grebitus more strongly convinced that menu labeling has an impact and should be supported but she also thinks it's not quite enough to turn the tide on obesity statistics. She calls menu labeling the first step and would add nutrition education as the second step. "What we didn't ask but could in a follow up study was why people didn't use the menu labeling," she says. "Was it because they don't understand what it means? Is it because they don't have context? Eating 1,000 calories probably doesn't mean much if you don't know that you shouldn't eat more than 2,000 a day."

Grebitus concludes that lack of awareness is the key problem. She'd like to see education to "change a person's perceptions and encourage more conscious eating" so people ask themselves if they're still hungry before taking that next bite or ordering the cherry pie after dinner. And, of course, she'd like people to pay attention to the company they're eating with, as well. "The people that we're eating with can influence what and how much we are eating. It's important that we are aware that this can happen – and rather ask our friends to support us making healthy food choices instead of making us eat more cake."

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IN FOCUS

Product and Service Update

••• data analysis

New geospatial data offering

IBM partners with Pitney Bowes

IBM has selected the world boundaries data from Stamford, Conn., business technology company Pitney Bowes to supplement the geospatial capabilities of the IBM Cognos Analytics and IBM Watson Analytics platforms. Geographic boundaries – like city or state borders – serve as the technical underpinnings for the alignment of data around specific location-based information of all types including demographics, mobile location data, customer data and more. The Pitney Bowes boundaries data that is built into Cognos Analytics and Watson Analytics applications is designed to help customers to ingest other geographically-relevant data for reporting and insights. Geospatial data is used in a host of different industries and can inform a range of decisions based on traffic planning, mobile marketing, tax forecasting, delivery optimization and more. The Pitney Bowes boundaries data provides information across global locations so that businesses and customers can make timely decisions as well as suggest the next-best action.



quirks.com/articles/2016/20161204.aspx

Access to this dataset offers coverage of over 240 geographies worldwide.
www.watsonanalytics.com

••• television research

Nielsen uses PPM to measure OOH viewing

Live through live +7

New York-based Nielsen plans to leverage its Portable People Meter (PPM) technology and panelists to measure out-of-home viewing for national television clients. Clients that subscribe to this service will receive audience estimates that combine in-home television viewing, based on Nielsen's National TV ratings panel, with out-of-home viewing based on its PPM panels.

The service will provide both program and commercial ratings (C3/C7) for live through live + 7 days of time-shifted viewing. Nielsen expects to launch this new service in April 2017 with data effective January 2017. Data back to September 2016 will be added shortly after launch.

The use of the PPM device, which panelists carry with them wherever they go, enables Nielsen to measure TV viewing that occurs in places like restaurants, bars, waiting rooms and airports. The out-of-home viewing will be based on data from over 75,000 PPM panelists across 44 local markets, enabling Nielsen to project out-of-home viewing in over half of U.S. population. Nielsen plans to provide subscribing clients with individual day data for program and commercial audience estimates on a weekly basis. While this new offering will launch as a stand-alone service, Nielsen plans to incorporate out-of-home viewing directly into its currency national television ratings at a later stage.

www.nielsen.com

••• cpg research

Data set from IRI and Research Now

Combines panelists with purchases

Chicago researcher IRI and Research Now, Dallas, have expanded their relationship to create a data set for the CPG industry. The enhanced capability combines 1.1 million of Research Now's consumer panelists with IRI's purchase-based data assets and predictive models to provide CPG marketers with insights into consumer motivations, psychographics, life stage and lifestyle characteristics, shopping behavior and media habits. This expansion of an existing alliance allows manufacturers and retailers to identify and target consumers and shoppers based on their predicted purchase behavior across more than 750 product categories and subcategories and nearly 9,000 individual brands, as well as their tendency to shop at specific retail outlets and banners. The expanded set of predictive models is designed to provide deeper analytics, better attitudinal-based insights, access to actual purchase behavior, the ability to predict which retailers will be shopped, and to find target consumers without having to conduct a sample survey.

www.researchnow.com

www.iriworldwide.com

••• customer experience

Path-to-purchase tool from Ipsos Marketing

Uses social media, qual and quant

Ipsos Marketing has launched LIFE Path to help clients understand and impact consumer choices along their purchase journey. LIFE Path aims to offer a holistic approach to path-to-

purchase understanding that involves social media intelligence, passive metering and qualitative and quantitative research so marketers can assess which touchpoints are most influential in generating sales.

The tool incorporates a suite of modules – executed in context – that aim to articulate the highest-opportunity paths with prescriptive guidance on what actions to take to drive changes in behavior at all points along the path to purchase. The solution is designed to provide an understanding of decision-making within a category, from purchase trigger to channel choice to final product selection.

LIFE Path uses proprietary analytics to uncover the influence of various touchpoints on driving sales. The modeling aims to reveal the impact of paid, owned and earned touchpoints and also advises clients on how the different touchpoints interact with each other. Clients can then use the touchpoint modeling to perform what-if simulations to optimize their marketing so they can target the right consumers, communicate the right message at the appropriate touchpoints and invest the right amount of money.

www.ipsos.com

●●● Briefly

■ Virtual Incentives (VI), a Fishkill, N.Y., digital reward fulfillment company, has launched its VI Now reward management system. The system has been upgraded with new features, such as a consumer-like interface that was designed for enterprise customers and a portal that provides control over every step of the process, including the recipient experience. virtualincentives.com

■ Business-to-business customer experience consulting firm Walker Information, Indianapolis, has released Walker ProactiveAlert and Walker TrendAlert, new analytic and technology solutions for the customer experience industry. Walker ProactiveAlert allows companies to forecast which customers may be dissatisfied and initiate preventative action. Walker TrendAlert is an early-warning system that uses and analyzes data companies are already tracking to trigger alerts at a strategic level while the issue is trending, allowing companies to proactively respond. www.walkerinfo.com

■ Nielsen, New York, and cross-cultural insights company EthniFacts have launched the Nielsen Intercultural Affinity Segmentation. The segmentation combines the Nielsen Homescan Panel with EthniFacts' CulturSort cross-cultural survey to understand the consumers who demonstrate that they can think, act and buy outside of their root culture.

www.nielsen.com
www.ethnifacts.com

■ Westlake Village, Calif., firm PureSpectrum has launched a marketplace for buyers and sellers of online sample, with strategic investments from Research Now and Critical Mix. The marketplace is now available and plans to roll out new features, support more countries and integrate new suppliers in the coming months. www.purespectrum.com

■ MFour Mobile Research, Irvine, Calif., has added fingerprint validation to its Surveys on the Go mobile application, allowing members to sign in to the app using their fingerprints. mfour.com

■ Warren, N.J., researcher Lightspeed has introduced eight new research capabilities across Asia, including Lightspeed AdTracking, Bulletin Boards, CATI, Facial Coding, Metering, Mobile Audience, Social and Video Appends. www.lightspeedresearch.com

■ Orem, Utah, firm Sawtooth Software has released Offline Surveys, which allows users to conduct Lighthouse Studio surveys without an Internet connection. www.sawtoothsoftware.com

■ Health care research and consulting firm Kantar Health, New York, has launched CancerLandscape, an oncology platform that allows health care companies to better understand oncology drug opportunities and the competitive landscape. www.kantarhealth.com

■ Google, Mountain View, Calif., has added Google Surveys 360 (previously called Google Consumer Surveys) to its Google Analytics 360 Suite. Google Surveys 360 allows users to create a survey, find a specific audience sample and generate statistically significant results. www.google.com

■ Canada-based qualitative research solutions firm itracks has completed its itracks GO platform, an online qualitative research suite. The platform hosts online qualitative software activities (itracks Chat, itracks VideoChat, itracks Board, itracks IDI, iMarkIt and Communities) integrated into one location. Also included in the platform release is VideoVault, a video analysis and reporting system for market research video and audio data. www.itracks.com

■ Toronto-based digital innovation company Delvinia has introduced Delvinia Custom Solutions, a group created to provide data collection solutions as the company aligns its consulting services with those of its other commercial offerings. Moving forward, Delvinia is realigning its digital strategy work under the Delvinia Innovation group. www.delvinia.com

■ Shelton, Conn., researcher SSI has rolled out SSI DataView, a project reporting tool and monitoring application that helps research companies and project managers monitor fieldwork and view survey results. www.surveysampling.com

■ Kantar Worldpanel, London, has launched a new consumer panel in Ivory Coast, Africa, operating via partnership with Kantar TNS (TNS RMS). The panel consists of 1,500 urban households, whose FMCG purchasing habits are tracked on a continuous basis. www.kantarworldpanel.com/global

■ MFour Mobile Research, Irvine, Calif., has added mobile targeting tools to its MFourDIY mobile survey platform, including Mobile Carrier Targeting, which targets respondents by their phone service provider, and Mobile Device Targeting, which targets panelists based on which device operating system they use. mfour.com

■ SERMO, a New York-based social network for physicians, has launched Social Surveys, a new research feature that uses the firm's traditional quantitative surveys with a social component that allows respondents to dialogue with each other on the SERMO social network about the study and related topics. www.sermo.com



Focus groups are still relevant – except when they're not

| By Walter Blotkamp

snapshot

Walter Blotkamp uses case-study examples to illustrate how to get more out of focus groups and other forms of qual.

Many years ago, an excellent marketing colleague returned from a class and told me we needed to do a discrete-choice study. When I asked him what topic he had in mind, he said “None” – just that we should be doing a study like this because it seemed everyone else was. I smiled not only because we actually had such a choice study planned but because it was another example of form not necessarily following function in research. My colleague’s desire to implement a new method was so strong it outweighed the most basic question for research: What is the purpose?

I was reminded of this during recent conversations about qualitative research. Amidst various postings and diatribes outlining bad experiences with focus groups, some clients have begun to wonder if focus groups are too “old hat.” Some have even suggested that Millennials in particular may not be as responsive to focus groups as they are to online approaches. At our firm, the nature of inquiry hasn’t changed with the advent of new tools. Just as when the printing press was invented the nature of writing did not change (distribution yes, writing no), the fundamental hows and whys that drive qualitative exploration remain intact. In our experience, perceptions of “bad data” from focus groups arise more from poor design/preparation/recruiting than from any inherent issues with

focus groups themselves.

In fact, we believe that we should be demanding more of focus groups and allow for the intuitive leaps they are best designed for. In recent years, industry desire for speed and definitiveness have led focus groups to sometimes act as substitutes for the quantitative research that is really needed. Focus groups can’t generate a path analysis of all behavioral components nor conclusively establish various preferences. But they frequently uncover potential drivers and needs states for which solutions can be developed and evaluated against.

We do not mean to suggest that other qualitative methods can’t create stronger client engagement – in fact, they often do. And that engagement is critical to insight generation and impact. But in our experience, people do not convey fundamentally different things in focus group settings than they do in other group settings. While nuances can be found and ethnographies can of course uncover behaviors that focus groups do not, such learning from multiple methods tends to be incremental, not conflicting nor redundant.

Always instructive to ask

The faster/better/cheaper mind-set is at play here as it is in all research methods decisions. We continue to recommend traditional focus groups where it makes sense to do so and bulletin boards, Webcam interviews, in-home interviews and central-location

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IDIs when they are the more appropriate method. In our experience, it is always instructive to ask how any other method is better than a traditional focus group to inform the business decision at hand.

In most cases, we find that tools such as Webcams and online bulletin boards serve as a replacement for in-person IDIs rather than a substitute for focus groups. That is, they are best suited when the nature of the inquiry suggests that one-to-ones are called for more than a group discussion. We recognize that with careful planning and skilled moderation, bulletin boards can create interaction among members but generally we find them to be less interactive than focus groups. If idea generation and point-counterpoint are central to the task at hand, we continue to find focus groups more appropriate and thus still a highly relevant approach.

For example, we recently spoke to teachers about new classroom materials. We could have posted the materials on a national online bulletin board but we instead spread them out across the table and had the teachers thumb through them. Discussing how they would or would not be able to use the materials both created evaluative feedback and uncovered new product uses and ideas. Here, the traditional focus group was not only relevant, it was unquestionably the best approach.

Actively engage

A common observation about online qualitative methods is that, in addition to wider geographic participation, more client team members can be involved without the cost of travel or focus group streaming. While this is a well-intended thought, it begs the question of whether extended team members actively engage when given the opportunity.

We recall an East Coast firm that went to the West Coast following other locations for research. As the West Coast sessions were winding down, a team member remarked that the West Coast sessions were particularly insightful and was trying to determine the reason. When it was pointed out that backroom observers were responding to fewer e-mails and had less personal home communications due to the time difference, it dawned on the team that the improved effectiveness for them was due largely to greater attentiveness and less “in and out” listening. The advantage that online tools offer for greater team participation is often not realized because “other stuff comes up.”

Expanded use


While the embracing of online qualitative tools is certainly warranted where appropriate, we are more excited about an expanded use of qualitative research. Somewhat paradoxically in this age of big data and

algorithmic prediction, getting ahead of the market can still mean getting into the heads of consumers rather than just trying to predict behavior from existing data. Increasingly, we have combined methods such as using in-home discovery followed by at-lab product use with the same sample. With rapid prototyping/design thinking, we have first used in-person and Webcam IDIs to discover process and gaps and then used online bulletin boards for evaluation/feedback on design iteration.

Such two-stage qualitative research has proven effective in generating better understanding of path-to-purchase and product usage. Whether combining observational data with focus group discussion or facility-based IDIs with home-based Webcam IDIs, we have cut wider swaths of consumer understanding.

In a recent example, we hosted a national online bulletin board where consumers discussed food preparation and we then held a traditional focus group with local bulletin board participants to discuss the experience combined with live food prep, creating a far greater process understanding than doing either alone would have. In this case, both traditional focus groups and traditional IDIs were integral to insight generation and foresight development.

Try demanding more

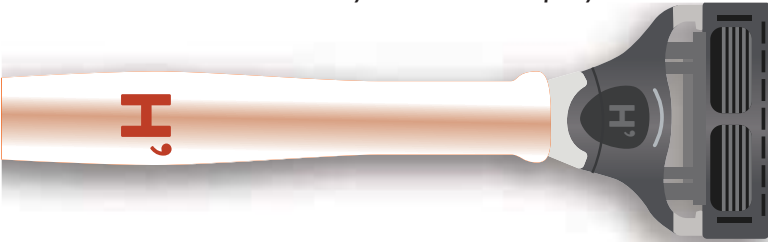
So, before relegating focus groups to the dustbin, try demanding more from them. As with all great research, it all starts by gaining sufficient clarity on the purpose of the research – not “What do we want to know?” but “Why do we want to know it?” Just as big data insights don’t end with the analysis of one data set and development of a never-changing algorithm, qualitative initiatives can often benefit from expanded inquiry beyond a single set of focus groups or IDIs to serve the purpose at hand. Such expansion creates greater confidence in those intuitive leaps that focus groups are best designed to create. 

Walter Blotkamp is vice president of MMR Research Associates, a Roswell, Ga., firm. He can be reached at wblotkamp@mmrresearch.com.

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CUTTING-EDGE QUALITATIVE RESEARCH

On-Location with Harry's In-Store Displays



Qualitative research is a little like homemade pie: It takes a long time to make, but man it's so good.

Market researchers have long valued qualitative research for its vividness, its uniqueness, its depth of insight.

"Numbers don't tell the whole story," said Rick West, CEO and co-founder of mobile research firm Field Agent. "Qualitative research offers a window into the customer's world that structured surveys simply can't."

But who, a harried researcher may ask, has the time? After all, qualitative research is time-consuming and labor-intensive.

According to West, mobile technology has greatly reduced the time and effort necessary to produce qualitative insights. His company, Field Agent, crowdsources over a million smartphones around the world to capture qualitative data, including photo and video, virtually anywhere, anytime.

"The smartphone," West said, "is a sophisticated research device with the built-in capability to capture all sorts of valuable qualitative data, and to do so both quickly and affordably."

But it's the smartphone's mobility that's the real game-changer.

"Qualitative research is not something you traditionally conduct on-the-go," explained West. "But customers take their smartphones with them everywhere. And where they go, we go, collecting qualitative insights along the way."

To illustrate, West pointed to his company's recent **in-store audit of Harry's endcap displays**.

●●● A Razor Sharp Display?

Harry's—that edgy, formerly online-only purveyor of razors and razor blades—is now selling its wares through Target stores across the country.

To mark the occasion, Harry's set up sleek, progressive-looking endcap displays inside Targets far and wide (pictured). Less than half the endcap is devoted to merchandise; the rest is all show.



AGENT PHOTOS

IN-STORE DISPLAY

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But the question is: Will Harry's unconventional display actually cut it with shoppers?

Field Agent deployed male shoppers to over 100 Super Targets, where they took pictures and described their perceptions of the displays.

These shoppers were particularly keen on the display's visual appeal; many specifically used the term "eye-catching" in their free form, qualitative responses. In the words of one 23-year-old man from Fishers, IN:

"[It] draws my attention toward the product. The design is sleek and modern and had great usage of eye-catching colors."

Most criticism centered on the lack of product information:

"...I think a space in it should have a description to motivate me to buy it," said a 38-year-old man from Naperville, IL, "Yes it's visually appealing, but what makes it so good?"

This audit demonstrates how smartphones combine capability and mobility to make qualitative research "easy as pie," West said.

Read the full Harry's display article.

Need fast, affordable qualitative insights? Field Agent is standing by.



case
study

••• qualitative research

Going with their flow

Digital qualitative methods yield in-depth understanding of the needs of practicing engineers

| By Lesleigh Campanale and Carole Schmidt

snapshot

The authors detail how their strong client-vendor partnership ensured the success of a project that investigated engineers' workflows and how the IEEE can fit into them.

The Institute of Electrical and Electronics Engineers (IEEE) is the world's largest technical professional organization dedicated to advancing technology for the benefit of humanity. There are more than 420,000 IEEE members in over 160 countries around the world, encompassing engineers, scientists and allied professionals whose technical interests are rooted in electrical and computer sciences, engineering and related disciplines. IEEE does a great job at meeting the needs of engineers working in academia, as researchers, but to grow the organization's value, IEEE recognized that it needed to do a better job of meeting the needs of practicing engineers, those who work in corporate settings.

So, we set out to learn about these engineers: How do they work? What are the processes they use to get things done? Where are their pain points?

IEEE initially explored this research question by conducting a survey and running a couple of focus groups. Sure, we gained some useful insights, but we found that the level of information we really sought was more subliminal, more about actual – rather than claimed – behaviors, something that was likely too granular for engineers to explain in a group setting. We really wanted to understand those innate behaviors that people engage in for getting their work done; the things folks “just do” without thinking when they're working.

Imagine that you want to understand how people eat lunch. If you ask people to explain how they eat, you might get responses like, “I drive to the pizza shop and grab a slice of pizza” or “I make a sandwich and eat it at my desk.” But that's really just the surface level, isn't it? How do you get people to tell you what they do not necessarily think about? That they habitually toast the bread for their sandwich first because they like that crisp bite when they eat it four hours after they make it. *Good!* That they hold a napkin in their right hand as they bite into that pizza slice to prevent the juice from running down their wrist and staining their shirt cuff. *Better!* That they always chew on their left side first, before their right.



quirks.com/articles/2016/20161206.aspx



qualification for the study, to introduce best practices for using the platform upon which the workflow mobile journals would run, to build personal intimacy and rapport with the participants (in spite of the online collection method) so engineers knew their efforts were valued and, finally, to convey our high standard to capture granular detail that will uncover those subtle influences and latent behaviors in the day-to-day workflow engineers may not be aware of. Respondents were also incentivized with cash, paid after their journals and the subsequent interview were complete.

Smartphone mobile journals to capture multiple workflow occasions throughout the day, “in the moment,” when and where they occurred, whether it was in planning, research, design exploration or collaboration, etc. Doyle programmed the journal to refresh after each journal entry and post an alert. This alert reminded engineers to record their workflow experiences as they happened and the refresh allowed engineers to report up to four workflow practices each day, over the course of four days. Engineers used text, photos, audio and video (where it did not interfere with privacy/IP protections) to record “what I’m doing right now and how I’m doing it” with prompts for details. This journaling frequency was selected to enable the observation of a variety of workflow experiences while not being overwhelming to participants. As is the case with all depth research, some engineers recorded more workflow practices than others and some in greater depth but all participated fully.

A one-hour post-journal Webcam interview was conducted with each practicing engineer, about a week after journals were completed and reviewed. During these one-on-one interviews, Doyle’s moderator and the engineer together explored Doyle-noted observations, clarified attitudes and behaviors captured in the journal to understand drivers behind them and explored the perceived relevance and usage of IEEE in the engineer’s day-to-day workflow.

Four emergent workstyles

Doyle identified four emergent engineer workstyles (within the original segment that IEEE wanted to explore) that led to the development of a target persona for corporate engineers, an exciting and particularly useful surprise for

Bingo! Now we’re in business!

This was the type of challenge that IEEE brought to Chicago-based Doyle Research. Doyle’s prompts helped IEEE drill down to identify and define the problem more specifically, revealing the core research objectives:

- **Workflow content.** Identify the types of information most valuable in solving engineering challenges. Additionally, what are the terms engineers use when defining the components of their workflows?
- **Workflow process.** Explore how information is sourced. What tools are employed to use information and move through the workflow process? What human or non-human influences are most impactful? How is information shared? When and how is information stored? How do engineers re-access information? What happens to information when projects are completed?
- **Role of IEEE among practicing engineers.** How do practicing engineers view and value IEEE? What types of experiences do they or have they had with IEEE? What opportunities are there to make IEEE more relevant in their everyday practices?

Grounded in real behaviors

IEEE and Doyle Research carefully determined and monitored screening criteria to not only find practicing engineers in corporate environments but those active in the design and research stages of project work. This mindful decision ensured that the behaviors observed, the pain points noted and the insights gained around practicing engineer workflow were grounded in real, not claimed or recalled, behaviors.

From the start, Doyle Research executed the project fully online, to be consistent in interactions while making it convenient for engineers to participate. The project’s data collection consisted of three components:

Pre-mobile journal Webcam interview to confirm participant

IEEE. With a more thorough understanding of practicing engineers' workflows, Doyle discovered numerous inefficiencies and pain points, some of which have produced opportunities for new IEEE products and a series of wireframes against which to test product concepts. IEEE considers this study to be one of its most impactful; the insights are used every day to bring key learning to various departments and to assist in product development.

True collaboration doesn't end when the report is issued. At the close of the project, IEEE and Doyle examined the workflow of the project to identify the attributes that made this collaborative research effort so successful.

Flexibility. IEEE initially requested focus groups with engineers to explore the workflow topic, hoping to identify patterns in emergent discussion, but the team realized that the granularity of engineer practices being sought required a more personal approach. IEEE's team was open to a newer methodology – mobile journals – to more successfully answer their research questions.

Trust. IEEE had to trust the professionals they worked with at Doyle when they were presented with a new methodology for collecting information. Doyle conducted demonstrations of the Webcam and mobile platforms and involved IEEE in the interface with each method to build team confidence in the methods used.



Continuous contact with authority. Commissioning Doyle Research allowed IEEE to step back from the logistical management of the project and enabled the IEEE team to be more involved in the content of every activity in the project, critical to obtaining actionable insights. IEEE staff participated in weekly standing meetings with Doyle to keep the entire team updated and moving forward. The IEEE provided quick feedback on recruiting tools, guides, interviews and reports, having the authority to make decisions without delay. The IEEE team members observed nearly every interview and debriefed with Doyle afterward to utilize the learning for each subsequent interview. Finally, Doyle made transcripts of the mobile journals available in real time so IEEE could log in and review practicing engineers' raw text, photo, audio and video responses when most convenient to do so.


Project champion. Because she expertly spoke two "languages" – "research" and "engineer" – IEEE's internal research manager (Lesleigh) was autonomously able to authorize many project decisions, which kept the project moving forward as rapidly as possible. This was especially effective because Doyle Research had not previ-

ously conducted mobile journals among this particular audience. Lesleigh served as liaison and ambassador to IEEE's product development team and senior management, keeping IEEE engaged, passionate about the project and well-informed about its progress and emergent learnings.

Iterative spirit. A valuable part of this longitudinal research effort was in applying research learning gained to subsequent interviews and journal follow-up, helping us dig deeper to understand the "hows," that is, the specific steps, tools and compensating behaviors practicing engineers use in getting the projects they work on done.

Collaboration. The IEEE team remained patient and collaborative at each phase of the research to allow Doyle to synthesize the more than 45 hours of practicing engineer workflow data (text, photos, audios and videos). Doyle Research distilled the data for insights, then translated those insights into actionable implications and recommendations for IEEE. The team reviewed and refined the research findings together and jointly prepared for its exposure to and discussion among the larger product development team.

Used nearly daily

Every researcher's worst nightmare is that the work they do will end up on a shelf somewhere, collecting dust. This is not the case for the research project conducted for IEEE with Doyle Research. The study, *Unveiling The Secret Life Of Practicing Engineers*, has been used nearly daily by the IEEE product development team. The learnings continue to be shared throughout the organization. Further, the principles of a successful partnership (flexibility, trust, continuous contact with authority, project champion, iterative spirit and collaboration) are engrained within the IEEE research and Doyle Research team cultures and will continue to be applied in future projects together. 

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Closer than ever

Improving ethnography through the use of digital techniques

| By Amanda Ford

snapshot

Amanda Ford looks at the array of technology-based tools available for observing and learning about consumers.

As a marketing researcher you may have conducted ethnographic research in the past to uncover insights about a consumer's use of a product or service. While ethnography is the traditional term for this method, you may have heard this type of research referred to by other names such as consumer safaris or contextual observation. However, at the time of your research engagement, you may have been limited to when or where the observation could take place, who or what you could observe or the length of time you could observe. As advancements in technology continue, researchers are exploring new digital techniques to enhance their ethnographic research. These digital techniques have the potential to change the way we think about and conduct ethnographic research.

The term "ethnography" emerged in the 1920s as a word to describe the practice of systematically studying human cultures and behaviors by observing people in their natural setting for days,

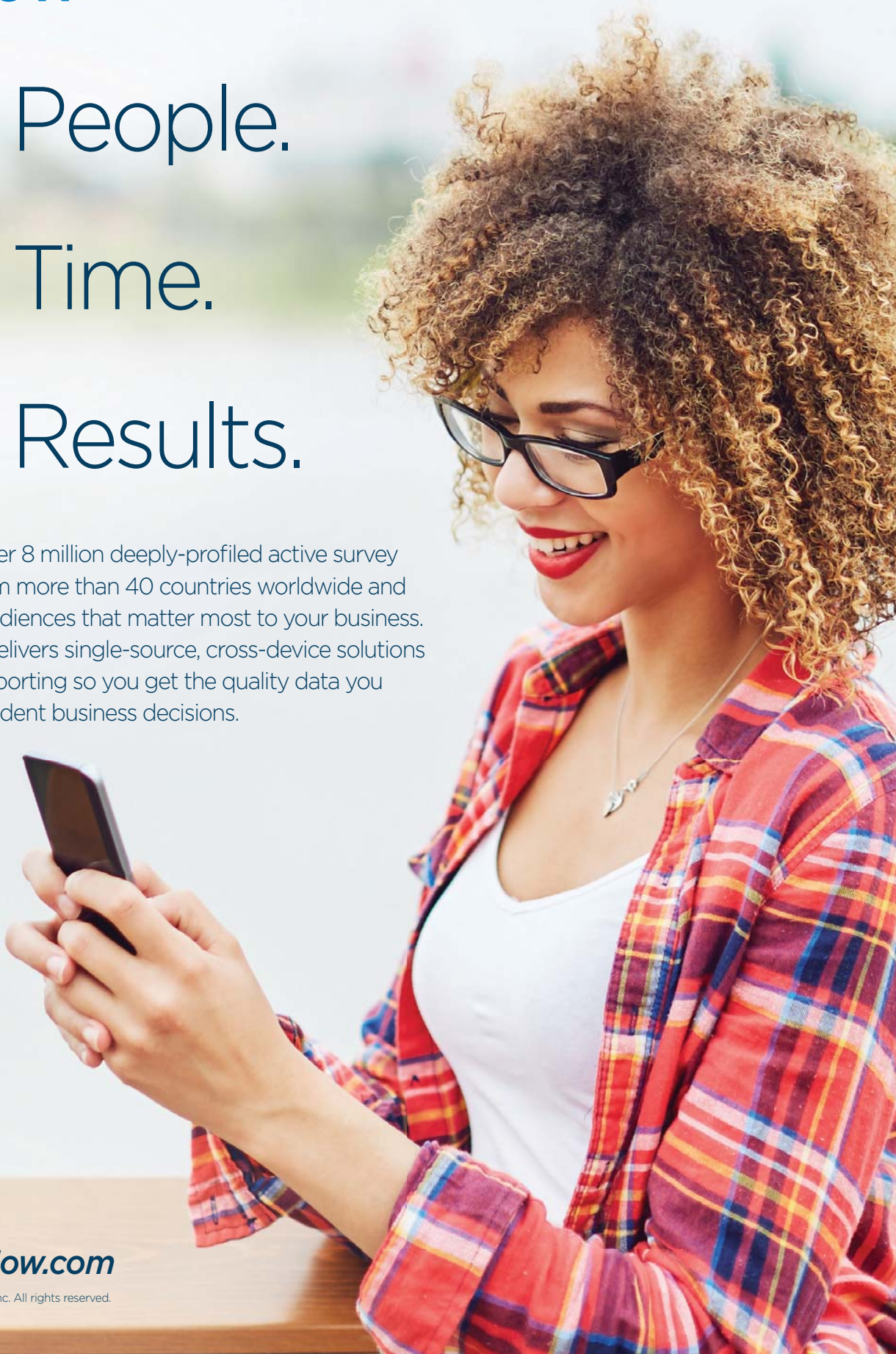


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weeks and sometimes years.

Today, in marketing research, ethnography is often used as an alternative to traditional face-to-face, in-depth interviews. It is used to gather insights for product and service development and improvement initiatives. This observational research approach involves listening to and observing consumers in a natural setting for as little as an hour or up to several hours, depending on the nature of what the researcher is trying to observe. The technique can yield important insights into how consumers use and interact with products and services – insights that may be overlooked in a traditional face-to-face interview. Ethnography is an effective way to uncover important insights and latent consumer needs to drive business decisions or innovation strategy. These latent needs are often difficult for respondents to articulate in traditional research. In some cases, these needs may not have even been realized by the respondents yet. Through observation, ethnography helps make these latent needs more pronounced by putting the respondent in context of the product or service, allowing the researcher to probe and explore the needs in more detail.

This article provides an overview of digital techniques that can be used to enhance your ethnographic research and insights. Incorporating these digital techniques may also address some of the limitations of the use of traditional ethnography in market research.

Variety of methods

Digitally-enhanced ethnography uses a variety of online research methods or digital techniques to help collect data from respondents. Incorporating digital techniques into your ethnographic research enables the study of consumers of a product or service through the use of computer-mediated social interaction or communication. This computer-mediated social interaction can include the use of smartphones and Webcams as well as online diaries, forums and communities.

The beauty of incorporating these digital techniques into your ethnographic research is that doing so makes it possible to accompany consumers in many different real-life situations in order to aid in contextual observa-

tion that otherwise wouldn't always be possible due to time, budget, geographic or even recruiting constraints. Researchers can even communicate with the consumers in the moment to gather insights that may not be available out of context at a later point in time. Researchers can either be non-participant observers or become involved in a way that encourages or steers conversation.

There are many benefits to incorporating digital techniques into your ethnography. Below are the top benefits of digitally-enhancing your ethnography when compared to traditional ethnographic practices for market research:

Cost and time savings. Conducting traditional ethnography can be costly and time-consuming. Typically, there are costs to recruit and incentivize respondents. Associated travel expenses can add up quickly too, particularly if the researcher must travel to multiple locations to conduct the ethnographic research with a sample representative of the target market. By incorporating these techniques into your research, you can reduce or even eliminate travel and time expenditures.

No need to co-locate respondents or researchers. Likewise, incorporating these digital techniques helps bring respondents and researchers from different geographic locations together electronically. Online research can allow researchers to access hard-to-reach respondents and can bring together respondents for research in ways that may not be possible with traditional ethnography due to budget constraints or recruiting challenges. For example, while it would be difficult to recruit respondents who all shared a rare disease to a focus group or in-person interview, the ability to recruit these respondents from multiple locations and still bring them together online can be highly beneficial. By incorporating video, photos and other multimedia into the online discussion, the researcher gets a virtual front-row seat to a respondent's experience with a product or service or their daily habits or experiences.

Extended field observations. While spending multiple hours or days with respondents is typically not practical with in-person ethnography, digital techniques allow researchers to study a consumers' habits or attitudes

	Ways to Incorporate Ethnography	Benefits	Drawbacks	Best Uses
Mobile Ethnography	Use geo-location surveys; SMS texting or mobile cameras to collect real-time contextual information (e.g., asking respondents to text pictures of a grocery item or shelf when shopping).	Provides real-time contextual data; eliminates the need for memory recall; generates visual content (i.e., video and pictures) that can be used to illustrate findings in deliverables; allows observational research, even when the research is conducted remotely.	Respondent must have a smartphone with Internet access and a mobile camera.	Researching consumers in very specific location (e.g., patrons of a specific store or regional coffee shop).
Online Diary or Journal	Online diaries can be used as a homework assignment to collect video, photographs or other media. Further, this allows the researcher to capture an everyday task or use of a product or service in real time. Encourage use of photography and even video/Webcam entries throughout the research for richer contextual insight.	Ability to conduct research over an extended period of time; respondent can log in at their convenience; provides researcher ability to probe respondents for further detail; allows observational research, even when the research is conducted remotely.	Takes time and money to recruit qualified respondents.	When studying a product with an extended usage cycle; researching low-incidence target audiences; or conducting research in which anonymity will encourage more candid feedback, i.e., sensitive topics.
Online Community	Rather than relying only on respondent commentary, ask respondent to also post a video or photo to help illustrate their comments and responses to researcher probes. Encourage use of photography and even video/Webcam entries throughout the research for richer contextual insight.			

ethnographically over an extended time period without interrupting their daily life. Doing so allows researchers to study a consumer's full routine or usage cycle from start to finish, rather than only seeing a piece. Respondents can typically log in to the online tool, such as an online discussion board or forum, to provide feedback asynchronously at a time that works well for them. Extended dialogue can also result in greater creativity and better thought-out contributions. In this format, respondents may feel they can more freely express their feelings and opinions than when speaking directly to a researcher in person.

Anonymity. These digital techniques also allow for increased anonym-

ity of your research subjects by reducing the need for respondents – or even researchers and their subjects – to meet face-to-face. This can foster more honest and creative contributions – especially advantageous when researching sensitive topics such as feminine hygiene, obesity or incontinence. Instead of pictures or real names, respondents can use avatars or user names to preserve anonymity. This allows for more candid feedback on topics respondents may not otherwise feel comfortable discussing with each other.

Benefits and drawbacks

With all the digital tools on the market today, you may be wondering which digital method is the best method to

enhance your ethnographic research. Here are some of the most common methodologies to incorporate into your ethnography (see chart), as well as their benefits and drawbacks.

Mobile ethnography allows researchers to elicit real-time thoughts, feelings and attitudes through the use of mobile technologies, such as a smartphone. Today almost everyone carries around a phone, allowing access to respondents on-the-go, at home, at work or in-store. This access provides insight into how consumers shop or even how they use a product or service. Using mobile ethnography, consumers are asked to respond to prompts, survey questions and polls with user-generated photo and video.

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Webcam interviewing can also be used for richer, real-time contextual insight into the life of a consumer.

One form of mobile ethnography gaining traction is the location-based survey, also known as a hyperlocal survey or geo-intercept. When a user is in the vicinity of a location of interest, a mobile survey will be available for your respondents to complete. For example, if looking to conduct research with patrons of a coffee shop, using geo-targeting, respondents who are nearby are notified that a survey is available. Researchers can then obtain real-time, on-the-go feedback without respondents needing to later rely on memory.

Using **online diaries or journals**, researchers can gain deeper understanding about consumers' routines, habits or attitudes about a given product or service. The researcher posts daily tasks or questions that must be answered by respondents using free-form open-end responses, pictures, mobile uploads, Web site links, video/Webcam diaries and more. Many different forms of online diaries exist that support desktops, laptops, tablets and even mobile capabilities.

Using the online tool, a moderator can observe and review the diary entries from a remote location while collecting the data and artifacts from the respondent. The moderator can probe to gather additional detail from the respondent when needed.

In an **online community**, participants are recruited to an online forum or bulletin board to discuss a product, service, shared interest or experience. Just as in online diaries, respondents are questioned by a moderator. The researcher facilitates and prompts discussion through the posting of probing questions. Ethnographic techniques can be incorporated by encouraging sharing of concept images, videos, Webcam entries, etc., while the researcher observes remotely. To avoid bias from other respondents, conversation can be closed so only the moderator can see respondent posts or kept open where respondents can interact, exchange ideas, question one another or brainstorm together. Participating in open online communities tends to create a positive experience for partici-

pants who share common interests.

A similar form of online research, often referred to as netnography, is a variation on online communities. According to Robert Kozinets, netnography is a qualitative research method using immersive techniques that allow the researcher to enter the consumers' online conversations non-obtrusively. That is, this form of ethnography uses observations in a context not created by the marketing researcher.¹ Instead, insights from your target audience are extracted from already-established communities, review sites and forums, without any probing or additional input from the researcher.

Depends on many factors

While there are clear benefits to adding digital techniques to enhance your ethnographic research, deciding which techniques are best for your research depends on many factors, including: the objectives; the product or service being studied; budget; timeline; target audience; and even client preferences. And while there are clear benefits, I wouldn't say this form of ethnography is superior to in-person research. Instead, it's often best to combine traditional in-person research, such as in-depth interviews and in-person observation, with these digital techniques. For example:


- Online communities or diary entries can be a great tool to provide prompts and prepare respondents for in-depth interviews or focus group discussions.
- Online diaries can be used as a homework assignment prior to in-person interviews to prepare the moderator with key follow-up questions.
- Photos or video submitted during mobile ethnographies can help illustrate findings in deliverables.
- Online diaries or communities can be used to give greater context to the use of a product or service that happens over an extended period of time or in multiple phases (e.g., an interior painting project).

Finally, while these digital techniques certainly can benefit and enhance ethnographic research, like

most research, consider the following limitations:

- Be wary of extrapolating results or findings to the general population unless you have been careful to recruit a representative sample of participants to your study.
- Because of the digital nature of the research, remember that all participants must have access to the Internet and be technology-savvy in order to take part in a digital ethnography. It may be more difficult to recruit demographics that may not be as comfortable with the technology needed. Additionally, some populations may have difficulty using a computer, such as in a medical study requiring participation from respondents with arthritis. In these instances, this methodology may not be the best option.
- Likewise, some populations may not typically access the technology needed for a digital ethnography as often as others, making engagement challenging. For example, construction workers are often working outside or on job sites without access to a computer or Internet for many hours at a time. Before deciding on your research methodology, think about who you'd like to involve in the research and if they typically access a computer often enough to participate as much as is required by the study.

Consider all benefits and limitations

As with any research method, researchers should consider all the benefits and limitations when deciding if digitally-enhanced ethnography is right for their research. Employed properly, these digital techniques can be creative and effective research tools to capture latent consumer needs that can be used to further drive innovation and important business decisions. 

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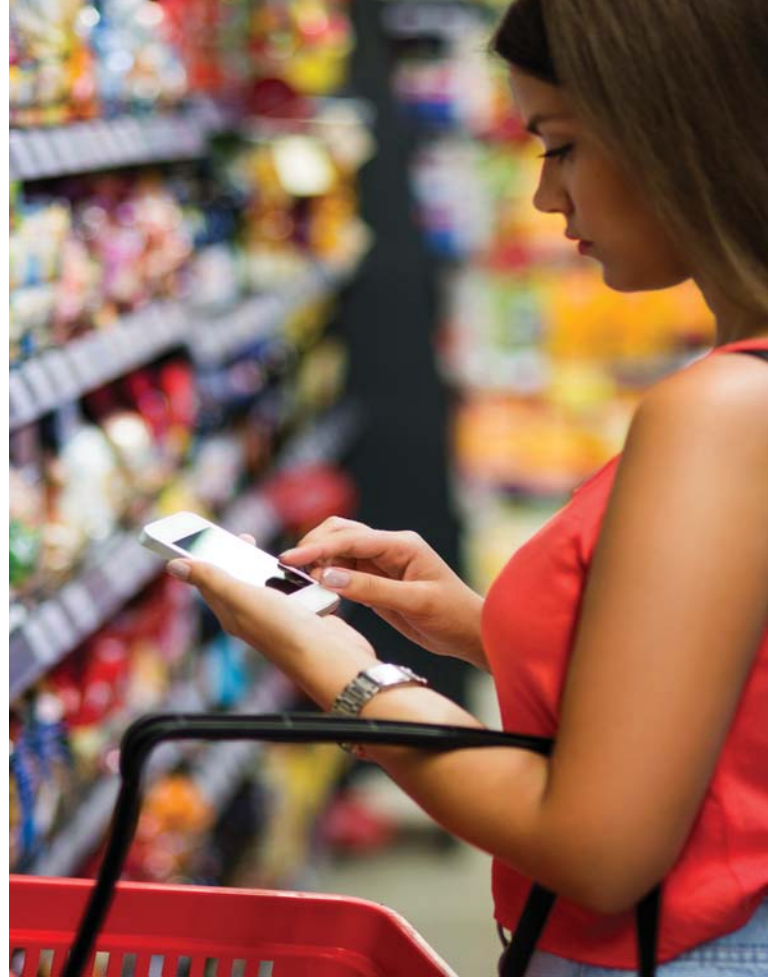
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••• qualitative research

Into the wild

Conducting research in the purchase environment

| By Kelly Heatly and Jill Matthews



snapshot

The authors explore strategies for how to conduct, and get the most out of, on-site research.

Understanding buyer behavior; exploring purchase motivations; evaluating product concepts. Ideally, meeting these research objectives involves observing and talking to consumers within the purchase environment – in the moment, on the scene.

How does a brand perform at point of purchase, in its retail habitat? Marketers and researchers alike have become accustomed to answering this question in a structured setting, away from the purchase environment, such as a research facility, online discussion board, via Webcam or by phone. With widely-used mobile technology at hand, a good dose of know-how and more than an ounce of courage, qualitative researchers can step out of the comfortable facility and into the wild with consumers, where their reactions, behaviors and attitudes count most.

This article focuses on when to take qualitative research into the wild and how to approach the overall design. Into-the-wild research, herein referred to as in situ research – meaning, on-site research – is conducted specifically within the purchase environment, where products and services are selected, experienced and/or purchased by consumers, excluding online or in-home environments. In situ research includes shop-along interviews, small-group discussions and observational research led by a moderator. In situ research can also capture consumer behavior when the moderator is not present, via mobile technology tools.

See firsthand

In situ research has a distinct advantage over other research methodologies in that it mirrors real-life variables and influences in the environment: staff interaction, visual merchandising, sensory components, store traffic and the presence of other shoppers. Additionally, depending on the category, in situ research provides an opportunity to see firsthand how shopping companions, such as kids or partners, influence the shopping and purchase



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decisions. This approach helps clients understand what targeted consumers see, hear, smell, touch and feel in the actual environment.

Overall, in situ research is most appropriate when brands need to gain insights at the point of purchase. As a rule of thumb, if a brand, product or service cannot be easily or logically separated from its environment, then in situ research is the ideal approach.

If research objectives involve evaluating consumer packaged goods or other tangible products, then there is inherent risk in gathering consumer insights outside of the purchase environment. How authentic are the findings? For example, consider the consequences of evaluating a new package design in a traditional facility when, in reality, the product will always be observed on a shelf in a grocery store among the competitive set of products.

If the study is focused on a multi-faceted service experience such as a restaurant or entertainment venue, then key elements and influences are very likely to be missed if talking to consumers outside of the environment. Plus, behavior, attitudes and perceptions are based largely on recall of past experiences without the stimuli of the actual environment present. For example, tasting new menu items without the restaurant ambiance, aroma, music and presentation of the meal on plates served by wait staff may or may not accurately reflect

“real” consumer preferences.

When deciding to go in situ, researchers should think about the following:

- Are research objectives directly related to consumer choice of products and services in a retail setting?
- How and where does the consumer interact with the product at point of purchase?
- Can the product or service experience be replicated in a focus group facility?
- Can you feasibly conduct the research in the purchase environment, even if inconvenient or challenging?

Following is a set of guidelines for determining whether to take studies into the wild or into a different setting.

Consider going into the wild for:

- studies that seek to understand the shopper purchase path;
- studies that explore the consumer/shopper experience in a retail setting;
- store layout and visual merchandising tests;
- product concept, packaging and shelf design tests, depending on scope;
- taste tests for food and beverages served in restaurants.

Consider another method for:

- advertising research;
- extended product usage or usability tests;
- taste tests for packaged food items;
- studies exploring a broad category of products or topics not found in a single environment;
- when a large sample size is required;
- when access to the purchase environment is restrictive;
- when a large client team must be present.

Extra bonus: Conducting research in the actual purchase environment often reveals insights about consumer behavior and environmental elements beyond the study objectives, a nice value-add!

Approaches for taking research into the wild

Broadly, we categorize in situ research into studies where the moderator is on-site and studies where the moderator is online, behind-the-scenes in order to make the study successful.

Moderator on-site: These studies include interviews, focus groups, shop-alongs or other methodologies where the moderator is in-person with the respondent(s) in the purchase environment.

Moderator online: The rapid growth of mobile qualitative research, with smartphone usage and platforms to support this relatively new industry, has resulted in a huge opportunity to gain insights in situ with the moderator leading the project virtually.

Moderator on-site: In-person with respondents

In situ studies where the moderator conducts research on-site generally allow for greater depth of discussion with respondents, allowing for ample opportunities to observe behavior and dig deep in the moment.

In situ research with a moderator on-site has several key advantages:

- The moderator can ask probing follow-up questions to clearly understand the respondent’s point of view.
- Behavior and decisions are made in the actual purchase environment not based on memory/recall or on a simulated or mocked-up representation.
- The moderator can observe the

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respondent in the environment along with external influences present in the overall environment.

- The moderator can control the research flow and structure, ensuring all research objectives are met.

Study design. Designing an in situ study where the moderator is on-site requires meticulous planning. Plan the details: In what type of environment will you conduct the study? In which markets? What retail channels make sense to meet objectives? How will the schedule run considering length of interviews and store traffic patterns? What methodology works best – individual depth interviews or small groups? What is the best way to recruit respondents and boost show rate? How will you capture findings? Be creative and flexible; develop a plan that accommodates the specific purchase environment while meeting research objectives!

Recruiting respondents. Like any study, in situ respondents should represent target consumers. Screening questions must be thoughtfully designed to ensure the desired respondents participate in the research. Beyond demographic qualifications, consider screening for retail visit frequency, competitive set loyalty and category or brand attitudes. Ensure that respondents are willing to participate in a study at a retail setting, which is typically not a deterrent.

There are two recruiting options for in situ research: traditional pre-recruiting to the purchase environment (store, restaurant, venue) and intercept-recruiting in the purchase environment.

Pre-recruiting. With this approach, respondents are recruited in advance of the discussion, similar to recruiting for studies in traditional facilities. Respondents meet the moderator at a specific location in the test environment such as a grocery store, restaurant, health clinic or music festival. The research discussion takes place in a single location or multiple locations such as a client store plus a nearby competitor store.

Choose your recruiting partner carefully, as the recruiter must not only find targeted respondents but also be detail-oriented in communicating logistics associated with meeting a

moderator outside a traditional facility. Recruiting instructions should clearly state where to meet (store address and specific meeting spot), what to expect on-site and how the incentive will be paid.

Intercept-recruiting. Recruiting respondents on-site at the time of research creates the most natural setting by talking to authentic consumers who are truly “in the wild” and likely new to research participation. Customers are approached before, during or following a purchase or brand experience.

This method can be an effective way to control budget by eliminating recruiting costs, especially if respondents are difficult to recruit (i.e., attendees at a music festival). The trade-off is the inability to target specific segments of consumers based on specific criteria (i.e., demographics, brand loyalty). Consider pre-screening upon approach for elements such as product usage, demographics or store visitation, using caution not to dishearten a customer who does not qualify. In general, if research objectives do not require in-



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depth discussion and can be conducted quickly, such as a taste test, then intercept recruiting works well.

In field. Before conducting an in situ study, the moderator should think through all elements including the flow of the interview on-site; what to wear and carry; how to present stimuli; how to capture notes and audio/video; and how to involve the client.

Because a “live” environment includes many variables and moving parts, the moderator should always have a backup plan. Examples include backup respondents (over-recruit), alternative locations and fluid methodologies or approaches. If something unexpected happens on-site – and it will – then having a Plan B keeps the study moving in a successful direction.

Ground rules and considerations:

- Strategically choose locations that represent the company or broader market with regard to customer profile, traffic level and layout/design.
- If the interview will be conducted standing or walking, screen for the respondent’s willingness and ability to participate or plan for alternate accommodations.
- Consider interviewing two or three customers who are shopping or visiting together and who typically do so (i.e., spouses, friends). While the dynamics of the dyad or triad can yield rich insights, be prepared to allocate more time for the interview and pay all equally.
- In advance of the in-field date, the moderator should attempt to walk through the environment at the same time as the scheduled interviews to get a sense of store layout, customer traffic and presence of employees. Capturing observations during these advance walk-throughs is also beneficial to the client team, both to set expectations up front and to gain additional insights.
- The moderator and research team should identify themselves as independent researchers to encourage candor.
- Develop a clear plan for client involvement or participation. Since the environment is vastly different from a focus group facility viewing room, additional planning must be taken to involve clients as appropri-

ate without disturbing the conversation or making respondents feel uncomfortable.

- Attitude is key. You have to go into in situ research knowing that things could likely happen beyond your control. Have a backup plan and remain calm!

Case study: Family entertainment center maps guests’ “fun” journey

A family entertainment center company wanted to better understand how current and competitors’ guests perceive the brand experience including attractions, value proposition, ambiance, food/beverage offerings and service. Respondents were pre-recruited for the interviews – 10 centers in four different markets – and invited to bring anyone with whom they would normally visit a family entertainment center, typical of an actual visit. The 60-minute interview included a pre-work assignment and time spent with and without the moderator. Respondents received a cash incentive at the conclusion of the interview. The moderator recorded notes, photos and videos from the interview for a final presentation to the client, rich with new insights.

Case study: Fast-casual restaurant tests new menu board on-site

A fast-casual restaurant wanted to update its menu board to achieve a modern, streamlined design that showcased more items while speeding up the order process. The new menu board was installed in the store and compared alongside the current board. Customers were approached upon entry to the restaurant and invited to participate in a 10-minute survey in return for an instantly-redeemable gift card. Each respondent completed a ratings questionnaire followed by a brief qualitative interview to understand ratings and elicit ideas for menu board enhancements. Time spent ordering was recorded for each respondent from start of approach to menu to placing an order. In-store elements such as waiting in line, lighting, other store signage, loud music and involvement of the cashier in the ordering process were crucial to understanding how the new menu board worked. Added

bonus: the customers appreciated being asked to provide their opinions, reinforcing brand loyalty.

Moderator online: Mobile tools in the environment

With 72 percent of the U.S. population owning a smartphone (Pew Research Center 2015), there is significant opportunity to capture shoppers’ impressions and purchases while already in-store on shopping trips, directly from their points of view.

By leveraging mobile platform partners, you can tap into a panel of consumers who have opted in to be potential respondents. Each panel member has a special mobile app loaded on his or her phone, ready for a potential study. Some mobile platforms work best for one-time surveys, while other platforms shine at documenting an entire experience or a series of purchases. Matching the right platform based on study objectives for desired output is critical when determining methodology.

Mobile qualitative research has several key advantages. It:

- provides feedback in the moment while on an actual store visit (not scheduled);
- allows quick turnaround from survey launch to data collection;
- enables a larger, more cost-efficient sample size than in-person interviews;
- draws from a nationally representative or targeted geographic area quickly;
- eases the challenge of finding qualified respondents for low-incidence categories; and
- enables respondents to answer anonymously, not face-to-face – ideal for sensitive topics.

A major downside to using a mobile qualitative approach is the limited opportunity ask follow-up, probing questions to better understand the respondent’s feedback.

Recruiting respondents. Like other studies, the goal is to recruit respondents that represent the target consumer. Unlike in-person studies, recruiting for a mobile study requires extra care in screening in order to validate qualifications of an unseen re-

spondent. Mobile in situ studies require specialized recruiting by a partner experienced in recruiting for mobile qual studies. Many partners have panels of consumers equipped with the proper smartphone technology and proficiency in using it for this type of study.

In field. Once recruited into the study, respondents answer questions during their shopping or visit experience using their own mobile device. Their responses are uploaded electronically and the researcher can review responses, including photos and videos, from a designated portal.

Ground rules and considerations:

- The research team should carefully design the study and test the app several times to ensure the logic follows the desired objectives.
- Consider multiple types of survey questions to gain a range of insights and feedback. Examples include closed-end, multiple-choice or yes/no questions; open-end questions with short responses (very few will type a paragraph from a smartphone when shopping); and photos and videos. Varying the types of questions will also keep respondents engaged in the survey to prevent burnout.
- Include a survey question asking respondents to take a selfie of themselves with the products they intend to purchase. This helps to personalize respondent feedback, shows the face of the brand's consumer and validates each respondent's stated purchase.

Insights analysis. Upon completion of data collection, the research team will have a mountain of data to analyze. With a mix of closed- and open-end questions, along with photos and videos, analysis of insights can become a daunting process often experienced with other online studies, depending on project scope. While the time in field may be relatively quick, the research team must set reasonable expectations with regard to data analysis and the time required to deliver an insightful and actionable report.

Think "and" not "only." A mobile in situ approach works well as a supplement to in-person shop-along interviews in order to gain further breadth

of insights and boost up the sample size. A hybrid on-site/online approach allows the moderator to engage respondents in deep in-person discussions combined with added context provided by a larger sample of mobile respondents focused on key areas. Consider conducting the mobile qual phase first and then cherry-picking the "best" respondents for the second in-person phase, as appropriate.

Case study: CPG brand explores in-aisle behavior

A private company that manufactures a low-incidence packaged food product wanted to understand how category shoppers make decisions in-aisle. We partnered with a mobile survey provider and easily sourced 50 shoppers from all over the U.S. to understand their reactions during real-time shopping visits.

How it worked: The platform uses geolocation to identify potential respondents who may be in the right place at the right time. When panel members entered one of the specified retail locations during the span of the study, they received push notifications inviting them to participate. Upon opening the app, each panel member was screened for validation of store location, intent to purchase the category of interest (masked in a list of several categories) and other questions related to shopping habits and demographics. Once qualified,

each respondent headed straight to the aisle to complete the mobile survey. All surveys were completed within a few days. Insights were instrumental to the client, providing direction on shelf set merchandising, packaging design, brand perceptions and product elements. Additionally, the client learned about regional differences that will help them in their sales story to the retailer.

Step into the wild

In situ research is not a new concept; it is simply underutilized by many researchers who have never ventured out into the wild or who lack the experience or willingness to try it. In situ research is just one methodology, conducive to being a part of a hybrid approach required to meet objectives. As qualitative research evolves with the fast growth of mobile technology, the opportunity to take research into the purchase environment becomes easier, more standard and an ideal approach in many cases. The purchase environment awaits, so step into the wild and enjoy the adventure! 📍

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●●● health care research

Testing, testing

Study looks at the future of clinical trials in China

| By Cliff Echols



snapshot

A marketing firm turned to an industry journal to find respondents for its surveys on clinical trials in China.

Interest in China has always been high, especially in biopharmaceuticals, but companies in a variety of market sectors aimed at drug and medical device development are drawn to China for the opportunities represented by its steady growth in international clinical trials. Because market research designed to help companies understand and profit from the Chinese clinical trial industry is in demand, it was a natural topic of interest for an ongoing research partnership between *Applied Clinical Trials*, a peer-reviewed magazine, and SCORR Marketing.

The China Clinical Trials Survey Report 2015 was undertaken to gather input regarding the size, strength and future of clinical trials conducted by non-Chinese companies in China. To address this question accurately, the first hurdle was to qualify a body of survey respondents who would be in a position to influence or at least to know their companies' intentions regarding current and future participation in Chinese clinical studies.

By the nature of its content, it can be assumed that virtually every reader of *Applied Clinical Trials* holds some position of interest or authority in conducting clinical research. So solely by virtue of the distribution list – subscribers to the magazine – the survey was able to take a significant step forward in data validation and integrity. By beginning the survey with questions to determine the respondents' positions relative to decision-making regarding their companies' participation in clinical trials in China, we were able to establish a respondent base well-qualified to provide valid answers. The final panel included respondents from international pharma companies; contract research organizations; academic institutions; service providers, consultancies and laboratories with positions in R&D; clinical operations; business development; corporate management; regulatory affairs; quality assurance; strategy; planning and medical affairs.



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Asked the right questions

Once we were confident that we had a valid audience, the next step in designing this survey was to make sure we asked the right questions to support our thesis, in this case: “The number of clinical trials being conducted in China by non-Chinese companies is growing.” By testing the preferences and perceptions of those conducting or considering trials in China alongside the facts of their participation, we hoped to achieve an overall survey response with more depth and nuance than could be achieved by mere statistics.

In crafting the questions and the survey design, one key consideration was the length of interaction (LOI). With little or no incentive such as a gift or monetary reward, respondents will only tolerate a relatively short survey with a limited LOI. As no incentive was offered for this research, we created a survey with multiple-choice and ranking questions that could be answered relatively quickly without a lot of critical thinking. Once the survey questions were loaded into our online survey software, we asked a few people to take it blindly, just to make sure that the survey was not too long. Someone reading the questions for the first time was expected to respond like a true survey respondent. Using this information, the China Clinical Trials Survey was designed to be completed in about 10 minutes.

In the end, we narrowed the scope of the survey to address these key topics:

- how many companies conduct trials in China and why;
- therapeutic areas most likely to be the focus of trials in China;
- the impact of Chinese regulations to combat corruption and align procedures with good clinical practices;
- whether companies conducting trials in China prefer to partner with a Chinese company or establish their own presence; and
- regions that will see more clinical trials in five years.

Steadily migrating to Asia

Although North America and Western Europe remain the predominant regions for clinical trials, studies are steadily migrating to Asia at the expense of those areas. A total of 41 percent of the respondents reported they currently conduct clinical trials in China and 33 percent of all respondents say they have increased the number of trials enrolled in China in the past two years. The reasons cited for increasing their presence parallel those for working in China in the first place: the country’s large pool of patients (mentioned by 71 percent) and its sizable and growing pharmaceutical market (65 percent). Interestingly, only 6 percent attributed their decision to hold more trials in China to lower costs.

For the respondents whose companies increased the number of trials in China, some business and job segments were more likely to view China’s large patient pool as of primary importance: 88 percent who work at pharma companies and 86 percent in R&D see population as the major driver for the increase. Companies that conducted research in China were twice as likely to work with a Chinese partner as have their own infrastructure.

For companies that had not increased the number of trials conducted there in the past two years, the two most common reasons cited were concerns over quality (27 percent) and delays in study start (24 percent). Respondents from companies headquartered in the U.S. were more likely to name quality as a reason for not increasing clinical trials and less likely to blame study start delays. Language barriers, logistics and supply difficulties, as well as lack of sufficiently-trained clinicians, were other reasons making China less attractive for clinical trials.

Unavoidable decline

Global clinical trials will inevitably increase in China and other developing markets as 68 percent of respondents forecast growth in China, 51 percent in India and 49 percent in both Latin America and other Asian countries. This growth


will cause an unavoidable decline in activity in traditional clinical trial sites, however: 51 percent forecast a drop in Western Europe, 43 percent in North America and 19 percent in Australia/New Zealand.

The migration of clinical research from developed to developing nations has been going on for some time, with the reasons most frequently cited being large native subject populations, low operating costs and increasingly stable testing infrastructures. As this survey shows, although the large pool of patients is a key motivation, nearly two-thirds of those planning to increase the number of trials they conduct in China are doing so also because of China’s large and growing market opportunities.

As companies working in China overcome language barriers, logistics and supply issues and as China itself addresses its lack of sufficiently-trained clinicians, the number of clinical trials, in China and other developing countries can be expected to keep rising.

Detail and nuance

An online blinded survey such as the China Clinical Trials Survey Report can yield valuable marketing information but it’s only one tool in the market research toolbox. A survey with a larger number of qualified respondents made possible by an incentive program may yield more accurate results; a series of one-to-one interviews or multiple focus group sessions will almost certainly provide greater detail and nuance to the numbers.

However, both of these latter techniques are potentially quite expensive and time-consuming depending on the market and research being considered. By having an alliance with a respected media channel proving a qualified respondent base, researchers can fairly quickly craft a survey to yield accurate, actionable information on a wide variety of questions. 

Cliff Echols is market intelligence director at SCORR Marketing, a Kearney, Neb., marketing and communications firm. He can be reached at cliff@scormarketing.com.



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3 steps to improve your POS ROI in Asia

| By Yeeli Lee



snapshot

The author offers tips on understanding Asian food shoppers' path to purchase and maximizing the impact of point-of-sale materials.

While the retail landscape in Asia varies vastly, for most food categories the store floor remains a vital battleground, commanding more than 95 percent of sales. In this article, we will share three steps to help you improve your point-of-sale (POS) return on investment (ROI).

Every year, our firm pre-tests hundreds of new products and packaging systems prior to their introduction in the market. As we continue to emphasize the importance of testing in context (replicating the test environment as closely to reality as possible), we also encourage our clients to think more holistically about the shopper and store.

Across Asia, categories and retailers, we are now beginning to see more and more holistic research centered on understanding the shoppers' pre-store premeditation mind-set and their behavior throughout their path to purchase including their engagement with various in-store touchpoints (packaging and POS elements such as promotion floor displays, beauty advisors, etc.).

Step 1: Know your shopper

Set yourself up for success by first knowing your shopper. Even within the same store context, we have observed different shopper mind-sets and behaviors at different in-store touchpoints.

In our in-store research using mobile eye-tracking in China, we have found that less than 10 percent of POS materials are seen the Chinese shoppers. Consistent with what we observe in other countries, Chinese shoppers rely on heuristics (cognitive shortcuts also known as System 1 thinking, as made famous by *Thinking, Fast and Slow* author Daniel Kahneman) to rapidly select and to de-select which in-store information bombarding them is worth engaging. This process happens subconsciously and automatically.

Shoppers heading to the secondary locations with promotion displays subconsciously



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expect promotions and price cuts. They also tend to shop more rapidly than shoppers at the main shelves. If you design a POS system that is more complex, with long descriptive messaging explaining product benefits, or which is designed to allow shoppers to compare products and to drive trade-up or trade-across, our experience has shown that the results will nearly always be disappointing.

When you know your shoppers' mindset and decision-making priorities for your category, for that in-store touchpoint, you will be able to ensure the interplay between your packaging and POS materials can drive incremental sales.

Step 2: Have a picture of success for each store context

Do you have a clear picture of success for your POS materials? We use a proprietary 10-6-3-1 framework that replicates the shoppers' path to purchase to help our clients develop their POS picture of success strategy. Even though POS is considered a tactical investment in most cases, the cumulative cost adds up. Every brand should have clear understanding of what POS vehicle, and what messaging, will most effectively drive brand equity versus sales. One confectionary client based in China shared with us that the brand and trade marketing teams change the POS materials at the main retail chains every two weeks despite having no clear knowledge on whether they are working.

10 feet: Go and play in the traffic. Often, a great deal of POS investment is wasted. More likely than not, it is a result of poor placement. We completed a series of in-store studies in the Philippines for an impulse-category client, where there were up to 20 possible locations for the client to put the product and POS materials. Of these 20 locations, only five garnered more than 10 percent of store traffic. As a basic rule, it is important for the marketer to know where these higher-traffic locations in the store are and invest in POS materials that create visibility and attention in those aisles.

6 feet: Use structures to catch, surprise and delight. We have often shared with our clients the idea that visibility is a function of contrast. Contrast is something that can be cre-

ated with colors and shapes. Marketers can significantly improve their POS efforts by keeping in mind unique structural designs can significantly improve visibility.

Contrast can also be created with the help of a repetitive element. In an example taken in the Philippines at a wholesale supermarket, Ariel applied a Lego effect to a display to effectively disrupt the shopper's visual path in the laundry detergent section.

Successful POS materials disrupt and catch the attention of the shopper when she is moving down the aisle. We have seen examples of best-in-class POS materials that significantly improve the visibility and conversion to sales for brands, even though they were not noticed by the shopper. Unlike packaging, where the principle is "unseen is unsold," POS materials can still have an impact when they are not seen.

3 feet: Less is more; connect emotionally. Too often, design briefs are excerpts from brand positioning statements or advertising efforts focused on communication. It is time to change how we approach POS investment from "brand forward" to "store back" and plan with the fast-thinking System 1 shoppers' shopping behavior in mind.

Our experience tells us there is too much clutter on many of the POS systems across Asia today. According to our Asia POS database, it is not uncommon to have as many as 12 design elements on a POS system. Eye-tracking reveals that only four elements are seen and fewer are processed, understood and registered during rapid, autopilot shopping. When the message is complex or overly technical or conceptual, it is deselected by the fast-thinking shoppers.

Marketers need to bear in mind one very important guideline: keep it simple, via a compelling image and no more than two quick messages. POS should be used in tandem with packaging, with somewhat different roles in the shopping process. Packaging is the extension of the product, relatively more factual and rational in its nature. As shoppers make the final purchase decision, they seek key information and assurance on-pack, before putting the packaging in their basket. POS should deliver an emotional connection, driving awareness and engagement. It should comple-

ment and not distract from the "star" in store – the product itself.

1 foot: Close the sale. For China, we have often asked questions on Chinese-only versus bilingual messaging on packaging and POS materials. Our studies have shown that Chinese shoppers notice Chinese text first and tend to only register Chinese brands and messaging. If there is limited real estate on the POS vehicle, give priority for the Chinese messages, as those will have the biggest impact on sales.

When done poorly, the POS elements can have a number of negative impacts. We have seen example after example where the POS reduces the brand's in-store visibility and, in some cases, sales. As a simple tip, design the POS with the store context in mind. When done well, we have seen sales uplift ranging from 10 percent to 200 percent!

Step 3: Track-adapt-scale

Brands should have a POS performance-tracking dashboard to enable repeatable and scalable designs. We have seen a brand that systematically develops, tracks, adapts and scales its POS material strategy over the course of four cycles, successfully developing an internal best-practice manual that clearly outlines what POS vehicle works for what retail context and the type of messaging that delivers the most brand equity versus sales impact.

A number of tools

Companies have a number of research tools at their disposal, from pre-launch behavior-based qualitative and quantitative approaches to using mobile eye-tracking (to measure shelf breakthrough, shopper engagement, etc.), sales metrics (category sales, brand purchase) and classical metrics (brand equity, shoppers' claimed ease of shopping) to help them sell-in a new merchandising or shelving system to the retailers and develop a win-win to drive category growth. Armed with a drive to understand the consumers and their path to purchase in each of their markets, they can ensure that their brands stand out on the battleground. 📌

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Names of Note

In Memoriam...

■ **Lawrence Gibson**, former head of marketing research for Minneapolis-based food company *General Mills*, died in October at age 89. Gibson also served on the board of directors for the *American Marketing Association* and authored a book on marketing research, *Not Just Numbers*, which was published in November.

■ **Steve Aukers** has joined London-based video analytics firm *Big Sofa* as president and CEO, North America.

■ Digital agency *Razorfish*, New York, has hired **Kevin Mercurio** as director of data science for its COSMOS platform, a new position.

■ Montreal-based research and audience solutions firm *iPerceptions* has appointed **Martin Le Sauteur** as CEO.

■ **Melissa Baker**, CEO *Kantar Public – Africa and Middle East*, and **Surya Av**, CEO *Kantar Public – India and South Asia*, have been appointed as co-chairs of the newly-launched Development Practice for Kantar Public, London.

■ **Dan Hess** has joined *comScore*, Reston, Va., as head of digital audience and advertising products.

■ *Symphony EYC*, a California-based soft-

ware and services firm for retailers and manufacturers, has appointed **Adrian Sosa** as senior vice president, analytics, Americas for its insights business.

■ In New York, insight and strategy consultancy *Firefish* has hired **Anita Idnani** as research director and **Stefanie Lai** as senior research executive.

■ Analytics and insights firm *Blueocean Market Intelligence*, Seattle, has appointed **Anil Damodaran**

as assistant vice president for its LiNK solution team. LiNK is the company's market research, data integration and reporting technology.

■ *CSM Research*, Marietta, Ga., has hired **Christine Suchyna** as vice president of sales and marketing.

■ Germany-based research firm *PSYMA* has appointed **Richard Habis** as global health care account director for its global health care practice.

■ *Complete Research Connection*, Columbus, Ohio, has promoted **Dina Hartman-Wallace** to facility manager.

■ Online sampling firm *Innovate*, Los Angeles, has hired **Michael Krameisen** and **Erin Fredericks** as senior director of business development and **Josh Brezner** as director of user experience.

■ India-based research agency *MRSS*

India has associated with **Sanjeev Kotnala** as media mentor. Kotnala will mentor the firm on its media initiatives.

■ *Directions Research*, Cincinnati, has named three new owners: **Jeff Hunter**, vice president, client service – healthcare division; **Aaron Gulley**, senior account executive; and **Dan Argo**, vice president of IT and compliance, bringing the ownership team to 39 members. Separately,



Argo



Hunter



Gulley



Hoops

the firm named **Steve Hoops** to its business intelligence group as a senior programmer.

■ E-mail marketing software company *Emma*, Nashville, Tenn., has hired **Jeff Middlesworth** as chief product officer.

■ Online panel company *Gazelle-GoSample*, New York, has appointed **Jeff Goldman** and **Stacey Weber** as vice president. Goldman will lead the data management group, while Weber's primary focus will be in the growth of the Go-Sample business from a panel operations and a client services perspective.

■ Philadelphia-based predictive marketing firm *MRP* has appointed **Joe Smolarski** as senior vice president,



Idnani



Lai



Habis



sales operations.

■ Chicago-based researcher *Shapiro+Raj* has promoted **Margaret Mueller** as president of the firm.

■ Warren, N.J., researcher *Lightspeed* has made promotional changes within the Europe, Middle East and Africa region, including the appointments of **Andrew Van Wezel** as vice president of operations and **Simon Buckley** as vice president of sales.

■ Westport, Conn., data and insights company *Critical Mix* has appointed **Heather White** to lead the expansion of its repository of profiled survey respondents.



White

■ Software-as-a-service company *Qualtrics*, Salt Lake City, has appointed **Zig Serafin** as the company's chief operating officer.

■ **Chris Spadaccini** has been named executive vice president of consumer marketing for television network *HBO*, New York.

■ **David Farmer** has joined Chicago-based research consultancy *The Connell Group* as director of qualitative research within its healthcare and life sciences practice.

■ Research firm *Strategy Analytics*, Boston, has appointed **Jordan Louviere** as chief research scientist for its consumer insights practice.

■ U.K. researcher *Maru/edr* has added staff members across its research and technical teams. **Jessica Abbott** has been hired as senior research manager, while **Priya Tanna**, **Themis Sakkas**, **Rhea Shears** and **April Lampard** have

joined as graduate research executives as part of the firm's graduate program. Additionally, **Robert Pointer** has been hired as software development manager and **Russel Kingfield** and **Mara Blaga** have been hired as junior developers.

■ *RMS Healthcare*, a division of Baldwinsville, N.Y., firm *Research and Marketing Strategies Inc.*, has appointed **Elizabeth Kratz** as health care associate; **Jeanne Winfree** as health care analyst; and **Sarah Rossetti** as health care transformation specialist.



Winfree

■ Research products and services firm *Marketing Systems Group*, Horsham, Pa., has appointed **Chris Beebie** as online sampling specialist.

■ U.K. researcher *Dub* has appointed **Rhiannon James** as strategy and innovation director and **Gail Heather** as agile product owner.

■ Detroit-based research consultancy *Market Strategies International* has named **Melissa Sauter** as president of the company. Additionally, **Christopher Barnes** has been promoted to managing director of the financial services division; **Todd Mundorf** has been promoted to COO; and **Katy Palmer** will take on a new role as chief solutions officer while maintaining her role as managing director of the health division.

■ **Jade Bunke** has joined *MFour Mobile Research*, Irvine, Calif., as director of marketing.

■ *Target Research Group*, Nanuet, N.Y., has appointed **Patrick J. Gorman** as its first CMO.

■ Translation and language services

firm *GlobaLexicon*, London, has expanded its internship program. The company launched the program in its London office over 10 years ago and has now rolled it out to its other offices, creating specialist intern positions across its project management, linguistics, quality assurance and vendor management teams.

■ **Dan Foreman** has been appointed to the advisory board for U.K. video insight firm *Voxpopme*.



Foreman

■ Seattle-based marketing and sales strategy consultancy *Lenati* has appointed **David Dorrian** as director of research and **Jonathan Adler** as director of analytics.

■ *Directions Research*, Cincinnati, has appointed **Beth Finn** as vice president, shopper practice lead, client service. She will be based in the firm's Chicago office.



Finn

■ **Adam Rossow** has joined strategic research consultancy *Benenson Strategy Group* as a marketing consultant.

■ *SIS International Research*, New York, has appointed **Rich Gasparre** as a senior strategy analyst for the firm's market intelligence and strategy unit.

■ Consumer analytics company *Simmons Research*, New York, has appointed **Steven Millman** as chief scientist, **Alan Resneck** as CFO and **Pyeush Gurha** as chief technology officer. The company has also retained **Bill Harvey** as a strategic consultant.

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Research Industry News

News notes

■ France-based research firm **Strategir** has launched a new identity, coinciding with the company's 30th anniversary.

■ Oslo, Norway, data services firm **Norstat** has launched its new corporate design that will be used across the 12 countries where the company is currently operating.

■ Health care data collection firm **SHC Universal**, New York, is participating in the EU-U.S. Privacy Shield program, the replacement for the Safe Harbor agreement with which the company was already compliant. The program, designed by the U.S. Department of Commerce and EU Commission and adopted on July 12, 2016, provides a mechanism to comply with the EU Data Protection requirements when transferring personal data from the EU to the U.S.

Acquisitions/transactions

■ Quintiles **IMS Holdings Inc.** has completed its merger of equals transaction between Danbury, Conn., information and technology services company **IMS Health** and Research Triangle Park, N.C., health care services firm **Quintiles**.

■ **Dentsu Aegis Network**, London, has acquired Paris-based Web analytics firm **Wasabi Analytics**. Wasabi will be fully integrated into Dentsu Aegis Network's digital performance agency iProspect. Following the acquisition, Sébastien Manaches, founder and CEO of Wasabi Analytics, will become head of Web analytics of iProspect France. The Wasabi Analytics team will join the iProspect's office in Paris.

■ San Francisco-based marketing data company **Krux** has entered into a definitive agreement to be acquired by San Francisco CRM firm **Salesforce**.

■ **IPerceptions**, a Montreal-based research and audience solutions firm, has acquired Montreal enterprise software company **Datacratic's** Ad Tech business.

■ Toronto-based research firm **The Logit Group** has acquired data collection company **Cido Research Americas**. Terms of the transaction were not released. Cido President Tim Sinke was named COO of the combined company, while Logit Co-Founders Anthony Molinaro and Sam Pisani, along with Paul Molinaro, were named as managing partners. Cido's Founder and Managing Director Roland Klassen will continue as an advisor.

■ **AXIO Group**, a portfolio company of U.K. private equity firm **Electra Partners**, has received a binding offer from Tokyo-based Internet services firm **M3 Inc.** to purchase **Vidal Group**, a European health care informatics and information systems company, for €100 million.

■ New York-based audience company **Xaxis** has agreed to acquire (subject to regulatory approval) Petersburg, Fla., digital retail media firm **Triad Retail Media**. Following the clos-

ing of the acquisition, Triad Retail Media and its team members will continue to operate as a standalone brand under its own leadership.

■ **20|20 Research**, Nashville, Tenn., has acquired Denver-based research firm **iModerate** for an undisclosed sum, expanding the research services available to its clients.

Alliances/strategic partnerships

■ Mobile app audience data provider **PushSpring**, Seattle, has formed a partnership with **comScore**, Reston, Va., to introduce mobile audience segments based on comScore Mobile Metrix and PushSpring's App Graph data for use in programmatic ad buys. The new capability uses comScore mobile demographic data in conjunction with PushSpring's app analytics to identify patterns in mobile audiences.

■ Research software firm **InTask Inc.**, Morristown, N.J., and New York-based health care data collection solutions firm **SHC Universal** have formed a strategic partnership. Under the terms of the partnership, SHC will be the exclusive distributor of the InTaskT simulation software platform to market research agencies.

■ Research technology firm **FocusVision**, Stamford, Conn., and Iselin, N.J., researcher **Schlesinger Associates** have formed a partnership to pilot a new focus group video system. The new system includes 360-degree cameras for capturing expressions and non-verbal cues and produces video by linking to 24tru, Focus Vision's platform for storing, editing, analyzing and distributing video.

■ Salt Lake City customer experience software and services firm **MaritzCX**



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and Cambridge, Mass., research and advisory firm **Forrester** have partnered to provide Forrester's Customer Experience Index surveys within the MaritzCX Platform. The partnership will give MaritzCX customers access to pre-built survey templates across 17 industries.

■ **GfK MRI**, New York, and Redwood City, Calif., customer insights software firm **Cubeyou** have partnered to create a resource for understanding the interactions of social media and product usage. GfK MRI data will be enhanced with likes and other social media information from Cubeyou's research, allowing advertisers to study the interplay between a brand's social media presence and the use of its products.

■ Paris-based online communities firm **Krealinks** has teamed up with U.K. video insight firm **Voxpopme**. The collaboration will add consumer recorded video feedback to Krealinks' community services.

Association/organization news

■ **ESOMAR** and the **World Association for Public Opinion Research (WAPOR)** have written to ask Russian Minister of Justice Alexander Kononov to rescind a recent measure declaring the Yury Levada Centre a foreign agent. ESOMAR says the measure will hamper the Centre in conducting research as it requires the Centre's staff to misrepresent themselves as foreign agents and not as independent researchers when conducting social and opinion research, thus impacting the organization's ability to assemble representative samples through voluntary participation of respondents in line with internationally accepted professional standards.

■ **The Canadian Association for Public Opinion Research (CAPOR)** and the **Marketing Research and Intelligence Association (MRIA)** have begun negotiations to merge. A letter by Mark Wood, MRIA board of directors chair, states that the associations will work out governance details over the coming months, concluding with a vote to merge by respective memberships in late spring 2017.

Awards/rankings

■ **BuzzBack Market Research**, New York, has been named as one of the 100 Best Places to Work in New York City by **Crain's New York Business**.

■ Dan Foreman, chairman of research firms **ZappiStore** and **Bakamo.Social**, has been named as the MR industry Change Agent of the Year at TMRE.

■ St. Louis research agency **Brädo Creative Insight** and its client, pharmaceutical manufacturer **Merck and Co.**, received the 2016 EXPLOR

award at The Market Research Event in October for their case study that addressed the challenge of developing pharmaceutical packaging that meets legal requirements while also delivering on a patient's needs.

■ Milwaukee-based **Dieringer Research Group** has received national certification as a Women's Business Enterprise by the Women's Business Development Center, a regional certifying partner of the Women's Business Enterprise National Council.

■ In 2017, **Michigan State University's** Broad College of Business' master's in marketing program was ranked No. 7 in the U.S., according to the TFE Times' Master's of Marketing ranking, up from No. 10 last year. Additionally, of the programs listed, Broad ranked No. 1 in the U.S. for its master's in marketing research degree.

New accounts/projects

■ **ComScore**, Reston, Va., has signed

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an agreement with data analytics firm **Cambridge Analytica**, which will use comScore's television information as a component of TV campaign strategies for political and commercial advertising clients.

New companies/new divisions/relocations/expansions

■ **Nielsen**, New York, has launched the Nielsen Connected Partner Program, which is designed to open

its consumer packaged goods data and insights to third-party analytic companies on a broad scale.

■ Potomac, Md., online consumer sample firm **Full Circle Research Co.** has expanded with new operations in Houston. They will be headed by Todd Neff.

■ Research and technology company **Toluna** has opened its first office in Brazil. Luca Bon, sales director Latam, will lead the company's effort to serve customers locally in the region.

■ **Kantar Public**, the new Kantar brand for government and the public sector, has launched the Centre Kantar sur le futur de L'Europe, a new Paris-based research center focused on the future of Europe with a pan-European team of researchers with expertise in political and opinion polling, social and economic trends and migration. It will be overseen by Edouard Lecerf, global director of political and opinion research at Kantar Public.

■ **IPG Mediabrands**, the media arm of marketing solutions firm **Interpublic Group**, has launched Healix, a new division focused on life science and health care brands. As part of the launch, Healix will have offices in New York and Princeton, N.J., with affiliates in EMEA and APAC regions. It will be led by Jeffrey D. Erb, who will serve as president, North America.

■ In Boston, communications company **Havas Health** and analytics firm **Vencore** have formed **HVH Patient Precision Analytics**, an entity that will use analytics and predictive modeling to provide data and insights into the rare and niche disease market. The joint venture will be led by Steve Costalas from Vencore, who will serve as CEO, and Jeff Ceitlin from Havas Health, who will serve as chief commercial officer.

■ Morristown, N.J., commercial

analytics and operations firm **KMK Consulting** has launched an independent subsidiary, **InTask Inc.**, to provide simulation platforms for use in health care market research. The company's first software platform, InTask, is now available for commercial applications. Greg Chu, former head of KMK Market Research, has been named COO of InTask Inc. and Subhra Ghosh will join KMK Consulting as head of market research.

■ U.K. social intelligence company **Brandwatch** has opened a new office in Paris and has appointed Bertrand Saint-Martin as VP of France.

■ Research industry consultant Kristin Luck has rebranded her consultancy, **Luck Collective**, to better represent the growth strategy services she provides to clients.

■ **Meneses Research & Associates**, San Diego, Calif., and **Latin Facts Research**, Los Angeles, have merged to form **Latin Facts Meneses Research**, a company specializing in conducting research among U.S. Hispanic consumers.

■ Marketing services company **Juntos Marketing**, Sydney, has merged with Australia-based firm **Leapfrog Research**.

■ Paul Donnelly and Colm Russell, both formerly at **Kadence International**, have formed **Dynamic Fieldwork Ltd.**, a London-based data collection consultancy for market research companies and management consultancies. Dynamic Fieldwork offers qualitative and quantitative data collection, scripting and hosting, sample management, translation services and data processing.

Research company earnings/financial news

■ **Nielsen**, New York, has reported revenues of \$1.57 billion for third-quarter 2016, up 2.5 percent compared to third-quarter 2015.



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- ❖ Malaysia
- ❖ Thailand
- ❖ China
- ❖ South Korea
- ❖ Japan
- ❖ other Asian Countries

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www.dowellresearch.com
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*Corporate researchers only. Other packages available.

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February 28-March 1, 2017



BROOKLYN, NY

March 21-22, 2017

IMMERSE YOURSELF IN NEW

The Day the Universe Changed ^{OC}

Kyle Papanikolas, *McDonald's*
George Carey, *The Family Room*

A Tale of Two Studies: Comparison of Two Longitudinal Research Paths ^{NY}

Karen Robb & Allison Groom, *American Heart Association*

Are Social Actions the New Click-Through Rate? ^{NY}

Thomas Kelly, *AOL/Verizon*

Beyond the Box: Applying Behavioral Science Methods to Qualitative Research ^{OC} ^{NY}

Kelley Styring, *InsightFarm*

HOW TO START USING ETHNOGRAPHY IN PRODUCT DEVELOPMENT ^{NY}

Nancy Snavelly, *Yamaha Motor Corp.*



Bringing Out the Best in Your B2B Research - Learning from the Success of Others ^{NY}

Daniel Attivissimo, *B2B International*

Changing the Face of Research with Dual Cognition™ Decision Research ^{NY}

Jeff Goldstein & Beth Lutz, *AcuPoll*

Consumer Pathways-to-Purchase: Are You In The Know? ^{OC} ^{NY}

Candice Rab & Becky Wu, Ph.D., *Luth Research*

Conversation Connect-A New Qualitative Technique Bringing Patients and Physicians Together ^{OC}

Sarah Kastleiner, *Allergan Inc.*
Liz Soppe, *MarketVision Research*

Data and Decision-Making ^{NY}

Jeffrey Wu, David Lee & Emily Simmers, *Wrigley*

MAKING RESEARCH RELEVANT: FUELING SALES AND PRODUCT DEVELOPMENT ^{NY}

Jessica Wong, *CBS Interactive*



Deep Brain Understanding – A Profile of the Consumer's Brain ^{NY}

Peter Simpson, *Segmedica/xsperient*

Developing the Optimal Customer Experience: A Corporate Researcher's Point of View ^{NY}

Neal Kreitman, *OneMain Financial*

Emotional Listening – How to Listen for Human Insights ^{OC} ^{NY}

Jim Chastain, *RealityCheck Consulting Network*

From Stats to Storyboard ^{NY}

Dave Decelle, *Netflix*
Ted Frank, *Backstories Studio*

Getting on Base! How to Get to First Base with Consumers So Your Findings Don't Strike Out ^{NY}

Susan Fader, *Fader & Associates*
Cindy Dumlao, *MARS Wrigley*

How Eye-Tracking and EEG Uncovered Unexpected Brand Perceptions ^{OC}

Sili Hacihaneoglu & Mine Ayaz, *Turkcell*

How to Avoid the Analytic Traps That Can Ruin Your Brand Among Hispanic Consumers ^{OC}

Jeri Smith & Aleena Astorga Roeschley, *Communicus*

How to Reduce Bias and Error in Your Questionnaires and Qualitative Screeners: We Have Experimental Evidence ^{OC} ^{NY}

David Harris, *Insight & Measurement LLC*
Ted Pulsifer, *Market Cube*

Sessions as of November 4, 2016.



IDEAS AND STRATEGIES!

Infographic Best Practices: Improving Internal and External Engagement ^{NY}

Nathaniel Kucsma, *Advertising Specialty Institute*

Inspiring Strategy with Empathy: Strategic Learning Tools and Leadership Skills ^{NY}

Claire Brooks, *ModelPeople*

Knowing the Unknown: How Behavioral Observation Can Answer What Surveys Cannot ^{NY}

Jason Rogers, *Noldus*

THE ONLINE SURVEY: SAVIOR OR SABOTEUR? ^{NY}

Steve Seiferheld, *Swedish Match*

☆☆☆
SWEDISH MATCH

Leveraging Science to Quantify Emotion ^{OC} ^{NY}

Ryan Baum, *FocusVision*

Market Research in the Age of Content Marketing ^{NY}

Carly Fink, *Provoke Insights*

Millennial Mom Decision-Making ^{NY}

Daniela Bodescu, *Nestle*

George Carey, *The Family Room*

Moving Beyond Talk: How One Company Put Behavioral Economics to Work ^{NY}

Marcy Updike, *Gen Re*

Namika Sagara, Ph.D., *Ipsos*

Multi-Sensory Disrupters – Accessing the 5 Senses to Enrich Research Insights ^{OC}

Susan Fader, *Fader & Associates*

Research 2020: Evolving for Success ^{OC} ^{NY}

Michael Rosenberg, *J.P. Morgan*

Shopper Desires for Auto and Home Insurance ^{OC}

Mona Stronsick & Michael Franke, *Progressive Insurance*

The Future of Market Research – Connecting with Gen Z ^{OC} ^{NY}

Justin Wheeler, Nicole Mitchell and Keith Phillips, *SSI*

The Meaning Behind the Words: How Advanced Text Analytics Can Uncover Deeper Insights ^{NY}

Isaac Rogers, *20|20 Research*

Julia Eisenberg, *iModerate*

The Potential Power of Digital Creative ^{NY}

Cortney Henseler & Matt Sharp, *AOL Inc.*

Unraveling Holiday Shopping - Using Passive Metering to Understand How Consumers Search, Shop and Spend During the Most Wonderful Time of the Year ^{NY}

Simon van Duivenvoorde, *Wakoopa*

Jacqueline Rosales, *SoapBoxSample*

Using High-Engagement Tools to Understand Omnichannel Decision Behavior ^{OC} ^{NY}

Mike Mabey, *SKIM*

What You Don't Know About Launching Line Extensions and Are Afraid Your Boss Will Ask ^{NY}

Jeri Smith & Kathleen Coll, *Communicus*

LEVERAGING SEGMENTATION FOR INNOVATION ^{NY}

Erica Norton, *The Hershey Company*

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and many more!





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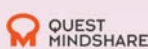
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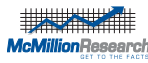
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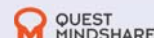
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March 21-22, 2017

CALENDAR OF EVENTS

●●● can't-miss activities

The Strategy Institute will hold its Fifth National Summit on Data Analytics for Healthcare event on **December 8-9** in **Toronto**. Visit www.healthdatasummit.com.

The MREF will be taking a vision trip to Haiti to visit The Joseph School and other schools on **January 12-15**. Visit mrgivesback.org.

IQPC will hold its Call Center Week Winter 2017 event on **January 17-20** at the Sheraton New Orleans Hotel in **New Orleans**. Visit www.callcenterweekwinter.com.

QRCA will hold its 2017 QRCA Annual Conference on **January 18-20** at the JW Marriott Los Angeles L.A. LIVE in **Los Angeles**. Visit www.qrca.org.

Corinium Global Intelligence will hold its Chief Data & Analytics Officer Central America event on **January 24-25** in **Mexico**. Visit www.cdooamericas.com.

MRS will hold its Kids and Youth Research Conference on **January 26** in **London**. Visit www.mrs.org.uk.

SampleCon 2017 will be held on **January 30 - February 1** at the Ritz-Carlton in **New Orleans**. Visit samplecon.com.

The 2017 Pharma Market Research Conference (USA) will be held on **February 1-2** at the Hilton Parsippany Hotel

in **Parsippany, N.J.** Visit pharmamarketresearchconference.com.

The Merlien Institute will hold its Qual360 Europe 2017 event on **February 15-16** in **Amsterdam**. Visit eu.qual360.com.

AMA will hold its 2017 Winter AMA Conference on **February 17-19** at the JW Marriott Orlando Grande Lakes in **Orlando, Fla.** Visit www.ama.org.

The 2017 Pharma CI Europe Conference and Exhibition will be held on **February 21-22** at the Prague Marriott Hotel in **Prague**. Visit europe.pharmaciconference.com.

The Quirk's Event – West Coast will be held on **February 28 - March 1** at Hotel Irvine in **Irvine, Calif.** Visit www.thequirksevent.com.

Centaur Media will hold its Insight '17 event on **March 8-9** at Olympia Central in **London**. Visit www.insightshow.co.uk.

The Quirk's Event – East Coast will be held on **March 21-22** at the Marriott Brooklyn Bridge in **Brooklyn, N.Y.** Visit www.thequirksevent.com.

ESOMAR will hold its 2017 MENAP forum on **March 21-22** in **Dubai, UAE**. Visit www.esomar.org.

PRYSM Group will host The B2B Marketing Expo on **March 28-29** at ExCel London in **London**. Visit www.b2bmarketingexpo.co.uk.

NMSBA will hold its Neuromarketing World Forum on **March 29-31** in **London**. Visit www.neuromarketingworldforum.com/en.

The Merlien Institute will hold its Qual360 North America 2017 event on **April 5-6** at The Gallup Building in **Washington, D.C.** Visit na.qual360.com.

PMRG will hold its Healthcare Marketing Researchers Connect event on **April 24-26** at the Caribe Royale in **Orlando, Fla.** Visit www.pmr.org.

The Merlien Institute will hold its MRMW North America 2017 event on **April 25-26** in **Chicago**. Visit na.mrmw.net.

PAA will hold its 2017 Annual Meeting on **April 27-29** at the Hilton Chicago in **Chicago**. Visit www.populationassociation.org/sidebar/annual-meeting.

MRIA will hold its annual conference on **May 31 - June 2** in **Toronto**. Visit mria-arim.ca/events-awards/national-conference.

LIMRA will hold its 2017 Marketing Conference on **May 31 - June 2** at the

Renaissance Nashville Hotel in **Nashville, Tenn.** Visit www.limra.com.

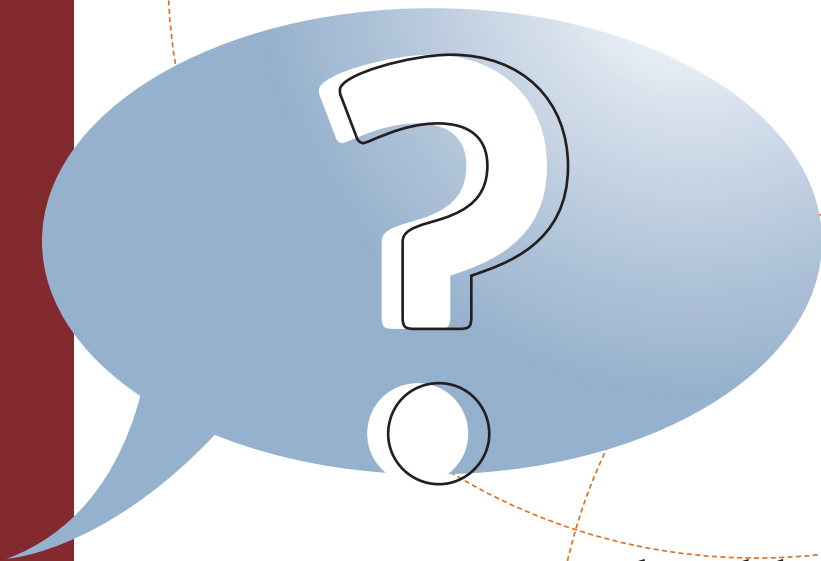
The Merlien Institute will hold its MRMW North America 2017 event on **April 25-26** in **Chicago**. Visit na.mrmw.net.

EphMRA will hold its 2017 Annual Conference on **June 20-22** in **Amsterdam**. Visit www.ephmra.org.

KNect365 (IIR) will hold the 2017 OmniShopper conference on **June 20-22** at the Hyatt in **Minneapolis**. Visit marketing.knect365.com/omnishopper.

NMSBA will hold its Shopper Brain Conference - USA event on **June 22-23** in **Chicago**. Visit www.shopperbrainconference.com/chicago.

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



Questions you should ask when selecting a focus group facility

Facility specs

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

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

Technical and logistical support

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

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



Q

2017

Focus

Group

Facilities

Directory

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

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



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



Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PUL-Product Usability Lab
1/1OR - 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
 cmartin@grahammktrcs.com
 www.grahammktrcs.com
 Chris Martin, Project Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, VC, WC

30x25	20	Conference
15x20	12	Conference
23x15	10	Conference

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

20x18	12	Conference
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Alaska

Anchorage

Craciun Research Group, Inc.

405 E Fireweed Lane
 Suite 201
 Anchorage, AK 99503
 Ph. 907-279-3982
 jcraciun@crresearch.com
 www.craciunresearch.com
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 1/1, 1/10

Hays Research Group LLC

601 W. Fifth Ave.
 Floor 2
 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, 1/10, VC, WC

25x35	8	Multiple
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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, 1/10, TK

12x12	8	Conference
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(See advertisement on inside back cover)

C&C Market Research - Phoenix

Arizona Mills
 5000 Arizona Mills Circle, Suite T546
 Tempe, AZ 85282
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 60 miles, 60 minutes
 1/1, 1/10

15x15	6	Conference
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(See advertisement on inside back cover)

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, President
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 TK

5x7	2	Conference
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(See advertisement on inside back cover)



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, CUL, 1/1, 1/10, WC

19x23	14	Conference
22x24	20	Conference
22x25	15	Conference
23x25	28	Conference
11x16	10	Conference

Located on the beautifully landscaped grounds of a resort, Fieldwork Phoenix offers 4 spacious focus group suites with private client lounges. Fieldwork Phoenix' 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 15+ years experience in the Phoenix office and extensive knowledge of the area. Enjoy the weather and gorgeous views of Phoenix. Capabilities: digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on p. 28, 41, cover, back cover)



Focus Pointe Global - Phoenix

1225 W. Washington
 Suite 113
 Tempe, AZ 85281
 Ph. 602-914-1950 or 888-873-6287
 phoenix@focuspointeglobal.com
 www.focuspointeglobal.com
 Shiela Mezulis, Facility Director
 Location: Office building
 Distance from airport: 7 miles, 5 minutes
 CL, CUL, TK, VC, WC

21x20	14	Multiple
18x21	12	Multiple
21x17	18	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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, 1/10, PTL, TK, VC

20x25	10	Multiple
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O'Neil Associates, Inc.

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

18x24	15	Conference
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Plaza Research-Phoenix

2575 E. Camelback Road
 Suite 800
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 awessels@plazaresearch.com
 www.plazaresearch.com
 Allison Wessels, Director
 Location: Office building
 Distance from airport: 10 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, WC

15x20	15	Conference
14x19	10	Conference
16x23	15	Multiple

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. 91)

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
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 15x20 12 Multiple
 24x17 10 Multiple
 22x17 16 Multiple
 25x16 16 Multiple
 (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@crnglobalinc.com
 www.crgtestamerica.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 16 miles, 19 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 15x25 6 Conference



WestGroup Research
 3033 N. 44th St.
 Suite 150
 Phoenix, AZ 85018
 Ph. 602-707-0050 or 800-999-1200
 cwatson@westgroupresearch.com
 www.westgroupresearch.com
 Carol Watson
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 AU, CL, 1/1, 1/10, WC
 20x17 12 Conference
 20x17 15 Multiple
 24x44 20 Multiple

We offer exceptional focus suites with one mega-group room (24x45), convenient to Sky Harbor Airport, Scottsdale, AZ 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, 1/10, TK
 13x15 15 Multiple

Opinions, Ltd. - Tucson
 Park Place Mall
 5870 E. Broadway Blvd., Space 312
 Tucson, AZ 85711
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 11 miles, 19 minutes
 1/1, TK, VC, WC
 20x10 8 Conference

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, 1/10, TK, TKO
 20x15 6 Conference
 (See advertisement on inside back cover)

C&C Market Research, Inc.
 1200 S. Waldron Road
 Suite 207
 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
 16x20 12 Conference
 (See advertisement on inside back cover)

Little Rock

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

ShareView Research
 301 N. Shackelford 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, 1/10, TK, WC
 17x17 13 Multiple
 17x14 5 Multiple

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, 1/10
 12x25 8 Conference

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
 25x25 20 Conference

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

Los Angeles (See also Orange County)

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, 1/10, WC
 32x20 25 Multiple
 15x29 10 Conference
 18x17 20 Conference

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, CUL, 1/1, WC
 14x15 10 Conference
 18x18 15 Conference
 18x18 15 Conference
 16x20 15 Conference

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, 1/10, VC, WC
 24x22 20 Conference
 19x21 16 Conference
 20x17 14 Conference
 14x17 8 Living

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, 1/10, TK, TKO, VC
 20x28 20 Conference
 22x14 12 Conference
 21x14 6 Conference

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, CUL, 1/1, 1/10, TK
 12x14 4 Conference
 (See advertisement on inside back cover)

Codes

Location: Office building, Freestanding building, Shopping mall

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

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, CUL, 1/1, 1/10, TK, WC
 20x24 15 Multiple
 14x20 10 Conference

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

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, CUL, TK, TKO, WC
 21 x 17 20 Multiple
 22 x 24 20 Multiple



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, CUL, 1/1, 1/10, PTL, TK, VC, WC
 35x24 15 Multiple
 22x20 15 Conference
 22x20 15 Conference
 20x18 12 Conference

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.
 Floor 2
 Santa Monica, CA 90401
 Ph. 310-260-8889 or 888-873-6287
 la@focuspointeglobal.com
 www.focuspointeglobal.com
 Bridgid Delgado, VP Western Region US
 Location: Office building
 Distance from airport: 8 miles, 25 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 22x24 20 Multiple
 20x22 20 Multiple
 20x22 20 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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_Escoe@factsnfiguresinc.com
 www.factsnfiguresinc.com
 Location: Office building
 CL, VC
 18x20 13 Conference
 18x20 14 Conference
 26x29 19 Conference
 11x14 6 Conference



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, CUL, 1/1, VC, WC
 20x20 30 Multiple
 12.5x11.5 7 Conference

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.

InterfaceAsia
 21221 S. Western Ave.
 Suite 170
 Torrance, CA 90501
 Ph. 310-212-7555
 projectteam@interfaceasia.com
 www.interfaceasia.com
 Location: Office building
 34x34 25 Conference
 20x20 25 Conference
 12x12 15 Conference



Jackson Adept Research - Beverly Hills
 345 N. Maple Drive
 Suite 325
 Beverly Hills, CA 90210
 Ph. 310-279-4600
 ALorinchak@adeptresearch.com
 www.adeptresearch.com
 Angela Lorinchak, President
 Location: Office building
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/10, TK, VC, WC
 18x17 15 Conference
 19x15 13 Conference
 22x21 25 Conference
 21x14 13 Conference
 21x16 13 Conference
 22x21 13 Conference
 19x16 13 Conference

Our six spacious suites a few blocks from Rodeo Drive with tiered seating (for up to 25 clients) sets Jackson Adept apart in the Los Angeles market. Our Beverly Hills facility is a "star" and has been meticulously designed with comfort and flexibility in mind, accommodating every type of research project. With rooms able to seat up to 75, this facility has high speed internet, private parking, Instant Update™ technology, and internal/external streaming. Our database of 200,000+ "Angelenos" reflects the city's uniqueness and diversity offering clients local, regional and national reach.



Jackson Adept Research Encino/Los Angeles
 16130 Ventura Blvd.
 Suite 200
 Encino, CA 91436
 Ph. 310-279-4600 or 818-325-3200
 ALorinchak@adeptresearch.com
 www.jacksonadept.com
 Angela Lorinchak, President
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, 1/10, TK, VC, WC
 34x32 25 Conference
 21x20 20 Conference
 20x16 18 Conference
 20x16 12 Conference

Jackson Adept's Encino facility, in the heart of the Valley, offers clients the same luxury and flexibility as our Beverly Hills facility with a more traditional feel. Four rooms, each with spacious viewing rooms capable of seating up to 20 clients, are equipped with Instant Update technology, high speed internet access, heavy electrical outlets, and rooms that can accommodate up to 50 people at once. Private hostess stations allow clients the access to their Assistant, while the central check-in area offers tight security and control over participants.

LA Research, Inc.
 9400 Topanga Canyon Blvd.
 Suite 100
 Chatsworth, CA 91311
 Ph. 818-993-5500
 lorei@laresearchinc.com
 www.laresearchinc.com
 Location: Office building

Latin Facts Research, Inc.
 14550 Chase St., Suite 78B
 Panorama City, CA 91402
 Ph. 818-891-6779
 steve_escoe@latinfactsresearch.com
 www.factsnfiguresinc.com
 Location: Shopping mall
 1/1, 1/10, TK
 18x20 13 Conference
 18x20 14 Conference
 26x29 19 Conference
 11x14 6 Conference



LW Research Group

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

LW research group has extensive experience coordinating and recruiting automotive focus groups, static clinics, as well as as drive tests. Our resume of clients include most major automotive manufacturers. We have experience conducting projects that range from recruiting and coordinating automotive research and special events to conducting fleet studies at truck stops. Our company also has experience recruiting and coordinating fly in respondents both nationally and internationally. We recruit using R.L. Polk lists, client provided lists, subscription lists and from our own national database.

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, 1/10, VC, WC
14 x 28 10 Multiple

Opinions, Ltd. - Los Angeles

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



Plaza Research-Los Angeles

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

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. 91)

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, 1/10, PTL, TK, VC
20x16 12 Conference
20x16 12 Conference
34x19 30 Multiple

Qualitative Insights

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

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
AU, CL, CUL, 1/1, 1/10, TK, VC, WC
21x18 14 Multiple
20x19 14 Multiple
20x19 14 Multiple
24x18 16 Multiple
(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@crglobalinc.com
www.crgglobalinc.com
Jennier Schwartz, Director of Field Operations
Location: Shopping mall
Distance from airport: 34 miles, 40 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
27x22 8 Multiple
13x17 6 Multiple



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
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
22x24 20 Multiple
20x18 20 Multiple
20x18 16 Conference
20x18 16 Conference
14x12 5 Multiple

Top rated, convenient, spacious and experienced with fresh ideas. Our facilities are totally revamped with top-notch technology and a modern look. Trotta knows what you need and delivers. Visit us in Marina del Rey (10 mins. from LAX) or Irvine (10 mins. from Orange County Airport- 1 hr. south of LAX). A 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. 67)

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, CUL, 1/1, 1/10, WC
17x19 15 Multiple
17x21 15 Multiple
17x21 15 Multiple
17x15 10 Multiple

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, 1/10, TK
26x26 15 Conference

TROTTA Associates

MARKETING RESEARCH

310-306-6866 • www.trotta.net

Codes

Location: Office building, Freestanding building, Shopping mall

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

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
 AU, 1/1, 1/10, PTL
 24x16 12 Conference

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.



L.A. - 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, CUL, 1/1, 1/10, TK, WC
 9x23 12 Conference
 22x32 50 Conference
 19x21 12 Conference
 22x20 18 Conference
 22x20 18 Conference

Extensively remodeled in 2013, Fieldwork OC is the hottest place to be in Southern Cal. See our beautiful creative spaces, including rooms with floor-to-ceiling mirrors for an unmatched viewing experience. Suites of various sizes accommodate a range of people/methodologies. 5 mins from John Wayne/Orange County airport, Fieldwork OC has access to fine restaurants, shopping, the beach and Disneyland. E-mail us your research requirements and take a vacation while you're here. Digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on p. 28, 41, cover, 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, 1/10, VC, WC
 20x16 5 Conference

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, 1/10, TK
 22x24 8 Conference
 22x26 8 Conference

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, CUL, 1/1, 1/10, PTL, TK, VC
 18x24 18 Conference
 14x18 18 Conference
 14x17 7 Conference

Quick Test/Heakin (Branch)
 Mainplace Mall
 2800 N. Main St., Suite 2088
 Santa Ana, CA 92705
 Ph. 714-547-8300
 bid@quicktest.com
 www.quicktest.com
 Christy Crossan
 Location: Shopping mall
 12.6x19.6 4 Conference

Trotta Associates (Br.)
 5 Park Plaza, Suite 200
 Irvine, CA 92614
 Ph. 949-251-1122 or 310-306-6866
 irvine@trotta.net
 www.trotta.net
 Ingrid Robertson, Facility Manager
 Location: Office building
 Distance from airport: 2 miles, 15 minutes
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 25x20 25 Multiple
 18x19 16 Multiple
 19x38 20 Conference
 (See advertisement on p. 67)

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 32x21 20 Multiple
 23x21 25 Multiple
 22x14 14 Multiple

Opinions of Sacramento
 2025 Hurlley 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
 AU, CL, CUL, PTL, TK, WC
 20x16 12 Multiple
 28x16 16 Multiple

Opinions, Ltd. - Sacramento
 Roseville Galleria
 1151 Galleria Blvd., Suite 277
 Roseville, CA 95678
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Sluder, Vice President
 Distance from airport: 27 miles, 33 minutes
 1/1, TK, VC, WC
 20x10 8 Conference

San Diego

C&C Market Research - San Diego
 Plaza Camino Real
 2525 El Camino Real, Suite 203
 Carlsbad, CA 92008
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Location: Shopping mall
 (See advertisement on inside back cover)



Flagship Research
 2840 Fifth Ave.
 Suite 200
 San Diego, CA 92103
 Ph. 619-849-1111 or 619-814-0473
 russell@flagshipresearch.com
 www.flagshipresearch.com
 Russell Duong
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 18x22 10 Multiple
 19x19 15 Conference
 20x16 15 Conference

"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 now have the ability to host and recruit projects nationwide, as well as specialize in medical recruiting.

Luth Research
 1365 Fourth Ave.
 San Diego, CA 92101
 Ph. 800-465-5884 or 619-234-5884
 mboyd@luthresearch.com
 www.luthresearch.com
 Molly Boyd, Project Manager
 Distance from airport: 3 miles, 10 minutes
 CL, CUL, 1/1, TK, VC, WC
 22x23 20 Multiple
 20x19 12 Multiple
 23x23 15 Multiple



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, CUL, 1/1, 1/10, TK, TKO, WC
 15x20 15 Conference
 15x20 15 Conference
 16x22 15 Multiple

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. 91)



Taylor Research, Inc.

6602 Convo 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, CUL, 1/1, 1/10, VC
20x13 8 Conference
18x14 10 Conference
24x19 12 Multiple
29x23 18 Multiple

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, CLI with touch screen computers and mock jury projects. New state of the art audio / video systems and test kitchen.

San Francisco Bay/San Jose

Amplify Research Partners, LLC

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

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, 1/10, PTL, TK, VC
20x24 12 Conference
30x35 12 Conference

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
Craig Cunningham, President
Location: Shopping mall
Distance from airport: 3 miles, 10 minutes
1/1, 1/10
15x12 8 Conference
(See advertisement on inside back cover)

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
18x22 8 Conference

Covance Food Solutions

365 N. Canyons Parkway
Suite 101
Livermore, CA 94551
Ph. 925-551-4262
christie.hoyer@covance.com
www.theNFL.com
Christie Hoyer, Assoc Dir Sensory Consumer Res
Location: Office building
Distance from airport: 25 miles, 30 minutes
AU, CL, 1/1, 1/10, PTL, TK, TKO, WC
21x20 15 Conference



Fieldwork San Francisco

201 Third St.
Suite 1000
San Francisco, CA 94103
Ph. 415-268-8686
info@sanfran.fieldwork.com
www.fieldwork.com
Denise Ambrose, President
Location: Office building
Distance from airport: 13 miles, 20 minutes
CL, CUL, 1/1, 1/10, WC
19x21 20 Multiple
18x21 11 Multiple
20x22 25 Multiple
20x21 9 Multiple

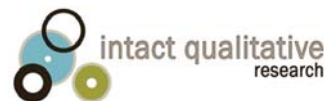
Fieldwork San Francisco is in the South of Market (SOMA) district, center of the city's arts neighborhood. 20 mins from San Francisco International Airport. 4 focus group suites featuring tiered viewing rooms, lounges and city views. Ever-growing database reflects the city's rich diversity. Steps from the Moscone Center, our facility is the perfect place to do convention research. Our team is available to recruit on-site during the convention or in advance with attendee lists. Digital audio and video recording, video streaming, usability lab, high-speed wireless Internet, transcription services.
(See advertisement on p. 28, 41, cover, 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
AU, CUL, 1/1, 1/10, TK, VC, WC
18x18 12 Multiple
19x20 15 Multiple
17x21 6 Multiple
17x21 6 Multiple
19x20 12 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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.intactqualitative.com
Richard Ngo, Partner
Location: Free standing facility
Distance from airport: 13 miles, 15 minutes
CL, CUL, PTL, TK, TKO, 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.

Nichols Research - Fremont

39141 Civic Center Drive
Suite 425
Fremont, CA 94538
Ph. 510-794-2990
info@nicholsresearch.com
www.nicholsresearch.com
Grace La Mer, Vice President of Compliance
Location: Office building
Distance from airport: 25 miles, 35 minutes
CUL, 1/1, 1/10, VC, WC
20x16 12 Conference

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, VP of Research Facilities
Location: Office building
Distance from airport: 13 miles, 21 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC
20x18 15 Conference
20x18 15 Conference
19x15 10 Conference
12x12 5 Conference

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
Ryan Lopez, Facility Director
Location: Office building
Distance from airport: 6 miles, 15 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC
20x15 14 Conference
20x15 10 Conference
16x14 20 Conference
24x16 14 Conference
36x24 22 Multiple

Opinions, Ltd. - San Francisco

Solano Mall
1350 Travis Blvd., Suite 1522A
Fairfield, CA 94533
Ph. 440-893-0300
iris.blaine@opinionstltd.com
www.opinionstltd.com
Chris Sluder, Vice President
Location: Shopping mall
Distance from airport: 58 miles, 65 minutes
1/1, 1/10, VC, WC
20x14 Conference

Q & A Focus Suites

925 Ygnacio Valley Road
Suite 201
Walnut Creek, CA 94596
Ph. 925-210-1525
focusinfo@qar.com
www.QAFocusSuites.com
Craig Wong, Executive VP
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, CUL, TK, WC
24x17 14 Multiple
20x17 14 Multiple
22x30 14 Multiple

Q & A Research, Inc.

64 Digital Drive
Novato, CA 94949
Ph. 415-883-1188 or 800-210-1525
info@QAR.com
www.qafocusuites.com
Craig Wong, Executive VP
Location: Free standing facility
Distance from airport: 35 miles, 35 minutes
CL, 1/1, 1/10, WC
28x16 16 Conference

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, CUL, 1/1, PTL, TKO, VC
17x21 20 Conference
15x20 16 Conference

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Schlesinger Associates 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
 AU, CL, CUL, 1/1, TK, VC, WC

15x20	16	Multiple
17x22	16	Multiple
16x20	10	Multiple
17x24	10	Multiple

(See advertisement on inside front cover)

VuPoint San Francisco

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

20x38		Multiple
16x25		Multiple
7x6		Multiple



watchLAB

201 Post St.
 6th Floor
 San Francisco, CA 94108
 Ph. 415-285-9300
 stephanie.mahley@watchlab.com
 www.watchlab.com
 Brian Parker, President
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

16x22	14	Multiple
16x22	14	Multiple
16x22	14	Multiple

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 you really can have it all: quality nationwide-recruiting, proactive hands-on project management and an excellence in service top to bottom. With state-of-the-art technology and 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

Colorado Springs



Elevated Insights

525 N. Tejon St.
 Colorado Springs, CO 80903
 Ph. 719-590-9999
 cailee@elevatedinsights.com
 www.elevatedinsights.com/
 Sam Orkin, Business Dev/Facility Manager
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, VC, WC

12x21	10	Multiple
11x21	5	Multiple
12x8	4	Multiple

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.



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
 CUL, 1/1, 1/10, PTL, TK, VC, WC

25x72		Multiple
11x22	6	Multiple
11x10		Multiple
13x13		Multiple
12x16		Multiple

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, 1/10, TK, VC, WC

21x15	15	Conference
19x14	15	Conference

Fastidious recruiting is the hallmark of AccuData Facilities (Denver, Orlando). In Orlando we have 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 with Focus Vision, and video-streaming.



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 Darre, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 AU, CL, CUL, 1/1, 1/10, TK, TKO, WC

13x09	6	Conference
24x19	25	Conference
23x20	12	Conference
20x17	15	Conference
24x20	25	Conference

Fieldwork Denver is the ideal location for your "mile high" market research. Our new 14,000-sq.-ft. facility is in downtown Denver, designed for client and respondent convenience. Our six suites can accommodate groups of any size and include a multi-purpose room with floor-to-ceiling viewing. Since 1982, we have been providing our expertise, on-site recruiting, and an ever-growing database of respondents - which means your research will be right. Digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services, Spanish speaking recruiting.
 (See advertisement on p. 28, 41, cover, 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
 Richard Keys, Managing Partner
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

13x19	12	Conference
14x16	10	Conference

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.



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

17x30	16	Conference
19x30	10	Conference
20x10	10	Conference
20x10	10	Conference
52x20	16	Conference
100x32	50	Conference

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 responses and more impactful results. With our Ideastream™ added to our fleet of in-context amenities, INGATHER can facilitate research virtually anywhere. With our downtown Denver facility, industry's first "Reality Research Restaurant & Bar™" and "Reality House™", INGATHER is the US choice.

Market Perceptions, 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, 1/10, VC
 26x18 20 Conference

Opinions, Ltd. - Denver
 Colorado Mills Mall
 14500 W. Colfax Ave., Suite 130
 Lakewood, CO 80401
 Ph. 440-893-0300
 iris.blaine@opinionltd.com
 www.opinionltd.com
 Chris Sluder, Vice President
 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, CUL, 1/1, 1/10, TK, TKO, VC, WC
 15x20 20 Conference
 15x20 20 Conference
 15x20 20 Multiple
 15x20 20 Conference

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. 91)



Resolution Research®
 490 S. Santa Fe Drive
 Unit E
 Denver, CO 80223
 Ph. 303-830-2345
 info@re-search.com
 www.ResolutionResearch.com
 Nina Nichols, President

Beautiful, functional, distinctly visible, convenient, and highly configurable. These are just a few words that describe our new focus group facility and test kitchen. The facility is complete with a warehouse (30' ceilings) for large product tests, trainings, as well as hot & cold food distribution. Our lounge functions as an intimate living room. Free, reserved parking is just outside our front door and steps away (new bridge 2017) from Alameda light rail stop. If you need a facility &/or recruitment in the in the Denver/Colorado market (or anywhere USA), please contact Resolution Research.

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

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
 12x17 8 Conference
 (See advertisement on inside back cover)

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, 1/10, TK
 15x20 10 Conference

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
 20x22 15 Multiple
 28x25 20 Multiple

Hartford



Connecticut Connection - Hartford Research
 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
 AU, CL, CUL, 1/1, 1/10, TK, TKO, WC
 21x21 30 Conference
 16x19 20 Conference
 14x18 15 Conference

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC
 20x20 15 Conference

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
 13x20 15 Conference

New Haven

GreatBlue Research, Inc.
 162 West St.
 Suite A
 Cromwell, CT 06416
 Ph. 860-740-4000
 hello@greatblueresearch.com
 www.greatblueresearch.com
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 VC, WC
 12x20 Conference

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, 1/10, VC, WC
 20x20 20 Conference
 20x20 20 Conference
 15x15 12 Multiple



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, CUL, 1/1, 1/10, TK, VC, WC
 18x16 10 Multiple
 18x21 12 Multiple
 23x14 20 Multiple
 14x10 6 Conference

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

Washington

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

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.



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

Patricia Omana
 Location: Office building
 Distance from airport: 27 miles, 35 minutes
 CL, CUL, 1/1, 1-on-1 Observation

40x21	30	Multiple
21x24	20	Multiple
21x16	20	Multiple
8x13	5	Conference
8x13	5	Conference

EurekaFacts offers a well-appointed CL, a multipurpose focus group suite and four IDI rooms with observation rooms. Equipped with the latest technology and professional hosting staff, our facility is conveniently connected to D.C.'s Rockville Metro-Bus-MARC train hub. Our multilingual call center specializes in hard-to-reach recruitment, multilingual moderators, interviewers, coders and note-takers. We conduct studies using single and multimode methodologies. EurekaFacts is certified to ISO 20252; the international standard for market, opinion and social research.

Home Innovation Research Labs

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
 AU, CL, 1/1, 1/10, PTL

21x17	14	Multiple
21x17	14	Multiple
30x37	10	Multiple



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, CUL, 1/1, 1/10, PTL, VC, WC

20x17	20	Conference
15x14	15	Multiple
18x14	15	Living

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 Parkway
 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, CUL, 1/1, 1/10, TK, VC, WC

20x14	12	Conference
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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, CUL, 1/1, 1/10, TK, VC, WC

20x14	12	Conference
9x8	5	Conference

Opinions, Ltd. - Washington, D.C.

Annapolis Mall
 2002 Annapolis Mall Suite 1290
 Annapolis, MD 21401
 Ph. 440-893-0300
 iris.blaine@opinionsltd.com
 www.opinionsltd.com
 Chris Sluder, Vice President
 Location: Shopping mall

the polling company™, inc.

400 N. Capitol St. N.W.
 Suite 790
 Washington, DC 20001
 Ph. 202-667-6557
 FocusGroup@pollingcompany.com
 www.pollingcompany.com
 Location: Office building



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, CUL, 1/1, 1/10, VC, WC

16x20	12	Conference
16x21	10	Conference
17x16	11	Conference
16x26	20	Conference
16x21	10	Conference
10x13	8	Conference

Shugoll Research is the premier qualitative research facility in the Washington, D.C. area. We are committed to providing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio/video recording and staff who are dedicated to anticipating your needs and going beyond expectations. We have two beautiful facilities in the D.C. area and the only 920-sq.-ft. super-room in the market, 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

20x46	15	Conference
20x26	15	Conference
20x20	11	Conference
20x20	10	Conference

Shugoll Research is the premier qualitative research facility in the Washington, D.C. area. We are committed to provid-

ing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio/video recording and staff who are dedicated to anticipating your needs and going beyond expectations. We have two beautiful facilities in the D.C. area and the only 920-sq.-ft. super-room in the market, 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, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

20x20	8	Conference
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Florida

Daytona Beach

CRG Global, Inc.

3 Signal Ave.
 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, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

16x30	15	Conference
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CSS/datatelligence, a division of CRG Global

3 Signal Ave.
 Suite B
 Ormond Beach, FL 32174
 Ph. 866-209-2553
 csssales@crgglobalinc.com
 www.cssdatatelligence.com
 Jennifer Schwartz, Director of Field Operations
 Location: Free standing facility
 Distance from airport: 14 miles, 15 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

16x30	15	Conference
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Fort Lauderdale

(See also Miami)

Clarocision Research & Marketing

2818 N. University Drive
 Coral Springs, FL 33065
 Ph. 877-659-5468 or 954-741-2234
 info@crmfirm.com
 www.crmfirm.com/marketresearch/
 Karlene Facey, Market Research Project Mngnr.
 Location: Office building
 Distance from airport: 18 miles, 22 minutes
 CL, CUL, 1/1, WC



Mars Research

550 W. Cypress Creek Road
 Suite 310
 Ft. Lauderdale, FL 33309
 Ph. 954-654-7888 or 877-755-2805
 jrudnick@marsresearch.com
 www.marsresearch.com
 Jarrett Rudnick
 Location: Office building
 Distance from airport: 11 miles, 18 minutes
 CL, CUL, PTL, TK, VC, WC

20x25	20	Multiple
12x22	5	Multiple

Mars Research is one of the most trusted Marketing Research firms, with 30+ years experience. We design and conduct qual and quant research studies. Our upscale Fort Lauderdale Focus Group facility offers 2 conference rooms, spacious client viewing, video streaming and translation equipment. Our superior recruiting process delivers qualified respondents for every project. Diverse consumer database includes Hispanics and other multi-cultural backgrounds. Mars has a strong reputation in conducting consumer product and sensory research (i.e. taste testing) while providing comprehensive results.



Plaza Research-Fort Lauderdale
 4000 Hollywood Blvd.
 Suite 200N
 Hollywood, FL 33021
 Ph. 954-963-7600 or 800-654-8002
 rjaeger@plazaresearch.com
 www.plazaresearch.com
 Rebecca Jaeger
 Location: Office building
 Distance from airport: 15 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, VC, WC

15x20	20	Conference
15x20	20	Conference
16x22	20	Multiple
16x21	20	Conference

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. 91)

WAC of Fort Lauderdale
 1415 W. Cypress Creek Road
 Ft. Lauderdale, FL 33309
 Ph. 954-772-5101
 wacflorida@aol.com
 www.wacresearch.com
 Gary Altschul
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

25x25	25	Conference
20x20	18	Conference
20x20	18	Conference
14x16	8	Conference

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

22x16	6	Conference
20x20	12	Conference

Jacksonville and north Florida's "Top Rated" facility by Impulse! Two focus group suites 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 for web usability testing and ease of use. Large kitchen area for taste tests. Privately owned and operated. Designed by moderators for moderators. Attention to detail with an emphasis on quality. True Southern hospitality focusing on your needs so you can focus on your clients' needs.

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

22x18	12	Multiple
18x15	8	Multiple

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, we 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@cmarketresearch.com
 www.cmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 15 miles, 10 minutes
 CL, CUL, 1/1, 1/10, TK

17x15	8	Conference
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(See advertisement on inside back cover)

Focus99 - The Focus Group Room
 25 S.E. Second 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, 1/10, PTL, VC, WC

15x25	10	Conference
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Miami Market Research, Inc.
 6840 S.W. 40 St.
 Suite 207
 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, 1/10, TK, VC, WC

13x20	8	Multiple
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20|20 Research - Miami
 8350 N.W. 52nd Terrace
 Suite 420
 Doral, FL 33166
 Ph. 866-960-8269 or 786-594-3740
 natalie.ogando@2020research.com
 www.2020research.com
 Natalie Ogando, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, VC, WC

19x20	15	Conference
22x28	15	Conference
19x20	15	Conference

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. Experienced, bilingual, on-site recruiting and project management. We are more than just a focus group facility. We are your trusted fieldwork

partner in Miami with the quality metrics to prove it. And be sure to check out our other facilities in Nashville and Charlotte.

WAC of Miami
 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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

26x27	25	Conference
20x20	18	Conference
20x20	18	Conference
15x16	8	Conference

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, 1/10, TK, VC, WC

29x25	20	Conference
19x16	15	Conference
19x16	15	Conference
21x25	30	Multiple

Fastidious recruiting is the hallmark of AccuData Facilities (Denver, Orlando). In Orlando we have 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 with Focus Vision, and video-streaming.



ClearView Research Orlando
 5450 Lake Howell Road
 Winter Park, FL 32792
 Ph. 407-671-3344
 Jeni@clearvieworlando.com
 www.aboutorlandoresearch.com
 Jeni Marsh
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 AU, CL, 1/1, 1/10, TK, VC, WC

23x22	20	Multiple
18x26	20	Multiple

ClearView Research Orlando is Central Florida's "Top Rated" qualitative facility, giving clients the highest level of service has been our goal since 1997. 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 miles
 CL, VC

38x22	15	Multiple
18x22	10	Multiple

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.

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, 1/10, VC
 18x21 12 Multiple
 10x12 5 Multiple

Schlesinger Associates Orlando

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

Sarasota

Focus Sarasota

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

Tallahassee

Downs & St. Germain Research

2992 Habersham Drive
 Tallahassee, FL 32309
 Ph. 850-906-3111 or 800-564-3182
 joseph@dsg-research.com
 www.dsg-research.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
 CUL, 1/1, 1/10
 19x22 6 Multiple

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

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, 1/10, TK, TKO, WC
 27x18 10 Multiple



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, CUL, 1/1, 1/10, TK, VC, WC
 15x20 12 Multiple
 15x20 12 Multiple
 24x28 14 Multiple
 18x19 14 Multiple
 10x13 2 Conference

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
 Patricia Lister, Client Relationship Manager
 Distance from airport: 5 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC
 32x22 20 Multiple
 20x17 14 Multiple
 19x17 8 Multiple

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.

Opinions, Ltd. - Tampa

Brandon Town Center
 Brandon Town Center
 Brandon, FL 33511
 Ph. 440-893-0300
 iris.blaine@opinionstltd.com
 www.opinionstltd.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 20 miles, 33 minutes
 1/1, VC, WC
 23x10 5 Conference



Plaza Research-Tampa

4301 Anchor Plaza Parkway
 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, CUL, 1/1, 1/10, TK, TKO, VC, WC
 15x20 20 Conference
 15x20 20 Conference
 16x22 20 Multiple

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. 91)

Quick Test/Heakin (Branch)

Citrus Park Mall
 7852 Citrus Park Drive
 Tampa, FL 33625
 Ph. 855-799-0003
 bid@quicktest.com
 www.quicktest.com
 Christy Crossan
 Location: Shopping mall
 13 x 22 5 Conference

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
 AU, CL, CUL, 1/1, 1/10, VC, WC
 16x18 10 Conference
 16x19 12 Conference
 18x24 10 Multiple

Test America a division of CRG Global

WestShore Plaza
 256 WestShore Plaza, Suite W08
 Tampa, FL 33609
 Ph. 866-209-2553
 crgsales@crgglobalinc.com
 www.crgglobalinc.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 14 miles, 20 minutes
 1/1, 1/10, TK, VC
 29 x 30 Multiple
 10 x 20 Multiple

West Palm Beach/Boca Raton

Quick Test/Heakin

1061 E. Indiantown Road
 Suite 300
 Jupiter, FL 33477
 Ph. 561-748-0931 or 855-799-0003
 christy.crossan@quicktest.com
 www.quicktest.com
 Christy Crossan, Director of Account Management
 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
 Traci Wood, Director
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 10x21 Conference


ATLANTA OUTLOUD
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, 1/10, WC

15x20	15	Conference
15x20	15	Conference
24x26	20	Conference
11x14	8	Conference

We are consistently "Top Rated" by the Impulse Survey of Focus Group Facilities. Come see our new multi-purpose focus room seating up to 40 respondents. 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 start to finish!

C&C Market Research - Atlanta

Perimeter Mall
4400 Ashford Dunwoody Road, Suite 2670
Atlanta, GA 30346
Ph. 479-785-5637
corp@ccmarketresearch.com
www.ccmarketresearch.com
Craig Cunningham, President
Location: Shopping mall
Distance from airport: 30 miles, 40 minutes
CL, CUL, 1/1, 1/10, TK, TKO

14x19	8	Conference
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(See advertisement on inside back cover)


Compass Marketing Research

3725 DaVinci Court
Suite 100
Norcross, GA 30092
Ph. 770-448-0754
info@cmrcompass.com
www.compassmarketingresearch.com
Edie Gayton, Research Service Manager
Location: Free standing facility
Distance from airport: 30 miles, 45 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

16x24	12	Conference
16x20	12	Conference

Confidently place your research project with Compass, client-centric and flexible research facilities for your qualitative and quantitative studies. 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.


fieldWORK
ATLANTA

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, CUL, 1/1, 1/10, TK, WC

35x20	18	Conference
22x25	16	Conference
21x25	16	Conference
18x22	25	Conference

Atlanta boasts world-class businesses and attractions. As part of this growing metropolis, Fieldwork Atlanta provides some of the most sophisticated market research opportunities available today. You'll find state of the art facilities, including 4 spacious conference rooms, a test kitchen, private lounges, and all of the latest technology. Come experience Southern hospitality in this hot market. Capabilities: digital audio and video recording, video streaming, usability lab, high-speed wireless Internet, transcription services.
(See advertisement on p. 28, 41, cover, back cover)


**FOCUS
POINTE
GLOBAL**

Qualitative & Quantitative Data Collection Solutions

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

24x16	18	Multiple
24x16	18	Multiple
14x16	21	Multiple
33x19	25	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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**

Qualitative & Quantitative Data Collection Solutions

Focus Pointe Global - Atlanta (Clairmont)

2970 Clairmont Road
Suite 500
Atlanta, GA 30329
Ph. 404-321-0468 or 888-873-6287
atlanta2@focuspointeglobal.com
www.focuspointeglobal.com
Christy McCulla, Facility Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, CUL, TK, VC, WC

22x18	20	Multiple
21x17	20	Multiple
16x24	20	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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**
... a cut above the rest

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
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

25x16	15	Multiple
22x22	12	Multiple
22x22	12	Multiple
22x54	24	Conference
14x15	10	Conference
16x18	12	Multiple

Five luxurious focus suites including 1,200-sq.-ft. auditorium with viewing, ramp for vehicles and large displays. Largest commercial test kitchen in Atlanta. 160 cubic feet of walk-in refrigeration and heavy electrical support. 150,000+ consumer, medical B2B database. Multiple CLT labs with laptops and wireless, private entrances and reception seating 35+. Tiered viewing rooms seat 12-15; 6-10 in adjacent lounges. Internet access, remote viewing, Instant Update™ technology, workstations, conference tables and Wi-Fi. On-site IT and A/V techs. Streaming available internally and externally.


**JACKSON
ASSOCIATES RESEARCH**
... a cut above the rest

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, 1/10, VC, WC

20x20	10	Multiple
17x19	8	Multiple
17x19	8	Multiple

Located in the heart of midtown Atlanta, this facility consists of three trendy, sophisticated studios boasting the latest technology, including our Instant Update™ technology. Studios are professionally 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.


PLAZA RESEARCH

Plaza Research-Atlanta
One Atlanta Plaza
950 E. Paces Ferry Road N.E., Suite 800
Atlanta, GA 30326
Ph. 770-432-1400 or 800-654-8002
kmcternan@plazaresearch.com
www.plazaresearch.com
Krista McTernan
Location: Office building
Distance from airport: 15 minutes
AU, CL, CUL, 1/1, 1/10, TK, TKO, VC, WC

15x20	20	Conference
15x20	20	Conference
15x20	20	Conference
15x20	20	Multiple
20x30	25	Conference

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. 91)

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.



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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO
 20x22 18 Conference
 16x22 15 Multiple
 38x24 8 Multiple
 35x30 10 Multiple

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 (deal for dial test and mock juries, seats 75 respondents). Large commercial test kitchen has walk-ins, ample power and open design to accommodate any setup. 52 laptops with wired and Wi-Fi. In-house recruiting and 70,000 respondents consistently provides the best recruits (consumer, B2B, Hispanic and medical). Professional results with an emphasis on Southern hospitality and exceptional service.

Quick Test/Heakin (Branch)
 Sugarloaf Mills
 5900 Sugarloaf Parkway, Suite 125
 Lawrenceville (Atlanta), GA 30043
 Ph. 770-831-5099
 bid@quicktest.com
 www.quicktest.com
 Christy Crossan
 Location: Shopping mall
 11.9 x 8.7 2 Conference

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
 AU, CL, CUL, TK, VC, WC
 15x20 12 Multiple
 16x20 12 Multiple
 16x20 12 Multiple
 20x18 15 Multiple
 16x25 12 Multiple
 (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: 10 miles, 20 minutes
 CL, 1/1, 1/10, TK, TKO, VC, WC
 14x23 12 Conference
 14x20 12 Conference
 14x20 12 Conference
 13x09 4 Conference
 15x19 12 Living

User Insight
 50 Glenlake Parkway

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, CUL, 1/1, 1/10, PTL, VC, WC
 25x12 20 Conference
 20x12 15 Conference
 13x14 10 Multiple
 30x21 15 Living

V & L Research & Consulting, Inc.
 3340 Peachtree Road N.E.
 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, 1/10, TK
 17x14 16 Multiple
 12x12 10 Multiple

Hawaii

Honolulu

Anthology Marketing Group - Research
 1003 Bishop St.
 Pauahi Tower, Floor 9
 Honolulu, HI 96813
 Ph. 808-524-5194 or 808-544-3020
 barbara.ankersmit@anthologygroup.com
 www.anthologygroup.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 AU, CL, 1/1, 1/10, VC
 20x26 15 Conference

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, 1/10
 20x11 10 Conference

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, 1/10, TK
 14x16 9 Conference



WARD RESEARCH
 INCORPORATED
Ward Research, Inc.
 828 Fort Street Mall
 Suite 210
 Honolulu, HI 96813
 Ph. 808-522-5123
 wrstaff@wardresearch.com
 www.wardresearch.com
 Denise Charles, Vice President/General Manager
 Location: Office building
 Distance from airport: 5 miles, 15 minutes
 1/1, 1/10
 14x24 15 Conference

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 customer service, we will work closely with you to recruit the respondents you need. We also have one of Hawaii's premier moderators on staff and offer one of the most spacious facilities in Hawaii.

Illinois

Chicago

Adler Weiner Research Chicago, Inc.
 875 N. Michigan Ave.
 John Hancock Center, Suite 3260
 Chicago, IL 60611
 Ph. 312-944-2555
 andi@awres.com
 www.adlerweiner.com
 Andrea Weiner, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 45 minutes
 CL, CUL, VC, WC
 17x15 15 Conference
 24x16 15 Conference
 19x17 12 Conference
 20x17 15 Conference
 19x17 12 Conference

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
 24x23 25 Conference
 21x23 25 Conference

Assistance In Marketing/Chicago
 900 National Parkway, Suite 150
 Schaumburg, IL 60173
 Ph. 888-827-0400 or 847-481-0400
 bids@aim-chicago.com
 www.aimresearchnetwork.com
 Laura Shulman, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, TK, VC, WC
 30x20 20 Multiple
 20x20 15 Multiple
 20x19 10 Multiple

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, 1/10, PTL, TK, VC
 30x25 12 Conference

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, 1/10, TK
 15x18 15 Conference
 30x34 15 Multiple
 18x12 8 Conference

C R Market Surveys, Inc.
 11 W. 26th St.
 South Loop Hotel
 Chicago, IL 60616-1200
 Ph. 312-583-7960 x 70 or 800-882-1983
 crobinson@crmarketsurveys.com
 www.crmarketsurveys.com
 Cheryn Robinson, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 AU, CL, CUL, 1/1, TK, VC
 11x15 12 Conference
 11x15 15 Conference
 25x50 10 Conference

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, President
 Location: Shopping mall
 Distance from airport: 10 miles, 30 minutes
 12x12 6 Conference
 (See advertisement on inside back cover)

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, Client Services and Marketing
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 1/1, VC, WC

21x34		Multiple
20x55	15	Multiple
20x70		Multiple
41x61		Multiple
40x81	15	Multiple



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
 Betty Holm, Vice President
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 AU, CL, VC, WC

15x16	10	Multiple
19x16	15	Multiple
18x26	20	Multiple

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
 CUL, 1/1, 1/10, VC

16x12	14	Multiple
16x30	25	Multiple
15x12	12	Multiple

Fact Flow Research
 111 S. Wacker Drive, Suite 4710
 Chicago, IL 60606
 Ph. 312-341-8117
 dmanos@ffresearch.com
 www.fffocusfacility.com
 Diana Manos, Mgr. Research Operations
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10

20x20	12	Conference
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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, CUL, TK, TKO, WC

21x24	15	Conference
21x29	20	Conference
23x25	18	Conference
20x27	25	Conference
14x15	10	Conference

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 set up requirements. Capabilities include digital audio and video recording, video-streaming, high-speed wireless Internet, transcription services.
 (See advertisement on p. 28, 41, cover, 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, CUL, 1/10, TK, WC

20x25	20	Conference
21x21	20	Conference
21x15	15	Conference
20x20	15	Conference

Fieldwork Chicago-O'Hare has 5 conference suites with attached lounges, a kitchen, a multi-purpose room, and a patio for research/relaxing. 3 miles from O'Hare International Airport. Approx. 30 mins from Downtown. Access to public transportation and major highways makes us convenient for participants/clients. Our diverse database covers a widespread area throughout the city and suburbs. Digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services. Explore the vast dining and entertainment options in the Rosemont and Downtown areas.
 (See advertisement on p. 28, 41, cover, 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
 Karyn Picchiotti, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, WC

20x20	12	Conference
22x23	10	Conference
20x19	15	Conference
25x20	12	Conference
17x20	15	Conference
20x20	15	Conference

Fieldwork Chicago-Schaumburg offers over 11,000 sq. ft. of accommodations. In addition to our newly added permanent living room space, we have 5 conference rooms, seating 12-50. Viewing rooms seat up to 25 and have attached lounges. Amazing views of the Chicago skyline, lakes and woods. Our staff and management team has 60+ years combined experience. Located 12 miles from O'Hare International Airport. One block from Woodfield Mall, near top-rated restaurant/attractions. Digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on p. 28, 41, cover, back cover)



Fieldwork Flex
 111 E. Wacker Drive
 Suite 220
 Chicago, IL 60601
 Ph. 312-285-2060
 Arynno@fieldwork.com
 www.fieldwork.com/
 Aryn O'donnell, Director of Corporate Services
 Location: Office building

Fieldwork Flex, a brand new creative research space in downtown Chicago, was designed to be an inspirational place for researchers and participants. Flex provides an atmosphere that elicits insights and creativity with a large, open versatile room, and 4 spacious break out rooms with flexible set ups. It is located in the heart of downtown, convenient for respondents and clients. You can also expect Fieldwork quality hosting, recruiting and project manage-

ment services. Call or e-mail Aryn O'Donnell to schedule a tour or get a quote on your next project.
 (See advertisement on p. 28, 41, cover, 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

23x30	15	Multiple
18x30	15	Multiple
18x30	15	Multiple
18x15	10	Multiple

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, luxurious client lounges, massage chairs, zoned temperature/volume controls and closed-circuit viewing. Large all-purpose room for juries, or any audience or classroom set-up 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, CUL, 1/1, 1/10, TK, VC, WC

16x22	15	Multiple
18x22	15	Multiple
16x22	15	Multiple
16x21	15	Multiple
20x28	15	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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 888-873-6287
 oakbrook@focuspointeglobal.com
 www.focuspointeglobal.com
 Jill Karman, Facility Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, CUL, TK, VC, WC

18x30	20	Multiple
20x18	10	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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)

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.



FOCUSCOPE, Inc.

515 N. State St.
 Suite 1920
 Chicago, IL 60654
 Ph. 708-386-5086
 krooney@focuscope.com
 www.focuscope.com
 Kevin Rooney, President
 Location: Office building
 Distance from airport: 12 miles, 25 minutes
 CL, CUL, 1/1, 1/10, VC, WC

22x20	16	Multiple
24x18	12	Multiple
34x19	20	Multiple

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. 79)

FOCUSCOPE, Inc. (Br.)

1100 Lake St.
 Suite 60
 Oak Park, IL 60301
 Ph. 708-386-5086
 krooney@focuscope.com
 www.focuscope.com
 Kevin Rooney, President
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

22x15	12	Multiple
22x15	11	Multiple

(See advertisement on p. 79)

FOCUSCOPE, Inc. (Br.)

One Oakbrook Terrace
 Suite 320
 Oakbrook Terrace, IL 60181
 Ph. 708-386-5086
 krooney@focuscope.com
 www.focuscope.com
 Kevin Rooney, President
 Distance from airport: 16 miles, 30 minutes
 CL, CUL, 1/1, 1/10, VC, WC

29x14	15	Multiple
21x23	20	Multiple
21x23	20	Multiple

(See advertisement on p. 79)

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, CUL, 1/1, 1/10, PTL, VC, WC

8x12	12	Multiple
8x12	12	Multiple
8x12	12	Multiple
8x07	12	Multiple
10X06	12	Multiple
8X09	12	Multiple
12X09	6	Multiple

Market Ease Multicultural

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, CUL, 1/1

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

20x20	25	Conference
20x16	16	Living
17x15	12	Conference

MFORCE Research

4043 N. Ravenswood, Suite 301
 Chicago, IL 60613
 Ph. 773-525-3385
 steveh@mforceresearch.com
 www.mforcerearch.com
 Steve Halloran, Project Manager
 Location: Office building
 Distance from airport: 13 miles, 20 minutes
 CL, CUL, 1/1, 1/10, WC

17x12	7	Multiple
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National Data Research, Inc.

4711 Golf Road, Suite 310
 Skokie, IL 60076
 Ph. 847-501-3200
 jay.velasco@national-data.net
 www.national-data.net
 Jay Velasco, Director Research Services
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

31x17	20	Multiple
27x18	20	Multiple
28x17	20	Multiple
14x14	20	Multiple



National Data Research, Inc.

737 N. Michigan Ave. Suite 1310
 Chicago, IL 60611
 Ph. 847-501-3200
 jay.valesco@national-data.net
 www.national-data.net
 Jay Velasco, Director Research Services
 Location: Office building
 Distance from airport: 16 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

19x17	20	Multiple
19x17	15	Multiple
24x17	20	Multiple
26x16	15	Multiple
12x17	5	Living

Founded in 1987, NDR stands as a best-in-class marketing services firm providing national data collection support services for all field and online methodologies. Our facilities are centralized in ideal locations offering immediate access to numerous dining and shopping options. Whether an urban study in the heart of Chicago's Magnificent Mile or a suburban study in Chicago's North Shore, NDR has a long history of successfully exceeding client needs with a personal, hands-on approach that ensures a successful campaign.

National Qualitative Centers, Inc.

625 N. Michigan Ave., Floor 14
 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, CUL, 1/1, 1/10, VC, WC

24x23	7	Multiple
23x20	6	Conference
23x20	8	Multiple
24x19	15	Conference
23x13	8	Conference
34x20	13	Multiple
12x11	6	Conference
40x20	24	
Multiple		

Opinions, Ltd. - Chicago West

Harlem-Irving Plaza
 4192 N. Harlem Ave., Suite 67
 Norridge, IL 60706
 Ph. 440-893-0300
 iris.blaine@opinionstd.com
 www.opinionstd.com
 Chris Sluder, Vice President
 Distance from airport: 31 miles, 45 minutes
 1/1, 1/10, VC, WC
 20x14 Conference

Opinions, Ltd. - Chicago North

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

Opinions, Ltd. - Chicago South

Fox Valley Mall
 2086 Fox Valley Center
 Aurora, IL 60504
 Ph. 440-893-0300
 iris.blaine@opinionstd.com
 www.opinionstd.com
 Chris Sluder, Vice President
 Distance from airport: 31 miles, 45 minutes
 1/1, 1/10, VC, WC
 20x14 Conference

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

21x20	22	Conference
21x32	14	Conference



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

18x33	17	Multiple
16x24	17	Conference
16x22	17	Multiple
17x24	25	Multiple

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. 91)



Precision Research, Inc.

999 E. Touhy Ave.
Suite 100
Des Plaines, IL 60018
Ph. 847-390-8666
saa@preres.com
www.preres.com
Scott Adleman, President
Location: Office building
Distance from airport: 2 miles, 10 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
26x29 25 Conference
15x26 16 Conference
15x26 16 Conference
24x36 12 Conference

Extensively renovated this year (2014). Huge Creative Suite for living room setting, break out areas, writable wall, and food prep ability in adjacent room. Super modern upscale design. Rebuild, so new pictures not available at time of printing. Check the website. Now offering National Recruiting using PrecisionScreen. Commercial test kitchen. Convenient O'Hare location.

Q&M Research, Inc.

19211 Henry Drive
Mokena, IL 60448
Ph. 708-479-3210
dtucker@QandM.com
www.QandM.com
Donald Tucker, President
Location: Free standing facility
Distance from airport: 30 miles, 30 minutes
CL, 1/1, 1/10, TK, TKO
14x21 10 Conference
14x21 10 Multiple
28x41 12 Multiple

Quick Test/Heakin (Branch)

Yorktown Center Mall
203 Yorktown Center, Space 266-D
Lombard, IL 60148
Ph. 855-799-0003
bid@quicktest.com
www.quicktest.com
Christy Crossan
Location: Shopping mall
10 x 17 4 Conference



R5 Research

1046 W. Kinzie
Floor 2
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
24x20 15 Multiple
12x12 15 Multiple
12x8 15 Multiple

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
Gina Jaeger, Account Director
Location: Office building
Distance from airport: 20 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, TK, VC, WC
17x14 12 Multiple
20x16 14 Multiple
20x16 14 Multiple
20x16 14 Multiple
25x15 14 Multiple
20x15 14 Multiple
20x15 12 Multiple
(See advertisement on inside front cover)

www.quirks.com

Schlesinger Associates Chicago O'Hare

9550 Higgins Road
Suite 1150
Rosemont, IL 60018
Ph. 847-720-2660
ohare@schlesingerassociates.com
www.schlesingerassociates.com
Gina Jaeger, Account Director
Location: Office building
Distance from airport: 5 miles, 3 minutes
AU, CL, 1/1, 1/10, PTL, TK, VC, WC
22x17 10 Multiple
22x17 10 Multiple
25x17 10 Multiple
(See advertisement on inside front cover)



Shapiro+Raj

153 W. Ohio St.
Suite 400
Chicago, IL 60654
Ph. 312-321-8100
susan.stanicek@shapiroraj.com
www.shapiroraj.com
Susan Stanicek
Location: Free standing facility
Distance from airport: 15 miles, 35 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
25x19 12 Multiple
23x15 15 Multiple
21x18 Multiple

Survey Center Focus recently unified under the parent company, Shapiro+Raj. Their award winning facility & recruiting is steps from Michigan Ave and features a sophisticated and comfortable setting including tiered viewing, lounges with a fireplace, residential kitchen & bathrooms and HD video. Two suites plus an ideation room that are highly adaptable to fit your needs. 60 years of experience with national/international project design & management and a strong bench of moderators. B2B/C-suite, physician, and consumer recruiting is managed in-house by highly experienced & professional staff.

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
AU, CL, CUL, 1/1, 1/10, TK, VC, WC
26x18 20 Conference
26x16 15 Conference
26x16 15 Living
19x17 20 Conference
30x75 Multiple

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, CUL, 1/1, 1/10, TK, VC, WC
20x24 20 Conference
21x21 20 Conference
20x16 20 Living
24x18 15 Conference
24x18 20 Conference

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, 1/10, VC, WC
22x15 12 Multiple
14x16 10 Multiple
17x17 10 Multiple
26x17 20 Multiple

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, 1/10, TK, TKO, VC, WC
20x19 15 Multiple

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, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
20x24 18 Multiple

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

focuscope, Inc. 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.



watchLAB

1 E. Erie St.
 Suite 600
 Chicago, IL 60611
 Ph. 312-600-0990
 emira.morina@watchlab.com
 www.watchlab.com

Brian Parker, President
 Location: Office building
 Distance from airport: 17 miles, 45 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
 23x25 20 Multiple
 21x20 8 Multiple
 23x12 8 Multiple

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 you really can have it all: quality nationwide-recruiting, proactive hands-on project management and an excellence in service top to bottom. With state-of-the-art technology and 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, 1/10, TK, TKO
 20x30 14 Conference

Indiana

Evansville

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
 30x28 20 Conference

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 Kellermeier, Director of Research
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10
 15x20 10 Conference

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, 1/10, VC
 28x25 8 Conference

Indianapolis



Herron Associates, Inc.
 Opinion and Marketing Research

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, 1/10, PTL, TK, TKO, VC, WC
 21x24 15 Multiple
 20x23 15 Multiple
 16x20 8 Multiple
 34x39 14 Multiple

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. Over-sized 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
 Beth Brown
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, VC
 23x21 12 Multiple
 17x17 12 Multiple
 11x11 12 Multiple

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.

Laukhuff Consulting Inc

8541 Helmsman Circle
 Indianapolis, IN 46256
 Ph. 317-436-7844 or 317-408-7673
 slaukhuff@laukhuffconsulting.com
 www.laukhuffconsulting.com
 Location: Free standing facility

Opinions, Ltd. - Indianapolis

Castleton Square Mall
 6020 E. 82nd St., Suite 304
 Indianapolis, IN 46250
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 38 miles, 45 minutes
 1/1, 1/10, VC, WC
 20x14 Conference

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, 1/10

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
 30x16 6 Conference

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
 18x18 10 Multiple

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
 CUL, 1/1, PTL, TK
 16x18 12 Conference
 20x40 10 Conference

Des Moines



ESSMAN/RESEARCH

Essman/Research

100 E. 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
 25x19 20 Conference

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 U.S. 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, President
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 1/1, 1/10
 20x13 7 Conference



Revelations Research Solutions
 501 S.W. Seventh St.
 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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC
 28x18 12 Conference
 28x18 12 Multiple

Full-service marketing research facility offering quantitative and qualitative expertise. Revelations is the Midwest's premier 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, video-streaming 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, 1/10, VC, WC

Kansas

Kansas City
(See Kansas City, MO)

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, 1/10
 22x30 20 Conference
 17x21 8 Conference

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, PRC
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, WC
 35x15 15 Multiple
 13x13 6 Conference

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
 AU, CL, CUL, PTL, TK, WC
 20x18 16 Conference
 20x24 20 Multiple
 20x38 12 Multiple

Opinions, Ltd. - Louisville
 Green Tree Mall
 757 E. Lewis and Clark Parkway, Space 346
 Clarksville, IN 47129
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 12 miles, 19 minutes
 1/1, TK, VC, WC
 20x10 10 Conference

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, CUL, 1/1, TK, WC
 24x19 25 Multiple
 20x17 15 Conference
 21x20 15 Multiple

Louisiana

Baton Rouge

S C I
 4511 Jamestown Ave.
 Baton Rouge, LA 70808
 Ph. 800-695-0221 or 225-928-0220
 costquote@surveycommunications.com
 www.surveycommunications.com
 John S. Boston
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 CL, 1/1, TK, WC
 14x23 19 Conference
 16x26 19 Multiple
 21x25 19 Multiple

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, 1/10
 22x13 8 Multiple

Gulf View Research, LLC
 4539 N. I-10 Service Road W.
 Metairie, LA 70006
 Ph. 504-885-3946 or 504-454-1737
 gvrla@aol.com
 www.gulfviewres.com
 Kellie Gussoni, VP
 Location: Office building
 Distance from airport: 7 miles, 10 minutes
 CL, TK, VC, WC
 12x18 Multiple
 15x18 Multiple

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: 10 miles, 5 minutes
 1/1, 1/10, VC, WC
 25x15 8 Multiple

Critical Insights, a Digital Research Group brand, has served Northern New England since 1992. Our state-of-the-art qualitative research suite is conveniently located on the waterfront in downtown Portland, ME. The focus room comfortably seats up to 14 participants, with ample work space for respondents. The adjacent, two-tiered client viewing area comfortably seats eight. The facility features and amenities including wall-mounted cameras and hidden microphones for unobtrusive video and audio taping, and a dedicated client lounge. Critical Insights has two trained moderators on staff.

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 mile, 5 minutes
 CL, 1/1, 1/10, TK, TKO
 22x15 10 Conference

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.

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 Operations
 Location: Office building
 Distance from airport: 21 miles, 30 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

17x20	18	Multiple
17x21	18	Multiple
23x17	16	Multiple
26x30	12	Multiple
18x20	13	Multiple
20x40	20	Multiple
20x40	15	Multiple
12x12	8	Conference
Multiple		Conference

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 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. 11)

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 6 Conference
 (See advertisement on inside back cover)



Experienced Recruiting Makes the Difference

Observation Baltimore

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

19x21	12	Multiple
20x21	12	Multiple
23x25	15	Multiple
32x35	50	Multiple

At Observation Baltimore, Experienced Recruiting Makes the Difference. We take pride in creating an environment for research to thrive. 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 (Branch)

White Marsh Mall
 8200 Perry Hall Blvd., Suite 1160
 Baltimore, MD 21236
 Ph. 410-933-9400
 bid@quicktest.com
 www.quicktest.com
 Christy Crossan
 Location: Shopping mall
 1/1, TK
 17.7x14.9 8 Conference

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
 CUL, TK, TKO, VC, WC

Bernett Research Services, Inc.

World Trade Center E.
 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, CUL, 1/1, 1/10, PTL, TK, VC, WC

20x17	15	Conference
20x17	15	Multiple
30x14	25	Multiple
30x14	20	Multiple
30x28	45	Multiple

C&C Market Research - Boston

Natick Mall
 1245 Worcester St., Suite 2016
 Natick, MA 01760
 Ph. 508-545-0325
 boston@ccmarketresearch.com
 www.ccmarketresearch.com
 Matt Zimich
 Location: Shopping mall
 Distance from airport: 25 miles, 55 minutes
 CL, VC, WC

12x20	5	Conference
12x20	5	Living

(See advertisement on inside back cover)



Cambridge Focus

Cambridge Focus

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
 AU, CUL, 1/1, 1/10, VC, WC

20x17	12	Conference
60x40	40	Multiple

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

175 Forest St.
 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
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

20x17	40	Conference
60x40	12	Multiple

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@copleyfocus.com
 www.copleyfocuscenters.com
 Frank Amelia, Partner
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, VC

16x24	15	Conference
12x16	8	Conference
33x17	15	Conference
15x18	10	Conference

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

17x36	10	Conference
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Fieldwork Boston

880 Winter St.
Suite 330
Waltham, MA 02451
Ph. 781-899-3660
info@boston.fieldwork.com
www.fieldwork.com
Christine Lally, President
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, CUL, 1/1, 1/10, WC
28x24 24 Conference
25x30 16 Conference
23x20 16 Conference
19x21 8 Conference
20x19 12 Conference
15x18 6 Conference

Fieldwork Boston moved to its new space in 2013. The facility has six focus group suites with private client lounges, including a modifiable mock jury room and a new state-of-the-art usability lab. While the digs are new, the staff is the same. 20+ years of experience. We also have a robust and diverse database and in-house recruiting. Ideal for drawing respondents from urban and suburban locations. Our philosophy is simple: your success is our success. Capabilities include: digital audio/video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services.
(See advertisement on p. 28, 41, cover, 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
AU, CL, TK, VC
20x20 16 Multiple
20x20 16 Multiple

Located in the heart of Boston's suburbs, our 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
AU, CL, 1/1, 1/10, TK, VC, WC
20x20 14 Conference
20x22 15 Conference
20x20 20 Conference
12x08 8 Conference

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

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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
18x12 4 Conference

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, 1/10, TK, VC
32x18 15 Conference
19x15 15 Conference
24x15 15 Conference
24x15 15 Multiple

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, 1/10
18x13 18 Conference



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, 1/10, TK, VC, WC
15x20 15 Conference
15x20 15 Conference
10x10 12 Conference

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. Located less than 20 miles from Boston is our focus group facility in Framingham, Mass. Finally, our Enfield location is a mall intercept and focus group facility. Performance Plus/Boston Field & Focus has been at the forefront of bringing new techniques, new methodologies and new technologies to our clients for more than 40 years.



Performance Plus / Boston Field & Focus, Inc.

4 Faneuil Hall Marketplace
South Bldg., Floor 3
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, CUL, 1/1, 1/10, VC, WC
12x27 15 Conference
12x27 15 Conference

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. 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
AU, CL, CUL, 1/1, 1/10, TK, VC, WC
21x16 16 Multiple
22x16 16 Multiple
22x16 16 Multiple
14x16 16 Multiple
(See advertisement on inside front cover)

Michigan

Battle Creek

WJ Schroer Company

2 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
11x18 7 Conference

Detroit

C&F Market Research

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, CUL, 1/1, PTL, TK, VC, WC
30x20 12 Multiple

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.

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.



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
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
 15x25 10 Multiple
 15x25 10 Multiple

Quality recruiting is our top priority. All recruiting is done in house by recruiters with minimum five years of experience, 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 MI. We take pride in what we do. Our Impulse Survey ratings speak for themselves.

Emicity
 5455 Corporate Drive
 Suite 120
 Troy, MI 48098
 Ph. 866-952-1600
 quotes@emi.city
 www.emi.city/
 Melanie Sortien, Project Manager
 Location: Office building
 Distance from airport: 40 miles, 45 minutes
 CL
 20x14 10 Conference



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
 AU, CL, CUL, 1/1, PTL, TKO, VC, WC
 25x21 Multiple
 20x20 18 Conference

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.

Midwest Video, Inc.
 1515 Souter
 Troy, MI 48083
 Ph. 248-583-3630
 jcook@midwestvideo.com
 www.midwestvideo.com
 Location: Free standing facility
 CL, 1/1, 1/10, WC
 60 x 30 20 Multiple

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, CUL, 1/1, 1/10, TK, VC
 16x18 20 Multiple
 12x18 12 Conference



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, CUL, 1/1, 1/10, PTL, TK, WC
 22x16 10 Multiple
 27x17 15 Multiple

Industry recognized as an exceptional focus group and recruiting facility in metro Detroit. 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, CL, 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 video-streaming.

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.)
 daveids@advantageresearch.net
 www.advantageresearch.net
 Vinnie Bumgarner, Directors
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 AU, CL, 1/1, 1/10, TK
 27x31 25 Multiple
 18x28 14 Multiple

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
 CUL, 1/1, 1/10, TK
 18x20 14 Conference
 13x10 4 Conference
 28x17 4 Multiple

Minnesota

Minneapolis/St. Paul



Ascendancy Research

Ascendancy Research
 5775 Wayzata Blvd.
 Minneapolis, MN 55416
 Ph. 952-544-6334
 info@ascendresearch.com
 www.ascendresearch.com
 LynMarie Winninger, President
 Location: Office building
 Distance from airport: 15 miles, 21 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 24x21 16 Conference
 20x14 10 Conference
 23x15 10 Conference

Ascendancy Research is the premier provider of qualitative research environments to companies who want to take customer insights to the decision makers - online, onsite, in-field. The highest multi-rated facility in Minneapolis/St. Paul, we are known for providing fast, fresh and on-the-mark recruiting, 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, MobLab, high-speed wireless, DVD and digital (MP3) recording/archiving.

Comprehensive Research
 2520 Broadway St. N.E.
 Minneapolis, MN 55413
 Ph. 612-781-3400
 cswager@crinc.org
 www.crginc.org
 Craig A. Swager, President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 CUL, 1/1, 1/10, PTL, TK
 34x17 10 Multiple
 16x16 12 Multiple

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

Denice Duncan-Foldery, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, WC
 29x25 20 Conference
 18x22 25 Conference
 25x20 25 Conference
 23x21 25 Conference
 22x19 10 Conference
 17x12 15 Conference

Fieldwork Minneapolis is the product of clients' requests and years of fieldwork experience. Our 10,000-sq.-ft. facility is located 7 miles from the airport, convenient for clients/respondents across the Twin Cities. Conference and Viewing Rooms can accommodate all of your research and business needs. Large room ideal for mock juries or dial tests. All have Client Lounges. Our test kitchen is the only one of its kind in the area and includes a full-sized observation room. Digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services. (See advertisement on p. 28, 41, cover, back cover)



Qualitative & Quantitative Data Collection Solutions

Focus Pointe Global - Minneapolis
 7300 Metro Blvd.
 Suite 250
 Minneapolis, MN 55439
 Ph. 952-858-1550 or 888-873-6287
 minneapolis@focuspointeglobal.com
 www.focuspointeglobal.com
 Chris Tucker, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, TK, VC, WC

22x22	10	Multiple
42x21	16	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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 Ave. N., 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, 1/10, TK, TKO, WC

28x19	24	Multiple
23x22	12	Multiple
19x14		Conference
13x15		Conference
8x8	8	Conference
8x8	8	Conference
8x8	8	Conference
8x8	8	Conference
Conference		Conference

Ideas To Go, Inc.
 1 Main St. S.E.
 Floor 5
 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

29x22	20	Multiple
28x28	15	Multiple



L&E Research
 Two Meridian Crossings
 Suite 430
 Minneapolis, MN 55423
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Patricia Lister, Client Relationship Manager
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

21x27	20	Multiple
20x20	16	Conference
20x20	16	Conference

L&E's Minneapolis facility offers a first class experience in the greater Twin Cities area. From the facility space to the nearby hotel options, you can be sure you will have a top notch experience. The Minneapolis- St. Paul International Airport (MSP) is conveniently located only 15 minutes away from our facility. L&E Minneapolis offers three focus group rooms with comfortably furnished viewing rooms/lounges, the latest technological equipment and modular tables to enable custom configurations. Put your mind at ease, and let L&E expertly manage your project and help you focus on your clients.

Leede Research
 5401 Gamble Drive
 Suite 100
 Minneapolis, MN 55416
 Ph. 612-314-4402 or 612-314-4400
 dseim@leederearch.com
 www.leede.com
 Deborah Seim, Vice President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, CUL, 1/1, 1/10, PTL, WC

22x28	18	Conference
16x15	14	Conference

Moderating Magic
 4662 Slater Road
 Eagan, MN 55122
 Ph. 651-379-6200
 Web@quirks.com
 www.quirks.com/advertise
 Michael Scott, 1500 sessions, since 1992

Focus Pocus brings magic to your focus group to get the information you need! Seasoned research consultants, flexible reporting options and years of experience make us your number one choice for moderating. Contact us to be matched up with one of our highly talented moderators.

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, President
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, TK, TKO, VC, WC

17x16	10	Conference
17x16	10	Conference
30x24	20	Multiple

Rochester

SNG Research Corporation
 6301 Bandel Road N.W.
 Suite 101
 Rochester, MN 55901
 Ph. 507-285-1026
 hness@sngresearch.com
 www.sngresearch.com
 Holly Hess, Research Manager
 Location: Office building
 Distance from airport: 14 miles, 15 minutes
 1/1, 1/10

14x19	8	Conference
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Missouri

Kansas City
 (See Kansas City, KS)



Focus Pointe Global - Kansas City
 9233 Ward Parkway
 Suite 150
 Kansas City, MO 64114
 Ph. 816-361-0345 or 888-873-6287
 kansascity@focuspointeglobal.com
 www.focuspointeglobal.com
 Jim Finke, Facility Director
 Location: Office building
 Distance from airport: 30 miles, 40 minutes
 CL, CUL, TK, VC, WC

20x19	18	Multiple
21x21	10	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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
 4638 J C Nichols Parkway
 Kansas City, MO 64112
 Ph. 800-210-1525 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
 AU, CL, CUL, TK, WC

18x23	24	Multiple
18x23	12	Multiple

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, 1/10, TK

16x11	6	Conference
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(See advertisement on inside back cover)



Focus Pointe Global - St. Louis
 1650 Des Peres Road
 Suite 110
 St. Louis, MO 63131
 Ph. 314-966-6595 or 888-873-6287
 stlouis@focuspointeglobal.com
 www.focuspointeglobal.com
 Tonie Covelli, Facility Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

18x22	14	Multiple
19x22	14	Multiple
20x23	23	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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
 1000 Clark Ave.
 St. Louis, MO 63102
 Ph. 314-269-1560
 Gina.Jaeger@SchlesingerAssociates.com
 www.schlesingerassociates.com
 Gabriel Green, Facility Manager
 Location: Office building
 Distance from airport: 14 miles, 21 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC

24x18	8	Conference
15x12	5	Conference

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. Two high-def cameras for a standard wide shot and respondent level close-ups. 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 area.

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.



L&E Research
 10403 Clayton Road
 Suite 115
 St. Louis, MO 63131
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Patricia Lister, Client Relationship Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

26x20	8	Multiple
17x16	5	Multiple

It's only appropriate that L&E has a facility in the "Show Me" state, and we are eager to show you why. In our 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.



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
 AU, CL, 1/1, 1/10, TK, VC, WC

22x18	12	Conference
22x16	12	Conference
40x25	12	Multiple
20x12	12	Conference

Lucas Market Research LLC. Family Owned Client Focused Service Driven. Consistently rated #1 in St. Louis for Best Value/Quality Service. Guaranteed to exceed your expectations with quality recruiting, experienced staff, 98% show rates. The comprehensive design includes three spacious/contemporary client suites, private entry/restrooms, tiered viewing, closed-circuit, high-speed wireless Internet, FV and in-house streaming, DVD recording, flat screens/VGA/HDMI access throughout, test kitchen, on-site recruiting, ideal space for CLTs, legal studies, mock trials, 50 classroom/theater style.



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, CUL, 1/1, 1/10, PTL, VC, WC

20x12	12	Multiple
18x16	15	Multiple
20x16	20	Multiple

After 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
 cs@pragmatic-research.com
 www.pragmatic-research.com
 Chris Sinnard
 Location: Office building
 Distance from airport: 8 miles, 10 minutes
 CL, CUL, 1/1, WC

22x16	11	Conference
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Test America, a division of CRG Global
 Chesterfield Mall
 291 Chesterfield Center, Suite 2036
 Chesterfield, MO 63017
 Ph. 866-209-2553
 crgsales@crglobalinc.com
 www.crgtestamerica.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 18 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

18x24	10	Multiple
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Montana

Bozeman

M+M Research
 347 Ferguson Ave., Suite 1
 Bozeman, MT 59718
 Ph. 406-551-1077
 murray@fhcommunication.com
 www.mandmresearch.com
 Murray Steinman, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10

19x18	8	Conference
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Nebraska

Lincoln

Snitily Carr
 1201 Infinity Court
 Lincoln, NE 68512
 Ph. 402.437.0000
 hello@firespring.com
 www.creative.firespring.com/
 Location: Office building
 Distance from airport: 9 miles, 15 minutes
 CL, 1/1, WC

25x15	8	Conference
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Omaha

The MSR Group
 1121 N. 102nd Court
 Suite 100
 Omaha, NE 68114-1947
 Ph. 402-392-0755
 info@themsrgroup.com
 www.themsrgroup.com
 Justin Phipps, Project Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, WC

26x16	20	Multiple
14x10	20	Conference

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, President
 Distance from airport: 10 miles, 20 minutes
 CL, TK

16x27	4	Conference
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(See advertisement on inside back cover)



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
 AU, CL, CUL, PTL, TK, VC, WC

18x20	12	Multiple
22x25	15	Multiple
22x25	15	Multiple
45x25	30	Multiple

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. 103)



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
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

33x23	20	Multiple
17x22	15	Conference
17x22	15	Conference

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
 AU, CL, CUL, 1/1, 1/10, PTL, WC
 25x20 10 Conference
 15x21 10 Multiple
 15x25 10 Multiple
 15x25 10 Multiple
 8x7 2 Conference
 8x7 2 Conference
 (See advertisement on p. 7)

Television City Research Lab

MGM Grand Las Vegas
 3799 Las Vegas Blvd. S.
 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, CUL, 1/1, 1/10, PTL, VC, WC
 10x16 3 Living
 14x24 10 Conference
 17x25 10 Conference
 17x25 10 Conference

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@crglobalinc.com
 www.crgtestamerica.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 3 miles, 11 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 20x40 20 Multiple
 20x10 Conference
 10x15 Living
 20x20 20 Multiple

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
 CUL, 1/1, 1/10, VC
 15x13 10 Conference

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, 1/10, TK
 26x16 20 Conference
 12x14 6 Conference

New Jersey

Northern New Jersey

(See also New York City and Connecticut)

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, 1/10, TK, VC, WC
 20x20 20 Conference
 19x17 15 Conference
 16x20 30 Multiple
 18x18 15 Conference

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
 AU, CL, 1/1, 1/10, TK, VC
 26x22 22 Multiple
 19x20 15 Conference
 17x17 15 Conference



Consumer Evaluation Center

CEC Research

16 Commerce Drive
 Cranford, NJ 07016
 Ph. 908-967-6790
 maryana@cecresearch.com
 www.cecresearch.com
 Location: Free standing facility
 Distance from airport: 12 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

Modern research facilities accommodate any testing / focus group studies that clients require: taste testing, mock jury trials, cosmetic product trials, focus group discussions and more. Our kitchen features commercial-grade appliances and custom configuration to accommodate any food / beverage study. Focus group facilities are fully-equipped with a/v capabilities, concealed microphones and one-way observation mirrors. Adaptable testing rooms feature laptops, wireless internet and optional privacy dividers, seating 30 individual participants or up to 50 auditorium-style.



EAST-FORT LEE, NJ

Fieldwork Fort Lee, NJ

2 Executive Drive
 Suite 800
 Fort Lee, NJ 07024
 Ph. 201-585-8200
 info@ftlee.fieldwork.com
 www.fieldwork.com
 Becky Harrison, President
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 AU, CL, CUL, 1/1, 1/10, TK, WC
 23x21 30 Conference
 20x20 30 Conference
 20x21 30 Conference
 24x22 30 Conference
 16x14 10 Conference

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 has 5 focus group suites w/ contemporary viewing rooms and client lounges. Our location in a commercial and entertainment capital, lets you combine your research, other business endeavors and fun. Digital audio and video recording, video streaming, usability lab, high-speed wireless Internet, transcription services.
 (See advertisement on p. 28, 41, cover, back cover)



Qualitative & Quantitative Data Collection Solutions

Focus Pointe Global - New Jersey

20 E. Puffin Way
 Floor 2
 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, CUL, 1/1, 1/10, TK, VC, WC
 18x18 25 Multiple
 18x20 18 Multiple
 16x25 18 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC
 18x24 15 Multiple
 16x18 Multiple

Ideas To Go, Inc.

10 N. Park Place, Suite 520
 Morristown, NJ 07960
 Ph. 973-267-7670
 tina.vatrano@ideastogo.com
 www.ideastogo.com
 Tina Vatrano, Facility Manager
 Location: Office building
 Distance from airport: 20 miles
 CL, VC

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
 AU, CL, CUL, 1/1, 1/10, TK
 25x12 12 Conference



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
 AU, CL, 1/1, 1/10, TK, TKO, VC, WC
 24x18 25 Multiple
 24x18 20 Multiple
 28x26 25 Multiple
 12x12 8 Multiple

TOP-RATED NJ/NY metro-area facility. 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-a-longs, ethnographies, qual/quant and eye-tracking. We offer the latest technologies including: online bulletin boards, focus groups, videoconferencing, video-streaming and digital recording. Our experienced on-premises recruiting, client-focused service team guarantees success. Our field division, MCC Field, handles all logistics. Also visit our New York Consumer Center.

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.

Opinions, Ltd. - NYC/NJ

Bergen Town Center
 560 Bergen Town Center, Space 16
 Paramus, NJ 07652
 Ph. 440-893-0300
 iris.blaine@opinionltd.com
 www.opinionltd.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 22 miles, 37 minutes
 1/1, VC, WC
 22x14 4 Conference

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, 1/10, TK, TKO
 15x20 16 Conference
 25x27 14 Conference
 19x45 6 Conference
 12x20 10 Conference

PMcR Research

4 Century Drive
 Parsippany, NJ 07054
 Ph. 973-539-5750
 kimberly@pmcrresearch.com
 www.pmcrcrsearch.com
 Kimberly Schwarz, President
 Location: Office building
 Distance from airport: 25 miles, 30 minutes
 CL, 1/1, 1/10, VC, WC
 20x18 12 Multiple
 20x20 18 Multiple

Q Research Solutions, Inc.

3548 Route 9 S.
 Floor 2
 Old Bridge, NJ 08857
 Ph. 732-952-0000
 rhodam@qrsqglobal.com
 www.qrsqglobal.com
 Rhoda Makled, Sr. VP Sensory & Consumer Insights
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, PTL, TK, TKO, VC, WC
 22x14 12 Conference

Quick Test/Heakin (Branch)

Woodbridge Center
 195 Woodbridge Center
 Woodbridge (New York Metro), NJ 07095
 Ph. 732-326-9779
 bid@quicktest.com
 www.quicktest.com
 Christy Crossan
 Location: Shopping mall
 20x13 6 Conference

Schlesinger Associates New Jersey (HQ)

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
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 20x20 14 Multiple
 21x19 12 Multiple
 25x19 16 Multiple
 20x16 11 Multiple
 18x18 10 Multiple
 (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, 1/10, PTL, TK, TKO, VC
 17x21 8 Multiple
 14x21 8 Multiple
 32x20 Multiple
 23x30 Multiple
 28x30 Multiple

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, 1/10, VC
 15x16 20 Multiple
 16x18 12 Conference
 12x09 8 Conference

Test America, a division of CRG Global

Freehold Raceway Mall
 3710 Route 9, Suite 238A
 Freehold, NJ 07728
 Ph. 866-209-2553
 crgsales@crgloballinc.com
 www.crgtestamerica.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 36 miles, 43 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 22x12 6 Conference
 18x24 10 Multiple

Trenton/Southern New Jersey (See also Philadelphia)

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, Owner
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, 1/1, 1/10, WC
 15x30 15 Multiple

New York

Albany

Markette Research, Inc.

One Fairchild Square
 Suite 101A
 Clifton Park / Albany, NY 12065
 Ph. 518-406-5616
 Albanyinfo@marketteresearch.com
 www.marketteresearch.com
 Dawn Whalen
 Location: Free standing facility
 Distance from airport: 12 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, WC
 20x20 10 Conference
 18x20 10 Conference

Buffalo



Adelman Research Group-A SurveyService Company

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 19x23 20 Multiple
 14x27 15 Multiple

The ARG SurveyService InsightCenter is a top-rated research facility providing multi-mode qualitative and quantitative research services to clients who expect high standards of excellence. We are experts in assuring your study will be recruited and conducted according to all specifications. Exceptional show rates and attention to detail. In addition to a focus group facility, the InsightCenter includes a full test kitchen, taste test facilities, a usability lab and can accommodate large displays / equipment. We specialize in consumer goods, health care, financial, industrial and B2B research.

Ruth Diamond Market Research

84 Sweeney St.
 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, 1/10, TK, TKO
 20x21 16 Multiple
 20x12 8 Conference

New York City

(See also Northern New Jersey and Connecticut)

Advanced Focus - The Facility

373 Park Ave. S., Floor 8
 New York, NY 10016
 Ph. 212-217-2000
 todddb@advancedfocus.com
 www.advancedfocus.com
 Todd Biederman, CEO
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
 28x22 24 Multiple
 19x15 15 Multiple
 20x17 16 Multiple
 21x18 18 Multiple

Advanced Focus - The Loft

15 W. 39th St.
 Floor 14
 New York, NY 10018
 Ph. 212-944-9000
 todddb@advancedfocus.com
 www.advancedfocus.com
 Todd Biederman, CEO
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 AU, CL, CUL, PTL, WC
 37x27 20 Multiple

Advanced Focus Westchester

520 White Plains Road
 Floor 1
 Tarrytown, NY 10591
 Ph. 914-631-0796
 todddb@advancedfocus.com
 www.advancedfocus.com
 Sara White, VP
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 AU, CUL, 1/1, 1/10, WC
 17.6 x 24.5 15 Multiple
 19.4 x 14.1 12 Multiple



Beta Research Corporation

485 Underhill Blvd.
Suite 200
Syosset, NY 11791
Ph. 516-935-3800 Ext. 222
gdismile@betaresearch.com
www.BetaResearch.com
Gail Disimile, EVP
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, CUL, 1/1, PTL, VC, WC
24x14 15 Multiple

In January 2016, Beta Research will also be launching a new state-of-the-art focus group and usability testing facility. The new 3,500 square foot facility will feature three-tiered stadium seating in the viewing room, an adjacent CL, dual-camera filming capability with posting capabilities, the largest two-way mirror commercially available and private underground client parking. Beta will continue to offer you seasoned facilitators and decades of expertise in each step of the process, including study construction, panel selection and response analysis.

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 inside back cover)

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, CUL, 1/1, 1/10, TK
(See advertisement on inside back cover)

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
CUL, 1/1, 1/10, WC
14x11 4 Conference



Focus Plus, Inc.

462 Seventh Ave.
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
AU, CL, CUL, 1/1, 1/10, TK, VC, WC
20x25 20 Multiple
15x20 11 Multiple
15x21 12 Multiple
20x40 30 Multiple

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, CUL, 1/1, 1/10, TK, VC, WC
17x16 12 Multiple
19x12 12 Multiple
21x14 12 Multiple
25x22 18 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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

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, CUL, 1/1, 1/10, PTL, VC, WC
13x18 11 Multiple
16x16 10 Multiple
15x20 14 Multiple

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, CUL, 1/10, VC, WC
19x38 30 Multiple
19x19 15 Conference
19x19 15 Conference
19x19 15 Conference
16x20 15 Conference
19x19 15 Conference

Focus Suites of New York allows you to take advantage of the diverse cultures of New York City offering unparalleled recruiting and resources. Located in midtown Manhattan, it has been voted one of the Top Rated focus group facilities. Multipurpose conference room holds up to 60 participants for projects such as jury, music and dial tests. We provide recruitment and project management for focus groups, in-depth interviews, user research, tdi's, mock trials, CLT's, web-based research, ethnographies and intercepts. Moderation, translation and usability labs make your research project a success.



I.C. International

266A Duffy Ave.
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, 1/10, WC
23x18 14 Conference

Top Rated Facility on Long Island. Our team of in-house recruitment professionals has the resources and expertise to quickly assemble excellent, qualified study groups. From recruitment to results, our focus is making the entire process easy and effective, on both sides of the mirror. Facility includes: tiered-viewing room overlooking focus group room arranged to give you (up to 13 others) a view of all participants. Connect via laptop or DVD/Blue Ray player to 2 wall-mounted LCD TVs. Direct feed to viewing room so observers see what your respondents see. Client lounge has closed circuit TV.

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, CUL, 1/1, 1/10, VC, WC
20x14 12 Conference



Consumer Centers
Meadowlands, NJ • New York City

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, CUL, 1/1, 1/10, VC, WC
30x28 30 Multiple
24x20 20 Multiple
24x20 18 Multiple
24x20 25 Multiple
16x14 10 Multiple

TOP-RATED 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-a-longs, ethnographies, qual/quant, eye-tracking, Creativity Center and more. We offer the latest technologies, including online bulletin boards/focus groups, videoconferencing, video-streaming and digital recording. Our field division, MCC Field, handles logistics. Also visit our NJ location, Meadowlands Consumer Center.

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, CUL, 1/1, 1/10, VC, WC
20x14 12 Conference

Opinions, Ltd. - NYC/NJ

Willowbrook Mall
1400 Willowbrook Mall, Space 1550
Wayne, NJ 07470
Ph. 440-893-0300
iris.blaine@opinionstd.com
www.opinionstd.com
Chris Sluder, Vice President
Location: Shopping mall
Distance from airport: 22 miles, 37 minutes
1/1, VC, WC
22x14 4 Conference

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.

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, 1/10, TK, TKO

14x22	15	Conference
14x22	15	Conference



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, CUL, 1/1, 1/10, TK, TKO, WC

15x24	20	Conference
15x24	20	Conference
15x20	20	Conference
15x20	20	Conference
15x20	20	Multiple

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. 91)

Reckner: White Plains, NY

450 Mamaroneck Ave.
 Suite 410
 Harrison, NY 10528
 Ph. 914-696-5150 or 215-822-6220
 PGrubb@reckner.com
 www.reckner.com/facilities/harrison/
 Peter Grubb, Executive Director
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, PTL, TK, VC, WC

23 x 36	15	Multiple
16 x 21		Conference

Brand new product and sensory testing facility just 20 miles from Manhattan. State-of-the-art food/beverage and personal/home care sensory booths plus test kitchen, focus group and multipurpose room. 12 Personal and Home Care Booths. 23 Food and Beverage Booths. 21" HD touch-enabled, centrally-managed computers with camera, microphone and speakers in every booth. Overhead and sconce lighting. Color masking available. Large 12" x 18" serving doors to product preparation area. Completely washable surfaces, including ceiling and walls. Flawless recruiting. Professional staff.



RRU Research - Fusion Focus

373 Park Ave. S., 10th Floor
 New York, NY 10016
 Ph. 718-222-5600
 mlivia@RRUResearch.com
 www.rruresearch.com/
 Location: Office building
 Distance from airport: 9 miles, 23 minutes
 CL, CUL, 1/1, 1/10, VC, WC

19x15	15	Conference
20x16	13	Multiple
20x16	13	Living
20x15	10	Multiple
16x15	10	Multiple

RRU Research, formerly known as Recruiting Resources Unlimited, LLC was established in 1975 and has long held a reputation as one of the industry's qualitative recruiting powerhouses. We are professionally staffed with highly experienced project managers and recruiters in New York as well as major markets across the U.S.. In 2014, RRU Research opened Fusion Focus, a 5 room, state of the art and fully renovated research facility located on Park Ave. South in Midtown Manhattan. Our extensive respondent database and professional screening expertise can accommodate any specifications.



Schlesinger Associates

Quality Without Compromise

Schlesinger Associates NYC

500 Fifth Ave.
 Suite 1030
 New York, NY 10110
 Ph. 212-730-6400
 aj.shaw@schlesingerassociates.com
 www.schlesingerassociates.com
 AJ Shaw, VP Qualitative Solutions
 Location: Office building
 Distance from airport: 10 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC

20x19	10	Multiple
20x15	15	Multiple
20x15	15	Multiple
20x16	5	Multiple
20x20	22	Multiple
21x16	15	Multiple
19x10	8	Multiple
17x13	11	Conference
Multiple	10	Multiple

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, HD recording and 360° recording. (See advertisement on inside front cover)



SIS International Research, Inc.

11 E. 22nd St.
 Floor 2
 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
 CUL, 1/1, 1/10, PTL, TK, VC, WC

25x35	20	Conference
15x20	12	Conference

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 50+ industries, including consumer, B2B, medical, automotive, education, multicultural and low-incidence.

SOHO Research Centre

375 W. Broadway
 Suite 502
 New York, NY 10012
 Ph. 212-431-0462
 awegrzyn@mcgrc.com
 www.sohoresearchcentre.com
 Meg Lane, Director
 Location: Office building
 Distance from airport: 9 miles, 30 minutes
 CUL, 1/1, 1/10

20x13	8	Conference
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Test America, a division of CRG Global

Jefferson Valley Mall
 650 Lee Blvd., Suite K13
 Yorktown Heights, NY 10598
 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, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

18x24	10	Multiple
-------	----	----------

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, 1/10, VC, WC

29x17	14	Conference
-------	----	------------

Opinions, Ltd. - Rochester

Market Place Mall3
 760 Miracle Mile Road
 Rochester, NY 14623
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Studer, Vice President
 Location: Shopping mall
 Distance from airport: 5 miles, 11 minutes
 1/1, TK, VC, WC

20x9	8	Conference
------	---	------------

Tippling Point Communications

1349 University Ave.
 Rochester, NY 14607
 Ph. 585-340-1119
 Research@tipplingpointcomm.com
 www.tipplingpointcomm.com
 Location: Free standing facility
 Distance from airport: 9 miles, 15 minutes
 CL, 1/1, TK, VC, WC

24 x 15	7	Multiple
13 x 12	5	Conference
8 x 7	3	Conference
8 x 7	3	Conference

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

15x18	20	Conference
-------	----	------------



What we offer:

Unparalleled recruiting and the most comfortable, luxurious facilities in the country.

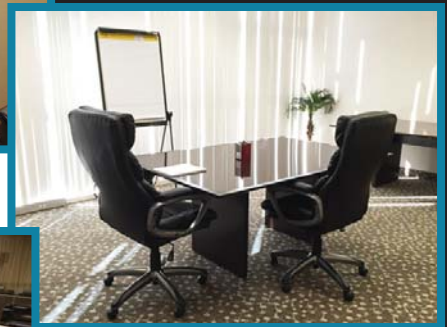
How we do it:

A management team with more than 100 years of combined experienced in the field...a fully integrated network sharing resources, technology, and information...Cutting edge, Proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, quickly 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

Call Toll-Free (800) 654-8002 • www.plazaresearch.com



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)

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.



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, CUL, 1/1, 1/10, PTL, VC, WC
 21x14 10 Conference

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, Wi-Fi 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, 1/10
 18x20 10 Conference
 (See advertisement on inside back cover)

Charlotte



Accelerant Research
 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 submit an RFP, 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, President/COO
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, TK, WC

30x31	20	Multiple
17x16	10	Multiple
22x20	20	Multiple
18x15	10	Multiple
25x21	10	Multiple

Once you experience our quality recruiting & service, you'll see why more companies return to AOC. On-site recruiting for focus groups, IDIs, large quota taste tests & other in-person research. Facility features TK, 40 notebook PCs & wireless internet with backup. Four interviewing suites; each with a private CL, office, restroom, client entry/exit, & separate HVAC controls for client & respondent areas. AOC is 20 minutes from the airport with ample free parking & minutes from several hotels & restaurants. 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
 Patricia Lister, Client Relationship Manager
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

33x23	12	Conference
20x20	10	Conference
20x17	8	Conference

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.



20|20 Research - Charlotte
 2102 Cambridge Beltway Drive
 Suite B
 Charlotte, NC 28273
 Ph. 704-494-7873 or 704-587-0028
 susan.brelewski@2020research.com
 www.2020research.com
 Susan Brelewski, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, CUL, VC, WC

20x20	12	Conference
20x20	12	Conference
20x20	12	Conference
20x30	16	Conference
19x14	6	Conference

20|20 Charlotte - recently renovated facility, including 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. And check out our other focus group facilities in Nashville and Miami.

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, 1/10, VC
 26x20 12 Conference

Quick Test/Heakin (Branch)
 Hanes Mall
 3320 Silas Creek Parkway, Sp BL-254
 Winston-Salem, NC 27103
 Ph. 336-882-1176
 bid@quicktest.com
 www.quicktest.com
 Christy Crossan
 Location: Shopping mall

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, Owner & General Manager
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

18x19	12	Multiple
18x18	12	Multiple
27x30		Multiple

"Top Rated" focus group facility in the Raleigh-Durham area by Impulse Survey - nine years in a row. Qualitative and quantitative research 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 small-town residents. State-of-the-art technology, closed-circuit TV, videostreaming and high-speed Internet access, including wireless, digital sound, FocusVision, etc.



Harker Research
 8816 Six Forks Road
 Suite 107
 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
 17X15 6 Conference

Harker Research is a full-service market research company specializing in audience and consumer research. Our customized research has enabled clients to increase 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. Burke Institute-trained moderators and Real Time Analyzers gauge study interest level in audio and video programming, real time using handheld devices in a focus group environment. Professional 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
Patricia Lister, Client Relationship Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
27x27 14 Conference
17x21 15 Conference
20x16 10 Conference
15x20 12 Conference

L&E's Raleigh facility is our headquarters, 15 min. 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 project. This facility has 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.

Opinions, Ltd. - Raleigh-Durham

Triangle Town Center
5959 Triangle Town Blvd., Suite FL-1001
Raleigh, NC 27616
Ph. 440-893-0300
iris.blaine@opinionltd.com
www.opinionltd.com
Chris Sluder, Vice President
Location: Shopping mall
Distance from airport: 10 miles, 15 minutes
1/1, 1/10, 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, CUL, 1/1, TK, VC, WC
22x15 8 Conference

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, 1/10
30x25 15 Multiple

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
15x20 4 Conference

Ohio

Akron



Decisionpoint Consulting

6971 Promway Ave. N.W., Suite B
Canton, OH 44720
Ph. 440-263-5362 330-936-6867
amy@decisionpointconsulting.com
www.decisionpointconsulting.com
Amy E. Boren, President
Location: Office building
Distance from airport: 6 miles, 6 minutes
18x12.5 10 Living
12x18.5 10 Multiple

Decisionpoint Consulting is a full-service marketing research firm based in Canton, OH. Our team of marketing research business consultants merge into your project and use social media, virtual technology and highly skilled, trained recruiters to tackle your most difficult recruiting challenge, anywhere in the country. We have online tools for conducting virtual focus groups and expertise to execute online surveys on demand. Our national qualitative panel can be validated. Twenty years of traditional experience + technology to expedite difficult algorithms, rural areas or low incidence RFP's.

Innis Maggiore

4715 Whipple Ave. N.W.
Canton, OH 44718
Ph. 800-460-4111
dick@innismaggiore.com
www.innismaggiore.com
Location: Free standing facility
Distance from airport: 5 miles, 10 minutes
CL, 1/1
20x20 20 Conference

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, 1/10, VC
15x17 12 Conference

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
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
12x18 12 Conference
12x18 12 Conference
35x21 12 Conference
18x18 25 Conference

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
40x40 Multiple
35x25 Multiple

Illumination Research

5947 Deerfield Blvd.
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
20x30 15 Conference

Ipsos

3505 Columbia Parkway
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
18x22 12 Conference



L&E Research

9908 Carver Road
Cincinnati, OH 45242
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Patricia Lister, Client Relationship Manager
Location: Free standing facility
Distance from airport: 25 miles, 40 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
22x18 15 Multiple
24x20 25 Multiple
19x21 15 Multiple
24x24 25 Multiple

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.

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, 1/10, VC
17x17 10 Multiple
29x22 20 Conference
44x23 Multiple

Market Inquiry LLC

5825 Creek Road
Cincinnati, OH 45242
Ph. 513-794-1088
lee@marketinginquiry.com
www.marketinginquiry.com
Cathy Noyes, Owner
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10, TK, VC, WC
14x16 10 Conference
20x30 20 Conference

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, 1/10, VC
16x24 24 Conference
15x22 14 Conference

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.



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, 1/10, VC
 24x18 18 Multiple
 20x22 18 Multiple

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, 1/10, VC
 20x25 12 Conference

FOCUS GROUPS OF CLEVELAND

OF CLEVELAND

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, President and Owner
 Distance from airport: 8 miles, 12 minutes
 AU, CL, 1/1, 1/10, TK, TKO, VC, WC
 16x20 20 Multiple
 12x16 12 Multiple
 25x25 20 Multiple

In business for 50+ years, we are Top Rated in the Impulse Survey! Featured twice on the "CBS This Morning" show and Northern Ohio's largest focus group facility. We specialize in on-site recruiting for consumer, litigation, executive and medical interviews, providing 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. 94)

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
 15x20 15 Conference

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 12

Opinions, Ltd. - Headquarters

33 River St.
 Chagrin Falls, OH 44022
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Sluder, Vice President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10, TK, WC
 18x18 12 Conference

Opinions, Ltd. - Cleveland

Focus Facility
 40 E. Washington St.
 Chagrin Falls, OH 44022
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Sluder, Vice President

Opinions, Ltd. - Cleveland

South Park Center
 500 South Park Center Fl632
 Strongsville, OH 44136
 Ph. 440-893-0300
 iris.blaine@opinionstld.com
 www.opinionstld.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 8 miles, 12 minutes
 1/1, 1/10, VC, WC
 14x16 6 Conference



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, CUL, 1/1, 1/10, PTL, VC, WC
 17x14 20 Multiple

Precision Dialogue is a full-service usability lab and market research facility combining state-of-the-art technology with 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@crcmr.com
 www.crcmr.com
 Chelle Precht, President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 AU, CL, 1/1, 1/10, PTL, TK, VC, WC
 28x32 30 Multiple
 16x22 25 Multiple
 15x16 9 Multiple
 8x8 5 Multiple
 28x28 Multiple

Complete Research Connection (CRC) is an Impulse Survey Top Rated, certified woman-owned business, featuring four state-of-the-art focus group suites (two with wraparound viewing for as many as 30 clients) and one large non-viewing multi-purpose room, recruiting, moderating, project management, research design consultation, questionnaire development, auditing, data collection, data processing and analysis. CRC has experience with Central Location Tests (CLTs), Home Use Tests (HUTs), focus groups, dial tests, in-home interviews and other ethnographic research, in-store intercepts and more.

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



Qualitative & Quantitative Data Collection Solutions

Focus Pointe Global - Columbus

7634 Crosswoods Drive
Columbus, OH 43235
Ph. 614-781-5590 or 888-873-6287
columbus@focuspointeglobal.com
www.focuspointeglobal.com
Stephanie Wolf, Facility Director
Location: Office building
Distance from airport: 15 miles, 15 minutes
CL, CUL, TK, VC, WC

16x32	5	Multiple
24x20	15	Multiple
21x18	16	Multiple
18x18	15	Multiple
21x16	30	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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 300
Columbus, OH 43219
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Patricia Lister, Client Relationship Manager
Location: Office building
Distance from airport: 3 miles, 5 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC

20x29	13	Multiple
15x20	10	Multiple
17x25	13	Multiple

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 three focus group rooms.

LextantLabs

250 S. High St.
Floor 6
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, CUL, 1/1, 1/10, VC, WC

29x18	20	Multiple
23x19	8	Conference

LextantLabs

1322 Manning Parkway
Powell, OH 43065
Ph. 614-228-9711
lexlabs@lextant.com
www.lextant.com
Susie Kloeb, Director, Labs & Environment
Location: Free standing facility
Distance from airport: 19 miles, 26 minutes
CUL, 1/1, 1/10, PTL

19x26	12	Multiple
19x26	12	Multiple
19x26	12	Multiple
39x19	6	Multiple
51x42	12	Multiple

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, 1/10, VC, WC

65x25	40	Multiple
60x23	40	Multiple
20x30	40	Multiple
20x35	40	Multiple
15x15	40	Multiple

Dayton

Business Research Group

300 College Park
Dayton, OH 45469-2110
Ph. 937-229-2453 or 888-483-2237
gilley@udayton.edu
www.www.udayton.edu/business/business_research_group/
Kim Gilley, Research Manager
Location: Office building
Distance from airport: 10 miles, 20 minutes

24x21		
24x16	10	
12x20	10	Conference

Toledo

Great Lakes Marketing Research

3361 Executive Parkway
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

14x24	15	Conference
14x24	15	Multiple

Oklahoma

Oklahoma City

C&C Market Research - OKC

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	6	Conference

(See advertisement on inside back cover)

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, 1/10, VC		
18 x 17	15	Multiple

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		
25x16	15	Conference
22x14	4	Conference

Shapard Research

820 N.E. 63rd St.
Oklahoma City, OK 73105
Ph. 405-607-4664
bill@shapard.com
www.shapard.com
Veda Shapard
Location: Office building
Distance from airport: 10 miles, 15 minutes

24x16	6	Conference
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Tulsa

Consumer Logic, Inc.

4500 S. 129th E. Ave.
Suite 112
Tulsa, OK 74134
Ph. 800-544-1494 or 918-665-3311
info@consumerlogicresearch.com
www.consumerlogicresearch.com
Dan Jarrett, President
Location: Office building
Distance from airport: 7 miles, 12 minutes

CL, 1/1, 1/10, VC		
15x22	9	Conference

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		
27x16	14	Multiple
14x22	12	Multiple
20x30	15	Multiple

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, video-streaming 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. 103)



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, CUL, 1/1, 1/10, VC, WC		
16x20	12	Multiple

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.

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.

VuPoint Research

8959 S.W. Barbur Blvd.
 Suite 204
 Portland, OR 97219
 info@mdcresearch.com
 www.vupointresearch.com
 Tobii Stark

Location: Office building
 Distance from airport: 12 miles, 15 minutes
 AU, CL, 1/1, 1/10, PTL, TK, WC

18x20	12	Conference
18x20	12	Conference
16x18	14	Conference
18x34	14	Conference
9x12	6	Conference

Pennsylvania

Allentown/Bethlehem

Matty Associates

61 Madison Lane
 Whitehall (Allentown), PA 18052
 Ph. 610-437-4000
 mcallj@ptd.net
 www.mattyassociates.com
 Joe McCall, President
 Distance from airport: 7 miles, 10 minutes
 CL, 1/1, 1/10, TK

Erie

Opinions, Ltd. - Pittsburgh

Millcreek Mall
 290 Millcreek Mall
 Erie, PA 16565
 Ph. 440-893-0300
 iris.blaine@opinionsltd.com
 www.opinionsltd.com
 Chris Sluder, Vice President
 Distance from airport: 8 miles, 15 minutes
 1/1, 1/10, VC, WC
 13x14 6 Conference

Harrisburg



The Bartlett Group

3690 Vartan Way
 Harrisburg, PA 17110
 Ph. 717-540-9900
 sarah@susquehannapolling.com
 www.bartlettresearch.com
 Sarah Blaisdell
 Location: Free standing facility
 Distance from airport: 13 miles, 20 minutes
 CL, 1/10, VC, WC
 12x20 12 Conference

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.



Scoring market share
 with superior field research

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 42x31 Multiple
 16x25 Multiple
 42x40 Multiple
 26x25 12 Multiple

Bring your research to FieldGoals at CPCC, our stately 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 our second facility servicing the Harrisburg, Lancaster and York PA markets with nationwide recruitment to any facility across the US.



Scoring market share
 with superior field research

FieldGoals.US

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 minutes
 CL, CUL, 1/1, 1/10, TKO, VC, WC
 16x20 10 Multiple

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. Services York, Lancaster and Harrisburg markets with farmers, small business owners, physicians and consumers from urban to suburban backgrounds.

Lancaster



CentralFocus

180 W. Airport Road
 Lititz, PA 17543
 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, 1/10, TK, WC
 26x16 45 Conference

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.

Cimbrian

235 N. Prince St.
 Suite 200
 Lancaster, PA 17603
 Ph. 717-368-2563
 information@cimbrian.com
 www.cimbrian.com
 Elizabeth Kelly, President
 Location: Office building
 Distance from airport: 35 miles, 45 minutes
 CL, TK
 20x16 11 Conference

Philadelphia/Southern NJ (See also Trenton, 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
 15x11 5 Conference
 (See advertisement on inside back cover)



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, CUL, 1/1, 1/10, TK, VC, WC
 15x36 15 Multiple
 17x22 17 Multiple
 16x20 15 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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, CUL, 1/1, 1/10, TK, VC, WC
 20x24 16 Multiple
 24x16 16 Multiple
 24x16 16 Multiple
 24x16 16 Multiple
 34x24 20 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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.cosei@focussuites.com
www.focussuites.com
Julia Cosel, Vice President
Location: Office building
Distance from airport: 30 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC

18x22	20	Conference
17x20	18	Conference
17x20	18	Conference
19x20	20	Conference
10x12	4	Conference

Conveniently located in the heart of metro Philadelphia, Focus Suites is easily accessible, just minutes from Center City. Consistently voted one of the Top Rated focus group facilities worldwide. Each of our suites includes a large conference room, observation room and adjoining client lounge with CC TV. We provide recruitment and project management for focus groups, in-depth interviews, user research, tdt's, mock trials, CLT's, web-based research, ethnographies and intercepts. We offer a range of services: moderation, translation and usability labs to make your research project a success.

Fork Restaurant

306 Market St.
Philadelphia, PA 19106
Ph. 215-625-9425
info@forkrestaurant.com
www.forkrestaurant.com
CL, 1/1, WC

12x13	12	Conference
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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
AU, CL, CUL, 1/1, 1/10, TK, VC, WC

28x20	18	Multiple
16x24	12	Conference

Group Dynamics In Focus is celebrating 36 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
Collegeville, PA 19426
Ph. 610-489-0559 or 610-564-9624
helen@kmrinsights.com
www.kmrinsights.com
Helen Karchner, CEO/Co-founder/Moderator
Location: Free standing facility
Distance from airport: 36 miles, 45 minutes
CL, 1/1, 1/10, VC, WC

19 x 15	5	Conference
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KMR Research Studio

KMR Research Studio
3956 Ridge Pike
Collegeville, PA 19426
Ph. 610-489-0559
helen@kmrinsights.com
www.KMRResearchStudio.com
Helen Karchner, CEO/Co-Founder/Moderator
Location: Free standing facility
Distance from airport: 35 miles
CL, CUL, 1/1, 1/10, VC, WC

17x20	5	Conference
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The KMR Research Studio offers concierge service for clients, closed circuit/high-def viewing, without darkness, in true Phila suburbs, for FGs, IDIs, cold taste tests, product placement & Pre-Tests. The KMR Research Studio offers high value/low cost conference room rental for mediations, depositions, T&A;D, presentation coaching, EE engagement, planning sessions & usability testing. The conference room is wired with state-of-the-art video conferencing, digital A/V recording, remote observation/viewing capabilities, flip chart or whiteboard. KMR Research Studio Mantra 1 Project 1 Client 1 Price.



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

25x18	12	Multiple
19x20	10	Multiple
20x21	7	Multiple
44x20	20	Multiple

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 Center, 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, CUL, 1/1, 1/10, TK, TKO, WC

18x20	15	Conference
15x20	15	Conference
15x20	15	Multiple

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. 91)

Quick Test/Heakin (Branch)

Neshaminy Mall
109 Neshaminy Mall
Bensalem, PA 19020
Ph. 215-322-0400
bid@quicktest.com
www.quicktest.com
Traci Wood, Director 3Q GLOBAL
Location: Shopping mall
1/1, TK
17x12 6 Conference

Reckner: Chalfont, PA

1600 Manor Drive
Chalfont, PA 18914
Ph. 215-822-6220
pgrubb@reckner.com
www.reckner.com/facilities/philadelphia/
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 41 miles
CL, TK, VC, WC

13.5x27	12	Conference
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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
AU, CL, CUL, 1/1, 1/10, VC, WC

20x16	16	Multiple
20x16	16	Multiple
20x16	16	Multiple
16x16	16	Multiple
17x20	15	Multiple

(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
AU, CL, CUL, 1/1, 1/10, TK, VC, WC

22x17	20	Multiple
24x17	15	Multiple
20x17	15	Multiple

(See advertisement on inside front cover)

Test America a division of CRG Global

Cherry Hill Mall, 2000 Route 38, Suite 1590
Cherry Hill, NJ 08002
Ph. 866-209-2553
crgsales@crgglobalinc.com
www.crgglobalinc.com
Jennifer Schwartz, Director of Field Operations
Location: Shopping mall
Distance from airport: 30 miles, 26 minutes
1/1, VC

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, 1/10, TK, VC, WC

16x22	14	Multiple
18x25	10	Multiple

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
15x20 10 Conference

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.

Rhode Island

Providence

Accurate Focus, LLC.
 855 Waterman Ave.
 East Providence, RI 02914
 Ph. 800-927-7327 or 401-435-3335
 dan@accuratefocus.com
 www.accuratefocus.com
 Daniel Connor
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, 1/1, 1/10, WC
 23x15 20 Conference

MacIntosh Survey Center
 450 Veteran's Memorial Parkway, Suite 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
 18x20 15 Conference

South Carolina

Charleston

Coastal Focus LLC
 4600 Goer Drive
 Suite 206
 Charleston, SC 29406
 Ph. 843-744-9009 or 843-744-9093
 fdubose@coastal-focus.com
 www.coastal-focus.com
 Francis DuBose, President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 25x35 20 Multiple
 12x20 6 Living
 10x12 3 Conference

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, 1/10, TK, TKO, VC, WC
 16x26 12 Multiple

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
 CUL, 1/1, TK, VC, WC
 18x25 15 Conference

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: 12 miles, 20 minutes
 VC
 18x20 10 Conference

Priority Metrics Group
 301 Railroad St.
 Roebuck, SC 29376
 Ph. 800-764-0461 or 864-573-6139
 JBarrett@pmgco.com
 www.pmgco.com
 John Barrett, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 1/1, 1/10
 20x25 10 Multiple

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 23x17 18 Conference
 69x49 32 Conference
 23x17 14 Conference
 23x15 14 Conference

Knoxville



Southern Solutions
 10608 Flickenger Lane
 Knoxville, TN 37922
 Ph. 865-392-5047 or 866-764-7342
 jjones@southern-solutions.com
 www.southern-solutions.com
 Jenny Jones, President
 Location: Free standing facility
 Distance from airport: 10 miles, 10 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 19x21 16 Multiple

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 20x15 15 Multiple
 20x15 15 Multiple
 20x15 15 Multiple
 8x10 10 Multiple
 15x40 25 Multiple



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
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 22x17 10 Multiple
 23x18 12 Multiple
 25x27 18 Conference

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
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 43x16 20 Multiple
 21x16 20 Conference
 10x10 4 Conference



20|20 Research - Nashville
 161 Rosa L. Parks Blvd.
 Nashville, TN 37203
 Ph. 704-494-7873
 susan.brelewski@2020research.com
 www.2020research.com
 Susan Brewleski, Facility Director
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, VC, WC
 18x26 18 Conference
 18x25 10 Conference
 18x31 12 Conference

The country's most beautiful facility in one of its most historic buildings. USA Today called Nashville the most "American" city, which is perfect for research. Meanwhile Time Magazine calls it The South's Red-Hot town, making it perfect for you! We continue to be your trusted fieldwork partner in Nashville with the quality metrics to back it up. Excellent recruiting, the latest technology, personal chef catering - we offer everything you'd want in a facility.

Texas

Austin

ATX Insights
 8500 Bluffstone Cove
 Suite B204
 Austin, TX 78759
 Ph. 512-401-3064
 sales@atxinsights.com
 www.atxinsights.com/home.shtml
 Nicole Proulx
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC
 23x20 10 Multiple
 15x13 8 Multiple

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, PTL, VC, WC

24x16	12	Conference
20x24	15	Multiple

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, CUL, 1/1, PTL, VC, WC

20x22	12	Multiple
17x22	12	Multiple
9x12	5	Multiple

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, 1/10, VC

16x30	10	Conference
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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, 1/10, TK

31x36	15	Conference
22x26	15	Conference
17x18	15	Conference
17x18	15	Conference

C&C Market Research - Arlington
 3811 S. Cooper, Suite 2053
 Arlington, TX 76015
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham, President
 Location: Shopping mall
 Distance from airport: 35 miles, 30 minutes
 TK

13x8	6	Conference
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(See advertisement on inside back cover)

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, 1/10, TK

21x15	8	Conference
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(See advertisement on inside back cover)



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, CUL, 1/1, 1/10, VC, WC

24x16	15	Multiple
23x15	12	Conference
18x22	12	Conference
18x22	15	Conference
15x20	15	Conference
25x20	25	Multiple

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.

Databank Marketing Research LLC
 5165 Veal Station Road
 Weatherford, TX 76085
 Ph. 817-677-2331
 sharyn@databankmarketingresearch.com
 www.databankmarketingresearch.com
 Sharyn Davis
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, 1/10, TK

18x20	12	Conference
22x15	12	Conference
18x22	12	Living



Fieldwork Dallas
 15305 Dallas Parkway
 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
 AU, CL, CUL, 1/1, 1/10, WC

25x22	18	Multiple
25x20	14	Multiple
25x24	25	Multiple
13x15	10	Conference
20x18	12	Multiple
25x18	12	Multiple

Fieldwork Dallas is strategically located to draw from multiple areas and boasts a fresh respondent database utilizing in-house recruiting to meet your research needs. Our six conference rooms offer the ability to conduct various methodologies and setups in a comfortable, functional setting. The tenured staff at Fieldwork Dallas provide a high level of efficiency, attention to detail and commitment to quality. Capabilities: Digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services. 25 mins from the airport and 15 mins from downtown.
 (See advertisement on p. 28, 41, cover, back cover)



Focus Pointe Global - Dallas
 5400 LBJ Freeway
 One Lincoln Centre, Suite 400
 Dallas, TX 75240
 Ph. 214-420-6400 or 888-873-6287
 dallas@focuspointeglobal.com
 www.focuspointeglobal.com
 Marsha Fugitt, VP Facility Operations
 Location: Office building
 Distance from airport: 18 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

24x20	24	Multiple
24x20	12	Multiple
20x21	12	Multiple
24x46	36	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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
 AU, CL, 1/1, 1/10, TK, VC, WC

12x21	9	Conference
14x20	9	Conference
16x25	20	Conference
28x40	10	Multiple

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, CUL, 1/1, 1/10, PTL, VC, WC

15x10	8	Conference
15x10	8	Living



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
 Brian Hanks, Business Development & Marketing Manager
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CUL, 1/1, 1/10, VC, WC

44x20	25	Conference
21x20	12	Multiple
20x20	10	Multiple
19x20	10	Multiple

K&B National Research is a nationwide market and litigation research supplier with a four suite facility in Dallas, Texas. The facility includes over-sized mirrors, tiered viewing, HD video and mics and Renaissance Suites that seat up to 60 respondents and 30 observers. The facility 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 our clients have grown to expect.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Market Research Dallas
 2723 Valley View Lane
 Dallas, TX 75234
 Ph. 972-239-5382 or 866-830-5382 (toll free)
 mail@marketresearchdallas.com
 www.marketresearchdallas.com
 Gail Airoidi, Owner
 Location: Free standing facility
 Distance from airport: 10 miles, 15 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 27x18 18 Conference
 26x15 16 Living
 20x14 20 Multiple

Market Research Dallas is a full-service Dallas based strategic market research firm 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
 8390 LBJ Freeway
 Suite 540
 Dallas, TX 75243
 Ph. 469-385-1200 or 972-707-7645
 susan@mhcrc.com
 www.murrayhillnational.com
 Susan Owens, COO/Managing Partner
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, TK, VC, WC
 18x17 15 Conference
 20x17 16 Conference
 14x19 10 Conference
 20x16 15 Conference
 19x17 15 Conference
 38x17 30 Conference

Murray Hill National is waiting to host and recruit your next project. Our headquarters is in Dallas, Texas where we have a newly built focus group facility and research center. Dallas is also home to our 40 station call center. We have many partners we collaborate with who can provide any marketing research service including qualitative, quantitative, online, recruiting within all audiences and methodologies, moderation and questionnaire design. We can host your research in any US market or multiple markets. Delivering on specification, on time and with one invoice. Contact us today!
 (See advertisement on p. 53)

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, 1/10, TK
 26x29 6 Conference



Plaza Research-Dallas
 14160 Dallas Parkway, 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, CUL, 1/1, 1/10, TK, VC, WC
 15x20 15 Conference
 15x20 15 Conference
 15x20 15 Conference
 20x40 15 Multiple

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 videoconferencing option.
 (See advertisement on p. 91)

Quick Test/Heakin (Branch)
 Vista Ridge Mall
 2401 S. Stemmons Freeway, Suite 1008
 Lewisville, TX 75067
 Ph. 972-315-3555
 info@3q-global.com
 www.quicktest.com
 Christy Crossan
 Location: Shopping mall
 23x13 6 Conference

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
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 20x16 12 Multiple
 25x17 10 Multiple
 22x17 16 Multiple
 20x16 16 Multiple
 (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, 1/10, VC, WC
 18x25 6 Conference
 10x13 12 Multiple
 10x13 12 Multiple
 18x25 6 Conference

Test America, a division of CRG Global
 Grapevine Mills Mall
 3000 Grapevine Mills Parkway, Suite 259
 Grapevine, TX 76051
 Ph. 866-209-2553
 crgsales@crglobalinc.com
 www.crgtestamerica.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 8 miles, 10 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 17x10 6 Conference

VuPoint Dallas
 13747 Montfort
 Dallas, TX 75240
 Ph. 214-382-2610
 info@mdcresearch.com
 www.vupointresearch.com
 Bert Lybrand
 Location: Free standing facility
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10, VC, WC
 26x30 6 Multiple
 18x22 6 Multiple
 7x6 6 Multiple

El Paso



Merkadoteknia Research & Consulting
 4141 Pinacale
 Suite 220
 El Paso, TX 79902
 Ph. 915-317-9264 or 915-307-3795
 www.merkaconsulting.com/
 Norma A. Mendoza, Ph.D, President & CEO, Marketing Mgr
 Location: Office building
 Distance from airport: 11 miles, 17 minutes
 11x20 8 Conference
 11x14 8 Living
 14x15 8 Conference

MKT empowers advertising agencies and national brands tapping into the Hispanic market. Our full service research agency in El Paso offers interpreter/translation services and equipment, nationwide and cross border recruiting, video streaming and closed circuit viewing. Don't work in the dark! Bilingual moderators/interviewers are experienced in qualitative techniques effective with Hispanics of various nationalities, language abilities & acculturation levels. A truly ethnic experience, the border town of El Paso has ranked as the safest city in U.S. four times in a row in the past 6 years.

Houston

C&C Market Research - Houston
 Deerbrook Mall
 20131 Highway 59 N., Space 1312
 Humble, TX 77338
 Ph. 479-785-5637
 corp@ccmarketresearch.com
 www.ccmarketresearch.com
 Craig Cunningham
 Location: Shopping mall
 Distance from airport: 20 miles, 30 minutes
 13x13 4 Conference
 (See advertisement on inside back cover)



ConneXion Research
 5433 Westheimer Road
 Suite 870
 Houston, TX 77056
 Ph. 281-815-4940
 facility@connexionresearch.com
 www.connexionresearch.com
 Location: Office building
 Distance from airport: 40 miles, 30 minutes
 VC, WC
 20x14 6 Multiple

A "boutique" or 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 smart-board, big screen HD monitors, HD video-streaming, 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 - Houston
 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, 1/10, TK
 20x20 12 Conference
 24x26 12 Conference
 20x20 12 Conference
 24x24 12 Conference
 49x35 12 Multiple

CCR conducts research for clients nationally, statewide, regionally and locally. We have the largest Hispanic research

department in the state of Texas and offer a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. Our Houston office offers large conference-style focus groups rooms with one-way mirrors and large client viewing rooms. We offer a large conference space for 100+ groups as well as easy access for equipment, vehicle, appliances and large products, focus groups and one-on-ones. Contact Patricia Pratt, ppratt@ccrsurveys.com.



Opinions Unlimited - Houston

Three Riverway
Suite 250
Houston, TX 77056
Ph. 713-888-0202 or 800-604-4247
ask@opinions-unlimited.com
www.opinions-unlimited.com

Annadel Martin
Location: Office building
Distance from airport: 16 miles, 20 minutes
CL, CUL, 1/1, 1/10, VC, WC
32x30 24 Multiple
Conference
22x20 12 Conference

Consistently Impulse Top Rated. Centrally located in the Galleria area next to luxury hotel in a park setting. Recently remodeled. Newest technologies include 30mb dedicated fiber optic internet and PTZ 1080p hi-def cameras. Experienced management team ensures a successful recruit and a great service experience. Specialties include medical/healthcare/patient, jury/legal, usability labs, low incidence. Martin is QRCA member and past president of MRA/secretary of CMOR. Woman-owned. Est. 1995 - we are Texans who know Texas!



Plaza Research-Houston

5333 Westheimer
Suite 500
Houston, TX 77056
Ph. 713-840-9500 or 800-654-8002
kris@plazaresearch.com
www.plazaresearch.com
Kris Lamb, Director
Location: Office building
Distance from airport: 45 minutes
CL, CUL, 1/1, 1/10, TK, TKO, WC
15x20 20 Conference
15x20 20 Conference
15x20 20 Multiple

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. 91)

Quick Test/Heakin (Branch)

Greenspoint Mall
12300 North Freeway, Suite 247
Houston, TX 77060
Ph. 281-872-4165
bid@quicktest.com
www.quicktest.com
Christy Crossan
Location: Shopping mall
18x14 6 Conference

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, CUL, 1/1, 1/10, VC, WC
21x17 12 Multiple
24x17 12 Multiple
24x17 12 Multiple
26x18 12 Multiple
(See advertisement on inside front cover)

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, CUL, 1/1, 1/10, PTL, TK, VC, WC
18x20 18 Conference
19x18 18 Conference
18x21 18 Conference
40x40 18 Multiple

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.

Test America, a division of CRG Global

Northstar Mall
7400 San Pedro, Suite 1130
San Antonio, TX 78216
Ph. 866-209-2553
crgsales@crglobalinc.com
www.crgtestamerica.com
Jennifer Schwartz, Director of Field Operations
Location: Shopping mall
Distance from airport: 2 miles, 5 minutes
13x17 6 Multiple

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
Joe Anderson
Location: Free standing facility
AU, CL, CUL, 1/1, 1/10, PTL
28x20 17 Multiple
25x15 8 Multiple
22x25 14 Multiple
22x25 23 Multiple
16x21 18 Conference

Only 8-minutes from the Salt Lake City airport! Our newest facility features four focus group rooms with direct viewing and is operated by the same staff as our suburb 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

158 S. 200 W.
Salt Lake City, UT 84101
Ph. 801-456-6700
info@cicerogroup.com
www.cicerogroup.com
Kathryn Quist
Location: Office building
Distance from airport: 7 miles, 10 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
20x24 17 Conference
20x24 17 Conference

Discovery Research Group

6975 Union Park Center
Suite 150
Salt Lake City, UT 84047
Ph. 800-678-3748 or 801-569-0107
robert.higginson@discoveryresearchgroup.com
www.discoveryresearchgroup.com
Robert Higginson
Location: Office building
Distance from airport: 18 miles, 20 minutes
CL, 1/1, 1/10, VC, WC
24x22 6 Conference



IO DATA CORPORATION

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
22x14 10 Conference
35x31 Multiple

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, CL, 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, Director Business Development
Location: Free standing facility
Distance from airport: 18 miles, 20 minutes
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
21x21 16 Conference
18x13 7 Conference
49x20 Multiple

Impulse rated "Top Facility" for 7-years! 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 redesigned 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

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, CUL, 1/1, 1/10
13x13 5 Conference

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.

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, 1/10
 25x25 16 Conference



Issues and Answers Network, Inc.

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
 21x24 10 Conference

The only full service focus group facility in Virginia Beach. The state of the art facility includes mp3 audio recording, DVD recording and FocusVision video streaming. Conveniently located in Coastal Virginia our robust database covers the cities of Virginia Beach, Norfolk, Chesapeake, Portsmouth and Suffolk as well as the Peninsula cities of Hampton and Newport News. Services offered include screener development, recruitment, guide development and moderation by one of our four in-house Riva trained moderators, reporting and presentation. Verbatim transcription services are also available.

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
 16x17 10 Conference
 18x21 20 Conference

Richmond

Dominion Focus Group, Inc.

Commerce Plaza I
 2809 Emerywood Parkway, 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, 1/10, TK, TKO
 30x16 18 Conference
 16x12 8 Conference
 17x17 10 Conference

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
 18x21 10 Conference
 16x28 20 Conference



Alan Newman Research

MARKET RESEARCH CONSULTANTS
Richmond Focus Group Center
 1025 Boulders Parkway, 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
 27x18 15 Conference

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.

2122 Carolina Ave. S.W.
 Roanoke, VA 24014
 Ph. 540-342-1970
 roanoke@martinfocus.com
 www.martinfocus.com
 Marjorie Jeskey, Executive Vice President
 Location: Free standing facility
 Distance from airport: 8 miles, 20 minutes
 CL
 17x20 12 Conference

Washington

Seattle/Tacoma



Consumer Opinion Services, Inc.

12825 First Ave. S.
 Seattle, WA 98168
 Ph. 206-241-6050
 info@ConsumerOpinionServices.com
 www.consumeropinionservices.com
 Jerry Carter, President/CEO
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 TK, TKO
 15x20 10 Conference

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, video-streaming 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. 103)

Consumer Opinion Services, Inc. (Br.)

U.S. Bank Centre, Suite 525
 1420 Fifth Ave.
 Seattle, WA 98101
 Ph. 206-838-7951 or 206-241-6050 for bids
 info@ConsumerOpinionServices.com
 www.ConsumerOpinionServices.com
 Jerry Carter, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, VC, WC
 20x16 12 Multiple
 20x16 15 Multiple
 (See advertisement on p. 103)



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, CUL, 1/1, 1/10, TK, WC
 25x24 25 Conference
 20x20 15 Conference
 21x18 10 Conference

Although the glorious scene of mountains, water and yachts just outside the window will make you want to do anything but work, Fieldwork Seattle is committed to it. Fieldwork Seattle boasts a consumer database rich in high-income, high-education and highly-technical respondents and an unprecedented medical database. Our 3 spacious rooms are designed to accommodate groups of all sizes, remodeled in 2014. As always, outstanding service is our highest priority. Capabilities: digital audio and video recording, video-streaming, usability lab, high-speed wireless Internet, transcription services. (See advertisement on p. 28, 41, cover, back cover)



Fieldwork Seattle - Downtown

520 Pike St.
 Suite 2610
 Seattle, WA 98101
 Ph. 206-493-3300
 info@seattle.fieldwork.com
 www.fieldwork.com
 Adrien Whittemore, Facility Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, WC
 18x20 16 Conference
 16x20 15 Conference
 16x24 14 Conference
 18x20 14 Conference

Fieldwork Seattle - Downtown is 4 blocks from famous Pike Place Market. Enjoy the view of Puget Sound and the Olympic Mountains as we pamper you with excellent service and recruiting drawing from the entire Puget Sound area. Digital audio/video recording, video-streaming, high-speed wireless Internet, transcription services. Steps from Washington State Convention Center, we can help you tap into rich convention research opportunities. From Comic fans to Colonoscopy specialists, you can find the audience you need. Nearby hotels, shopping, nationally-renowned restaurants, sights and museums. (See advertisement on p. 28, 41, cover, 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, 1/10, TK
 12x22 10 Conference

Hebert Research, Inc.
 13629 N.E. Bel-Red Road
 Bellevue, WA 98005
 Ph. 425-643-1337 or 877-399-0720
 jhebert@hebertresearch.com
 www.hebertresearch.com
 Tom Fisher
 Location: Free standing facility
 Distance from airport: 10 miles, 18 minutes
 CL, 1/1, 1/10, TK, WC
 30x18 10 Conference

Ipsos Loyalty
 225 108th Ave. N.E.
 Suite 500
 Bellevue, WA 98004
 Ph. 425-586-5550
 info@ipsos-na.com
 www.ipsos.com/
 Nicholas Mercurio, Sr. Vice President
 Location: Free standing facility
 Distance from airport: 30 miles, 30 minutes
 CL, CUL, 1/1, 1/10, VC, WC
 18x18 18 Conference
 18x18 18 Conference

Northwest Insights
 2101 Fourth Ave.
 Suite 800
 Seattle, WA 98121-2352
 Ph. 206-219-1987
 donna@nwinsights.com
 www.nwinsights.com
 Donna Glosser, Director Qualitative Research & Partner
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, VC
 21x19 24 Conference
 20x18 23 Conference
 18x14 10 Conference

Opinions, Ltd. - Seattle
 Southcenter Mall
 152 Southcenter Mall
 Tukwila, WA 98188
 Ph. 440-893-0300
 iris.blaine@opinionstd.com
 www.opinionstd.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 59 miles, 70 minutes
 1/1, 1/10, VC, WC
 20x14 Conference

Seattle Usability @ BlinkUX
 1011 Western Ave., Suite 810
 Seattle, WA 98104
 Ph. 206-447-9551
 hello@blinkux.com
 www.blinkux.com/
 Geoff Harrison, Partner
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 CUL, 1/1, 1/10, PTL, VC, WC
 14x14 12 Conference
 14x13 12 Conference
 16x16 12 Conference



Strategic Research Associates
 500 S. 336th St., Suite 103
 Federal Way, WA 98003
 Ph. 509-324-6960 x203 or 888-554-6960 x203
 info@strategicresearch.net
 www.strategicresearch.net
 Joanne Vega, Director
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 AU, CUL, 1/1, 1/10, PTL, VC, WC
 27x22 15 Multiple
 24x15 15 Multiple
 22x13 15 Multiple
 15x10 Conference

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 recruit-

ing 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
 PTL, TK, VC
 20x25 10 Multiple



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, Director
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 VC, WC
 24x20 10 Multiple
 21x16 10 Conference

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.

Clarity

What is the purpose of research?
 The questions we all ask are similar
 but we ask them to gain a clearer view,
 a way of understanding.
 Clarity.
 See your way clear to call us with
 your next research assignment. You'll see.



Consumer Opinion Services

Market Research Since 1960

206-241-6050 Seattle ▼ Portland ▼ Las Vegas info@consumeropinionservices.com

Qualitative Quantitative Recruiting Facilities Field Services

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.

Vancouver

Opinions, Ltd. - Portland
 Vancouver Mall
 8700 N.E. Vancouver Mall Drive, Suite 187
 Vancouver, WA 98662
 Ph. 440-893-0300
 iris.blaine@opinionsltd.com
 www.opinionsltd.com
 Chris Sluder, Vice President
 Location: Shopping mall
 Distance from airport: 10 miles, 16 minutes
 1/1, VC, WC
 12x20 10 Conference

West Virginia

Charleston



McMillion Research Service
 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, 1/10, PTL
 18x14 12 Conference

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, 1/10, TK
 22x11 4 Conference
 (See advertisement on inside back cover)

Wisconsin

Green Bay/Appleton



Focus Pointe Global - Appleton
 4330 W. Spencer St.
 Appleton, WI 54914
 Ph. 920-636-1200 or 888-873-6287
 appleton@focuspointeglobal.com
 www.focuspointeglobal.com
 Bonnie Smerda, Facility Director
 Location: Free standing facility
 Distance from airport: 3 miles, 5 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 16x23 15 Multiple
 15x17 10 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. 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.Leede.com
 Jim DeZeeuw, Vice President
 Location: Free standing facility
 Distance from airport: 35 miles, 30 minutes
 1/1, 1/10
 21x19 10 Conference



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
 19x24 12 Multiple

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. 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 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 groups in Green Bay a true success!

Matousek & Associates, 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, 1/10, TK
 22x18 14 Multiple

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, 1/10, PTL, TK, TKO
 40x23 30 Multiple
 20x15 30 Multiple
 15x10 8 Multiple
 12x8 30 Living

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. 262-502-4300 or 262-502-4302
 rwhlgren@advantageresearchinc.com
 www.advantageresearchfacility.com
 Rob Wahlgren, Field Service Project Manager
 Location: Free standing facility
 Distance from airport: 25 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 28x18 12 Conference
 20x18 12 Conference
 26x22 12 Conference

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, 1/10, VC, WC
 22x17 18 Conference
 12x25 10 Conference
 15x9 4 Conference

The DRG Focus Center, which was designed around our clients' needs for flexibility, versatility, comfort and convenience, features two spacious Focus Suites plus a one-on-one Interviewing Suite. Our facility offers state-of-the-art technology for high-definition digital recordings, streaming live discussions, and conducting interactive polls with participants. As a full-service market research firm, we also provide in-house recruiting, moderating 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
24x20 18 Conference
24x20 18 Conference
22x20 18 Conference

"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.
Floor 3
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, CUL, 1/1, 1/10, PTL, VC, WC
20x20 10 Multiple

Reckner: Milwaukee, WI

9833 S. 13th St.
Oak Creek, WI 53154
Ph. 414-768-6040 or 215-822-6220
PGrubb@reckner.com
www.reckner.com/facilities/milwaukee/
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, PTL, TK, VC, WC
20x18 15 Multiple
38x22 Multiple
8x10 4 Multiple

Region's best-equipped, most experienced product testing facility. State-of-the-art commercial test kitchen, 7 evaluation rooms and focus group suite. 10 mi. from downtown Milwaukee. Kitchen: 20 burners, 4 gas ovens, 6 electric ovens, 13 microwaves, refrigerator and freezer, stainless-steel prep tables, commercial dishwasher, 4-compartment sink, walk-in cooler and ice machine. Product rooms: washable surfaces, unitized space-saver washer/dryer, sink, counter, outlet, mirror, toilet and HVAC. Focus Suite: large group room, tiered client viewing, spacious client lounge with separate entrance.

Zigman Joseph Stephenson

309 W. Water St. Suite 315
Milwaukee, WI 53202
Ph. 414-614-4680
craig.peterson@zigmanjoseph.com
www.zigmanjoseph.com
Location: Office building
TK
23x22 11 Conference

Wyoming

Laramie



Waller Hall Research LLC

648 5th Ave. N.
Greybull, WY 82426
Ph. 307-765-5300 or 415-348-1700
rnieder-westermann@wallerhallresearch.com
www.wallerhallresearch.com
Ralph Nieder-Westermann, V.P. Sales and Business Dev.
Distance from airport: 53 miles, 60 minutes
CL, CUL, 1/1, 1/10, VC, WC
19x26 10 Conference

Now you have a state of the art focus group facility to get the opinions of rural Americans. Our focus group facility in Greybull, WY is located in the heart of the Big Horn Basin. We can draw participants from the surrounding communities so that you can hear the voices and get the opinions of rural Americans, which are so often underrepresented in nationwide studies. We have both video and audio recording capabilities, a viewing area and a fully equipped kitchen. We can recruit your group in house from our local call center using local recruiters and interviewers. Call for more details.



Help is on the way.

Free statistical calculator from Quirk's

- Chi-square test
- One-sample t-test between percents
- Independent samples t-test between means
- Determine sample size for percents
- Fisher's exact test
- Two-sample t-test between percents
- Confidence interval around a mean
- Determine sample size for means
- Binomial test
- Confidence intervals around a percent
- Compare sample mean to population mean
- Sampling error for a given sample size
- Poisson events test
- Compare two standard deviations
- Compare three or more means



www.quirks.com/resources/calculator.aspx

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.

Argentina

Infoquality Argentina

Amenabar 1550 4, Of. A
 Buenos Aires, C1426AKD
 Argentina
 Ph. 54-11-4781-4571
 emartinez@infoqualityarg.com.ar
 www.infoqualityarg.com.ar
 Ester Martinez, Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, VC, WC
 13x13 10 Multiple
 21x12 10 Multiple

Markwald, La Madrid & Asociados

Paraguay 1840 - 5 Piso
 Buenos Aires, C1121 ABB
 Argentina
 Ph. 54-11-4813-3378
 mlamadrid@marklam.net
 www.marklam.net
 Location: Office building
 VC

S & T Research

Las Heras 2910 - 3 "E"
 Buenos Aires, C1425AST
 Argentina
 Ph. 54-11-4802-9970
 marketing@st-research.com.ar
 www.st-research.com.ar
 Location: Office building

Australia

The City Group Rooms

Level 11, 60 York St.
 Sydney, NSW 02000
 Australia
 Ph. 61-2-9299-8907
 info@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 Distance from airport: 8 miles, 30 minutes
 CUL, 1/1, 1/10, TK, WC
 17x23 10 Conference
 17x23 9 Conference
 17x23 8 Conference
 20x23 8 Multiple
 20x23 8 Multiple
 20x23 8 Multiple
 20x23 8 Multiple

The City Group Rooms North (Br.)

Level 18, 122 Arthur St.
 North Sydney, NSW 02060
 Australia
 Ph. 61-2-9299-8907
 info@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Director
 Location: Office building
 Distance from airport: 10 miles, 35 minutes
 CUL, 1/1, 1/10, TK, WC
 20x24 8 Conference
 20x24 8 Conference
 20x24 8 Multiple
 20x24 8 Multiple

The City Group Rooms South (Br.)

5/438 Forest Road
 Hurstville, NSW 02220
 Australia
 Ph. 61-2-9299-8907
 info@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Director
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CUL, 1/1, 1/10, TK
 20x23 8 Conference
 20x23 8 Conference

The City Group Rooms West (Br.)

Level 4, Perth House
 85 George St.
 Parramatta, NSW 02150
 Australia
 Ph. 61-2-9299-8907
 info@cgr.com.au
 www.cgr.com.au
 Andrew Strachan, Manager
 Location: Office building
 Distance from airport: 15 miles, 40 minutes
 CUL, 1/1, 1/10, TK, WC
 20x23 10 Conference
 20x23 9 Conference
 20x23 8 Conference
 20x23 7 Multiple
 20x16 7 Multiple
 20x16 7 Multiple
 15x11 Multiple

Group Focus Pty Ltd

140 Coppin St.
 Richmond, VIC 03121
 Australia
 Ph. 61-3-9421-1827 or 61-3-9421-1836
 groups@groupfocus.com.au
 www.groupfocus.com.au
 Neville Holland, Manager
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, VC
 16x13 9 Multiple
 14x13 5 Multiple

New Focus Research Pty - Adelaide

Unit 2, 28 Lower Portrush Road
 Marden (Adelaide), SA 05070
 Australia
 Ph. 1800-807-535
 admin@newfocus.com.au
 www.newfocus.com.au
 Jennie Folland, National Operations Manager
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL
 24x18 5 Conference

Research Connections Pty Ltd

Suite 9/30-32 Barcoo St.
 Roseville, NSW 02069
 Australia
 Ph. 612-9416-0300
 terri@researchconnections.com.au
 www.researchconnections.com.au
 Location: Shopping mall
 Distance from airport: 16 miles, 30 minutes
 CL, 1/1, 1/10
 18x11 6 Conference

Sydney Research Facility

Level 1, 131 Clarence Street
 Sydney, NSW 02000
 Australia
 Ph. 61-2-9299-1171
 sydresearchfacility@ozemail.com.au
 www.sydneygrouprooms.com.au
 Location: Office building
 1/1, 1/10, TK, WC
 20x16 Conference
 20x12 Conference
 20x10 Conference
 20x16 Living

Viewpoint Center

40-44 St. Kilda Road
 St. Kilda, Melbourne, VIC 03182
 Australia
 Ph. 61-3-9510-6377
 groups@viewpt.com.au
 www.viewpt.com.au
 Anthony Heyde,
 Location: Office building
 Distance from airport: 10 miles, 30 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 20x13 12 Conference
 35x17 15 Conference
 17x12 8 Living
 12x8 Multiple
 25x19 16 Conference
 36x19 10 Multiple
 16x12 8 Conference
 50x70 20 Multiple

West Coast Field Services

Floor 1, 47 Kishorn Road
 Applecross, WA, 06153
 Australia
 Ph. 61-8-9316-3366
 sandra@wcfcs.com.au
 www.wcfcs.com.au
 Sandra Simpson, General Manager
 Location: Office building
 Distance from airport: 7 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, Test Kitchen
 16x13 5 Conference
 16x13 5 Conference
 11x14 0 Living

Barbados

Market Insight Inc.

31 George St.
 Belleville, St. Michael,
 Barbados
 Ph. 246-426-0181
 Jacqueline.Norville@gmail.com
 www.mtiibarbados.com
 Jacqueline Norville, Market Researcher
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CUL, 1/1, 1/10, WC
 20x15 3 Conference

Belgium

MARESCO

Oogststreet 66
 Berchem, 02600
 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, 1/10, TK, TKO
 30x30 25 Conference
 26x26 12 Conference
 20x13 10 Living

Brazil

ABACO Marketing Research - ABACO-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: Office building
 Distance from airport: 12 miles, 30 minutes
 AU, CL, CUL, 1/1, 1/10, TK, VC
 26x14 12 Multiple
 40x30 20 Conference
 14x10 16 Conference
 14x9 6 Conference
 20x14 6 Multiple

ÁBACO Marketing Research Brazil
 São Paulo Marketing Center
 Avenida Paulista 1499, 13th Floor
 São Paulo, SP 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
 AU, CL, CUL, 1/1, 1/10, TK, VC

26x14	12	Multiple
14x10	16	Conference
14x9	6	Conference
20x14	6	Multiple

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, 1/10, VC

14x11	11	Conference
17x11	9	Conference

Estudio Silvia Roca Brasil
 R. Coronel Oscar Porto 610 Jardins
 Sao Paulo, 04003-002
 Brazil
 Ph. 55-11-30-52-32-61
 ivan.bautista@estudiosilviaroca.es
 www.estudiosilviaroca.com
 Ivan Bautista, Director
 Location: Free standing facility
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

225	6	Multiple
190	4	Multiple
190	10	Multiple
300		Multiple

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, Project Manager
 Location: Office building
 Distance from airport: 30 minutes
 WC

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
 AU, CL, CUL, 1/1, PTL, WC

35x18	30	Conference
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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 Noglmeier, Facility Manager
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CUL, 1/1, TK, WC

22x15	11	Multiple
20x17	8	Conference
7x9		Conference

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

15x12	6	Conference
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Vancouver Focus®
 1080 Howe St.
 Suite 503
 Vancouver, BC V6Z2T1
 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
 CL, 1/1, 1/10, TK, WC

17x20	12	Multiple
14x20	8	Multiple

Vancouver Focus® is a well-established focus group facility located in downtown Vancouver. Our new, stylish mid-century modern space offers two focus group rooms, featuring live web streaming, wireless Internet access, FocusVision, and high definition digital MP4 and MP3 recording. 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
 Lliisa Morrow, Research Consultant
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 CL

14x17	15	Conference
14x17	6	Conference

Viewpoints Research, Ltd.
 104-115 Bannatyne Ave.
 Winnipeg, MB R3B 0R3
 Canada
 Ph. 204-988-9253
 info@viewpoints.ca
 www.viewpoints.ca
 Location: Office building
 Distance from airport:

New Brunswick

Fredericton

MQO Research
 720 Main St.
 Floor 3
 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 and Labrador

St. John's

MQO Research
 5 Job St.
 P.O. Box 13305, Stn. A
 St. John's, NL 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

20x16	6	Conference
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Nova 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

Academica Group Inc.
 131 Wharncliffe Road S., Floor 2
 London, ON N6J 2K4
 Canada
 Ph. 519-433-8302 or 866-922-8636
 bruce@academica.ca
 www.academicagroup.ca
 Karen Lee, Coordinator
 Location: Office building
 Distance from airport: 8 miles, 20 minutes
 1/1, WC

	10	Conference
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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

40x20	12	Conference
20x30	12	Conference

Sudbury

Oraclepoll Research Ltd.

1760 Regent St., S.
 Sudbury, ON P3E 3Z8
 Canada
 Ph. 705-674-9591 or 800-494-4199
 inquire@oraclepoll.com
 www.oraclepoll.com
 Teri Cleland, Focus Group Coordinator
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, 1/1, VC

25x19	6	Conference
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Toronto

ACCE International

2575B Dunwin Drive
 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
 CUL, 1/1, 1/10, PTL, TK, TKO

18x25	10	Conference
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Canadian Viewpoint, Inc. (Br.)

9350 Yonge St., Suite 206
 Richmond Hill, ON L4C 5G2
 Canada
 Ph. 905-770-1770 or 888-770-1770
 info@canview.com
 www.canview.com
 Kim Storer, Field Director
 Location: Shopping mall
 Distance from airport: 20 miles

12x20	10	Conference
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Consumer Vision Ltd.

2 Bloor St. W., Floor 3
 Toronto, ON M4W 3E2
 Canada
 Ph. 416-967-1596 or 866-967-1596
 info@consumervision.ca
 www.consumervision.ca
 Kristi Turnbull, Vice-President
 Location: Office building
 Distance from airport: 20 miles, 35 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, WC

40x24	20	Conference
24x19	10	Conference
22x22	14	Multiple
20x15	7	Multiple
19x19	5	Multiple
15x15	5	Multiple
22x22	10	Multiple



Contract Testing Inc.

Contract Testing Inc.
 119 West Drive
 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, CUL, 1/1, PTL, TK

20x22	12	Conference
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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, PTL, TKO, VC, WC

18x20	16	Multiple
18x20	16	Multiple

Focus Focus

2 Bloor St. E., Suite 2218
 Toronto, ON M4W 1A8
 Canada
 Ph. 416-961-5511
 courtney@focus-focus.com
 www.focus-focus.com
 Courtney Comeau, Facility Manager
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, 1/1

Head Quarters Downtown Toronto

1255 Bay St.
 Suite 301
 Toronto, ON M5R 2A9
 Canada
 Ph. 416-929-4669 x229 or 866-929-4669 x229
 jmcfarlane@headquarters.ca
 www.headquarters.ca
 Jeff McFarlane, Vice President
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, PTL, TK, WC

25x17	20	Multiple
23x18	20	Multiple
20x18	20	Multiple

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

17x25	15	Conference
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Michelle Massie Marketing, Inc.

4 Corrigan Close
 Toronto, ON M4W 3V6
 Canada
 Ph. 647-998-5613
 michelle@mmassie.com
 www.mmassie.com
 Suzy Bergeron
 Location: Office building
 Distance from airport:
 1/1, TK

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

17x25	18	Multiple
16x20	12	Conference
10x19	10	Living

Protean Strategies Inc.

80 Cumberland Street
 Toronto, ON M5R 3V1
 Canada
 Ph. 416-967-3337
 strategy@proteanstrategies.com
 www.proteanstrategies.com
 Anna Della Rocca
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, 1/1, 1/10



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, 1/10, TK

20x25	20	Conference
20x25	10	Conference
22x17	18	Conference
20x25	12	Conference

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.

Winning Research

10 Milner Business Court
 Suite 900
 Toronto, ON M1B 3C5
 Canada
 Ph. 416-754-0009
 admin@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, 1/10, PTL, TK, VC, WC

15x15	Multiple
15x18	Multiple

Quebec

Montreal

Ad Hoc Research

400 de Maisonneuve Blvd. W., Suite 1200
 Montreal, QC H3A 1L4
 Canada
 Ph. 514-937-4040
 reservation@adhoc-research.com
 www.adhoc-research.com/en/home/
 Rosa Paccione, Focus Group Coordinator
 Location: Office building
 Distance from airport: 13 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

22x14	9	Multiple
23x15	10	Multiple
37x19	Multiple	
25x19	12	Multiple

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
1/1, 1/10, WC
17x22 12 Conference
18x20 15

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, 1/10, VC
20x15 10 Conference

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
AU, TK, VC
17x22 10 Conference
17x22 10 Conference

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
30x20 12 Multiple
14x24 12 Multiple
24x16 12 Multiple

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
24x18 14 Conference

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
17x13 10 Conference
17x13 8 Conference

Quebec**SOM**

3340, rue de la P erde, Floor 3
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
24x18 14 Conference
10x12 2 Multiple

China*(See also Hong Kong)***Asia Insight (Shanghai) Co. Ltd.**

789 ZhaoJiaBang Road, Floor 19, 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: 46 miles, 60 minutes
1/1, 1/10
14.7x11.5 Conference
12.8x10.5 Multiple

Consumer Search China - Beijing (Br.)

Rm. 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: 60 minutes
20x15 21 Conference

Consumer Search China - Guangzhou (Br.)

Rm. 1909-10, Block B, China Int'l Center
33 Zhongshan 3rd Road
Guangzhou, 510055
China
Ph. 8620-8385-2188
guangzhou@csg-worldwide.com
www.consumersearch-group.com
Ms. Bel Wong,
Location: Office building
Distance from airport: 90 minutes
19x16 10 Conference

Consumer Search China - Shanghai (Br.)

Rm. 1008, Tower A Finance, Bund Square
No. 818 LongHua Road (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: 90 minutes
18x17 10 Conference

DDMA Market Research

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, 1/10, VC, WC

Focus Group China

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, 1/10, VC, WC
23x23 20 Conference

Labbrand China

Bldg. 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, CUL, 1/1, 1/10, WC
20x14 5 Conference

Colombia**Centro Nacional de Consultoria**

Diagonal 34 N 5-27
Bogota,
Colombia
Ph. 57-1-339-4888
cnc@cnccol.com
www.centronacionaldeconsultoria.com
Location: Free standing facility
VC
20x26 4 Conference

Czech Republic**AMASIA s.r.o.**

Parikova 362/3
Praha 9 Vyso, 190 00
Czech Republic
Ph. 420-283-893-571
amasia@amasia.cz
www.amasia.czechtrade.us
Location: Office building
Distance from airport: 30 miles, 30 minutes
CL, 1/1, TK
21x12 12 Conference

NMS Market Research s.r.o.

U Nikolajky 1070/13
Praha 5, 150 00
Czech Republic
Ph. 420-222-351-611
info@nms.cz
www.nms.cz/

Denmark**Norstat Denmark**

Frederiksborggade 1, 3. th
Copenhagen, 01360
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
25x14 6 Conference
20x13 20 Conference

Dominican Republic**Asisa Research Group - Santo Domingo**

Ave. Los Proceres.
Diamond Mall. Local 32A
Santo Domingo, 00809
Dominican Republic
Ph. 809-333-2121
contact@asisaresearch.com
www.asisaresearch.com
Claudia Guzman, CMO
Location: Free standing facility
Distance from airport: 10 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, PTL, WC
30x20 12 Multiple
25x15 4 Living

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, 1/10, PTL, TK
16x27 5 Conference

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.

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, 1/10, WC

23x30	8	Conference
23x10		Conference
23x13	8	Conference
16x13	8	Living
16x10	8	Conference
16x13	8	Living

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
 CUL, 1/1, 1/10, PTL, TK
 14x27 6 Multiple

France

Cyble Marketing

10 Rue de Nancy
 Paris, 75010
 France
 Ph. 33-1-43-38-78-78
 info@cyble.com
 www.cyble.com
 Nando Cito,
 Location: Free standing facility
 Distance from airport: 15 miles, 30 minutes
 CUL, WC
 25x20 6 Multiple



La Maison du Test

142 rue Montmartre
 Paris, 75002
 France
 Ph. 33-1-4039-1110
 mdtfacility@laimaisondutest.com
 www.laimaisondutest.com
 Anne-Lise Maysounave,
 Location: Free standing facility
 Distance from airport: 25 miles, 60 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, VC

21x17	12	Multiple
21x17	12	Multiple
21x17	12	Multiple

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@lourefocusgroup.com
 www.lourefocusgroup.com
 Location: Office building
 CL, WC

20x20	10	Living
20x20	10	Conference

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, 1/10, WC

18x16	10	Conference
18x13	6	Multiple
13x8	5	Multiple

Passerelles

1, rue d'Uzès (corner of rue St Fiacre)
 75002 Paris,
 France
 Ph. 33-1-44-88-25-11
 reservation@passerelles.fr
 www.passerelles.fr
 Olivier DuVallet, Director
 Location: Free standing facility
 Distance from airport: 17 miles, 40 minutes
 CL, CUL, 1/1, 1/10, VC, WC
 (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
 Distance from airport: 75 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

Puzzle is a premier market research service provider based in the heart of Paris. With 20+ years of experience, Puzzle has a reputation as Paris's premier viewing facility since it opened, and continues to cultivate its leadership role today. Our team of 15 in-house recruiters, and our extensive network of off-site recruiters in 50+ other locations throughout France, is world-renowned for its efficiency, thoroughness and ability to handle all challenges. We work tirelessly to ensure that only the best moderators, interviewers and translators are in our network.

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, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

20x20	8	Conference
20x20	8	Conference

GfL Enigma 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
 AU, CL, 1/1, TK

18x12		Multiple
13x18		Multiple
18x12		Multiple
14x23		Multiple
22x12		Multiple
12x09		Multiple

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, Managing Director
 Location: Office building
 Distance from airport: 25 minutes
 CUL, 1/1, 1/10, TK, WC

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
 CUL, 1/1, 1/10, PTL, VC, WC

21x14	11	Multiple
21x14	8	Multiple
42x28	19	Conference
17x17	12	Multiple

Institut fur Marktforschung GmbH

Markt 10
 Leipzig, 04107
 Germany
 Ph. 49-341-9950-0
 info@imleipzig.de
 www.imleipzig.de
 Location: Shopping mall
 1/1, 1/10, TK, VC
 16x20 10 Conference

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, 1/10, VC, WC

20x20	14	Conference
20x22	10	Conference
13x19	6	Conference

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
 Location: Office building
 Distance from airport: 25 miles, 45 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

30x18	14	Conference
25x18	9	Conference
16x20	12	Conference

INVISIO

Georgstrasse 22
 Hannover, 30159
 Germany
 Ph. 49-511-30-7930
 info@inviso.de
 www.inviso.de
 Frank H. Gehre, Partner
 Location: Shopping mall
 Distance from airport: 10 miles, 15 minutes
 CL, 1/1, 1/10, TK, VC

20x20	10	Conference
20x20	6	Conference
29x16	12	Conference

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, CUL, 1/1, 1/10, PTL, TK, VC, WC

13x15	8	Multiple
16x10		Multiple
13x15		Multiple
13x17		Multiple
10x13		Multiple
12x16		Multiple

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, 1/10, TK, VC
16x10 10 Conference
17x25 6 Conference
17x25 6 Conference

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
AU, CUL, 1/1, 1/10, PTL, TK, WC
26x20 3 Conference

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.mafo-zentzis.de
Location: Office building
Distance from airport: 18 miles, 45 minutes
1/1, 1/10, TK, VC
25x17 10 Conference
14x16 10 Conference



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. 20-mins. from Frankfurt International Airport and less than 1-min. walk from Ledemuseum Sbahn station, employees and group participants have easy access to the facility, hotels and restaurants. Martec's conference room is utilized as an inexpensive alternative to Frankfurt city center surcharges. Martec-Frankfurt has an English and German speaking project manager available with moderators and simultaneous translators available in a variety of languages upon request.

mc markt-consult institut

Hammerbrookstr. 93
20097 Hamburg,
Germany
Ph. 49-40-386042-0
m.seifert@markt-consult.com
www.markt-consult.com
Frauke Haeger, Field Manager
Location: Office building
Distance from airport: 8 miles, 30 minutes
CL, TK
26x13 15 Conference



Schmiedl Marktforschung GmbH

A Schlesinger Associates Company

Schmiedl Marktforschung GmbH - Berlin

Taurentzenstrasse 3
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, CUL, 1/1, 1/10, VC, WC
26x14 10 Multiple
19x15 18 Multiple
22x16 8 Multiple
35x17 20 Multiple

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

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, CUL, 1/1, 1/10, VC, WC
20x16 12 Multiple
20x16 14 Multiple
18x13 10 Multiple

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

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, CUL, 1/1, 1/10, VC, WC
27x17 14 Multiple
17x15 10 Multiple
22x16 8 Multiple
17x9 4 Multiple

Schmiedl Marktforschung is a Schlesinger Associates data collection company. Our newly-upgraded, 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

Eurener Strasse 15
54294 Trier,
Germany
Ph. 49-651-948-0030
tip@tip-web.de
www.tip-web.de
Location: Shopping mall
20x20 1 Conference

Greece

GLOBAL LINK International Marketing Research

5 Konitsis Street & Kifissias Avenue
Maroussi, Athens, 151 25
Greece
Ph. 30-210-612-8800
globalink@globalink.gr
www.globalink.gr
Constantine D. Sigalos, Managing Director
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10, TK, VC
23x13 14 Conference
18x10 8 Conference
26x13 10 Conference

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, 1/10
20x13 6 Conference

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, Research Director
Location: Office building
Distance from airport: 17 miles, 35 minutes
CUL, 1/1, 1/10, VC, WC
24x13 Multiple
15x10 Conference

Prisma Options Ltd.

25 Alexandroupoleos, Ambelokipi
Athens, 115 27
Greece
Ph. 30-210-748-2001
info@prisma-options.com
www.prisma-options.com
Anthi Kitsineli,
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, 1/1, 1/10, VC, WC
20x15 4 Conference
15x12 8 Multiple

Stohos Research

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, CUL, 1/1, PTL, TK, TKO, VC, WC
23x10 10 Conference
20x14 10 Conference
36x16 10 Multiple
7x7 5 Living
10x10 10 Multiple

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.

Hong Kong

(See also China)

Consumer Search Hong Kong Ltd.

5/F, Island Place Tower, 510 King's Road
 North Point,
 Hong Kong
 Ph. 852-2891-6687
 general@csg-worldwide.com
 www.csg-worldwide.com
 Ms. Bel Wong,

Location: Office building
 Distance from airport: 45 minutes
 1/1

18x13	12	Conference
18x14	10	Living

FRC Hong Kong Ltd

7A Redana Centre
 25 Yiu Wa St. Causeway Bay
 Causeway Bay,
 Hong Kong
 Ph. 852-2147-0468
 admin@frchongkong.com
 www.frchongkong.com
 Ricky Law, Fieldwork Manager
 Location: Office building
 Distance from airport: 45 minutes
 1/1

10x10	6	Multiple
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Hungary

InsightLab.hu Market Research Ltd.

Francia út 54.
 Budapest, H-1146
 Hungary
 Ph. 36-1-269-0394
 info@insightlab.hu
 www.insightlab.hu
 Eszter Takacs, Senior Researcher
 Distance from airport: 30 miles, 45 minutes
 AU, CL, CUL, 1/1, 1/10

13x16	5	Living
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India

Data Search (P) Limited

187, Santoshpur Avenue
 Calcutta, 700 075
 India
 Ph. 91-33-2416-4434 or 91-33-2416-6891
 operations@datasearchindia.net
 www.datasearchindia.com
 Hiralak Bhattacharya, Sr. Manager Field Operations
 Location: Shopping mall
 Distance from airport: 45 minutes
 CL, 1/1, 1/10, TK

15x15	4	Conference
16x10	6	Living
18x14	6	Multiple

Impetus Research Pvt. Ltd.

A-105, Floor 1, 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
 AU, CL, CUL, 1/1, 1/10, VC, WC

Indonesia

Kadence International

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, 1/10, TK, VC, WC

13x13	11	Multiple
11x15	8	Multiple
14x12	7	Multiple
14x14	9	Multiple

Ireland

GRO Fieldwork Ltd.

30 Grafton St.
 Dublin, 00002
 Ireland
 Ph. 353-1-671-6000 or 353-8-7234-3610
 kate@grofieldwork.com
 www.graftonsuite.ie
 Kate Gibson, Managing Director
 CL, 1/1, 1/10, TK, WC

26x26	20	Multiple
26x26	0	Multiple
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, 1/10, TK, VC

20x17	5	Conference
13x13	3	Conference

ART

Via Caminadella 2
 Milan, 20123
 Italy
 Ph. 39-02-72-01-09-89
 ricerche@art.it
 www.art.it
 Ferdinando Boschi, Managing Director
 Location: Office building
 Distance from airport: 7 miles, 30 minutes
 CUL, 1/1, 1/10, PTL, WC

13x20	10	Conference
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Brerapoint Research Facility

Viale Elvezia 10 a
 Milan, 20154
 Italy
 Ph. 39-02-92875821
 info@brerapoint.com
 www.brerapoint.com
 Luca Notari, Managing Director
 Location: Office building
 1/1, 1/10

26x16	10
16x13	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, 1/10, TK, TKO

15x11	8	Living
22x16	10	Multiple

Inter@ctive Market Research srl

Via Scarlatti 150
 Naples, 80127
 Italy
 Ph. 39-081-22-92-473
 info@interactive-mr.com
 www.interactive-mr.com
 Distance from airport: 6 miles, 20 minutes
 CL, 1/1, 1/10, TK, TKO, WC

14x10	8	Conference
15x12	6	Conference

KIK S.r.l. - Bergamo

Via Stezzano 87
 via Stezzano 87
 Bergamo, 24126
 Italy
 Ph. 39-035-4592523 or 39-3358242133
 livia.gervasoni@ourkik.com
 www.ourkik.com/
 Livia Gervasoni, Partner
 Location: Free standing facility
 Distance from airport: 8 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

7.5 x 9	4	Conference
9.5 x 9	4	Multiple
13 x 12	4	Multiple

KIK S.r.l. - Roma

Via Oristano 13 A
 Piazza Lodi (ZONA SAN GIOVANNI)
 Roma, 00182
 Italy
 Ph. 39-0354592523 or 39-3358242133
 livia.gervasoni@ourkik.com
 www.ourkik.com/
 Livia Gervasoni, Partner
 Location: Office building
 Distance from airport: 18 miles, 40 minutes
 CUL, 1/1, 1/10, PTL, TK, VC, WC

13 x 15		Conference
10 x 10		Multiple

Medi-Pragma S.r.l.

Via Vincenzo Lamaro, 51
 Rome, 00173
 Italy
 Ph. 39-06-84-55-51
 medipragma@medipragma.com
 www.medipragma.it
 Flaminia Scialpi,
 Location: Office building
 Distance from airport: 30 miles, 50 minutes
 1/1, 1/10, PTL, TK, VC, WC

13x8	5	Conference
13x8	5	Conference
19x13		Living
11x14	7	Living

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: 40 minutes
 AU, CL, 1/1, 1/10, TK, VC

PROBE S. R. L.

Piazza Enrico Bottini 2
 Milan, 20133
 Italy
 Ph. 39-02-236-38-66
 info@probesrl.it
 www.probesrl.it
 Location: Free standing facility
 Distance from airport: 3 miles, 7 minutes
 CUL, 1/1, 1/10, PTL, TK, VC, WC

16x11	8	Conference
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Testpoint Bologna

52 / 2, Via Piero Gobetti
 Bologna, 40129
 Italy
 rfq@testpoint.it
 www.testpoint.it
 Germana Labate, Fieldwork Manager
 Location: Office building
 Distance from airport: 7 miles, 20 minutes
 CL, 1/1, 1/10, PTL, TK, WC

10.1x16.4	10	Conference
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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, 1/10, PTL, TK, WC
12.5x17 10 Conference

Testpoint Napoli

122, Corso Vittorio Emanuele
Naples, 80121
Italy
rfq@testpoint.it
www.testpoint.it
Germana Labate, Fieldwork Manager
Location: Office building
Distance from airport: 7 miles, 20 minutes
CL, 1/1, 1/10, WC
14x20.5 12 Conference
15x12 6 Conference

Testpoint Roma

243, Via Appia Nuova
Rome, 00183
Italy
rfq@testpoint.it
www.testpoint.it
Germana Labate, Fieldwork Manager
Location: Office building
Distance from airport: 25 miles, 40 minutes
CL, 1/1, 1/10, PTL, TK, WC
16.1x16.3 8 Conference

Japan

CarterJMRN KK

VORT I Nogizaka Bldg. 4F
Roppongi 7-2-29
Minato-ku, Tokyo-to, 106-0032
Japan
Ph. 81-3-6434-0520
unmaskjapan@carterjmrn.com
www.carterjmrn.com
Jun Nishigawa,
Location: Office building
Distance from airport: 14 miles, 60 minutes
AU, CUL, 1/1, 1/10, PTL, TK, VC, WC
10.83x9.32 6 Living
9.02x10.17 5 Living
30.77x13.1 20 Conference
8.9x10.2 4 Living
8.9x10.2 4 Living
22.24x16.2 20 Living

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
19x17 15 Conference

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
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
19x16 12 Conference

Republic of Korea

ThinkUser Co., Ltd. (Korea)

Artizen Bldg., 3rd F, 532
Shinsa-dong, Kangnam-gu
Seoul, 135-888
Korea, Republic of
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, CUL, 1/1, 1/10, VC, WC
12x8 15 Multiple
8x8 12 Multiple
19x13 12 Multiple
17x13 7 Multiple
18x13 7 Multiple

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, CUL, 1/1, 1/10, WC
21x14 6 Conference

Norstat Latvia

Zemitana Street 2b
Riga, LV-1012
Latvia
Ph. 00-371-6788-6210
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 9 miles, 20 minutes
1/1, 1/10
16x19 4 Conference

Malaysia

Basic Insight Sdn. Bhd.

17-8, Idaman KL
128, Jalan Klang Lama
Kuala Lumpur, 58000
Malaysia
Ph. 6016-6078362
emily@basicinsight.my
www.basicinsight.my
Emily Chan, Director
Location: Office building
Distance from airport: 34 miles, 43 minutes
TK, VC, WC
23x12 8 Conference
13x13 8 Living

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: 50 minutes
1/1, 1/10
10x11 6 Multiple

Mexico

Amaro&Gleizer Investigación Cualitativa

Av. Homero 1933, Floor 11, 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
13x13 9 Conference
13x13 9 Conference

EPI Marketing, S.A. de C.V.

G. Gonzalez Camarena 1450-7
Santa Fe
Mexico City, DIF 01210
Mexico
Ph. 52-55-1209-6606 or 305-432-4235 (U.S.)
info@epimarketing.com
www.epimarketing.com
Ricardo Escobedo, President
Location: Office building
Distance from airport: 15 miles, 40 minutes
CL, 1/1, 1/10, TK, VC

Estudio Silvia Roca Mexico

Av. Homero 407, Of 1001 y 1002 Chapultepec Morales
(Polanco)
Mexico DF, 11570- DF
Mexico
Ph. 52-55-52-03-09-22
ivan.bautista@estudiosilviaroca.es
www.estudiosilviaroca.com
Ivan Bautista, Director
Location: Free standing facility
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
230 10 Multiple
346 10 Multiple

Inter-View Partners

Rio Rhin 22-204
Mexico City, DIF 06500
Mexico
Ph. 52-55-5592-0572
carlos.garcia@ivp-latina.com
www.psyama-latina.com
Carlos García, International Projects Manager
Location: Office building
Distance from airport: 8 miles, 30 minutes
CL, 1/1, 1/10, TK, VC, WC

Ipsos Mexico

Santa Fe 94, Tower A, 7th Floor,
Santa Fe Zedec
Mexico City, 01210
Mexico
Ph. 52-55-1101-0000
Daniel.GonzalezTeran@ipsos.com
www.ipsos.com
Jacquie Matthews,
Location: Office building
Distance from airport: 10 miles, 35 minutes
CL
20x20 10 Conference
20x20 10 Conference

Latin Field Mexico

World Trade Center
Montecito #38, piso 2, oficinas 7 y 8
Colonia Nápoles, Mexico City, DIF 03810
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, CUL, PTL, TK, VC, WC
12x20 12 Multiple

Pearson, S.A. de C.V.

Homero 223-4to. Piso, Col. Polanco
Mexico, DIF 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, CUL, 1/1, 1/10, TK, VC, WC
16x13 10 Conference
16x16 10 Conference
10x06 5 Living

Cynthia Zelinski Qualitative Research

Paseo de los Laureles 401-35
Bosques de las Lomas
Mexico City, DIF 05120
Mexico
Ph. 52-55-5407-4921
czelinski@prodigy.net.mx
Cynthia Zelinski, Research Coordinator
Location: Free standing facility
Distance from airport: 45 minutes
CL, 1/1, 1/10, TK, VC, WC
18x13 10 Conference
17x15 10 Living

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.

Netherlands

Calls & More

Zwarteweg 30
 AL Leusden, 03833
 Netherlands
 Ph. 31-85-2010000
 info@callsandmore.nl
 www.callsandmore.nl
 Location: Shopping mall
 Distance from airport: 35 miles, 45 minutes
 1/1, 1/10, TK
 26x20 14 Multiple
 23x20 12 Multiple

MVB The Hague

Westeinde 12d
 The Hague, 2512HD
 Netherlands
 Ph. 3170-752-1498
 info@mbvdenhaag.nl
 www.mbvthehague.com/market-research

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, 1/10, VC, WC
 32x10 8 Conference

Nigeria

Webhaptic Intelligence Limited

Floor 2, Press House
 27 Acme Road
 Ikeja, Lagos,
 Nigeria
 Ph. 234-803-491-5553
 info@webhaptic.com
 www.webhaptic.com
 Olumuyiwa Oke, CEO
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, 1/1, PTL, VC, WC
 16x12 5 Conference
 13x12 5 Living

Norway

Norstat Norway HQ

Fridtjof Nansens Pluss 2
 Oslo, 00160
 Norway
 Ph. 47-21-300-300
 rfq@norstatgroup.com
 www.norstatgroup.com
 Location: Office building
 Distance from airport: 40 miles, 45 minutes
 1/1, 1/10, TK, WC
 16x23 5 Conference
 16x16 4 Conference

Peru

APOYO Group

Camino Real 390, Torre Cental Piso 11
 San Isidro Lima 27 Peru, 00018
 Peru
 Ph. 51-1-513-3030
 toz@apoyogo.pe
 www.apoyogo.com
 Alfredo Torres,
 Location: Office building
 Distance from airport: 4 miles, 40 minutes
 CL, 1/1, 1/10, PTL, TK
 12x09 5 Conference
 12x09 7 Conference
 19x13 14 Conference
 14x16 14 Conference
 14x12 10 Conference

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, 1/10, TK, WC
 18x13 10 Conference
 15x17 10 Conference
 18x17 10 Multiple
 17x14 6 Multiple

Puerto Rico

Custom Research Center, Inc.

1650 De Diego Ave.
 San Juan, 00927
 Puerto Rico
 Ph. 787-764-6877
 parimal@customresearchpr.com
 www.customresearchpr.com
 Parimal Choudhury, President
 Location: Free standing facility
 Distance from airport: 5 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 12x16 20 Multiple
 12x16 10 Multiple

Gaither International, Inc.

703 Jordán St.
 San Juan, PR 00909
 Puerto Rico
 Ph. 787-728-5757
 gaither@gaiterinternational.com
 www.gaiterinternational.com
 Sandra Jimenez, COO
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, 1/1, 1/10, VC, WC
 13x10 10 Conference

IBOPE Inteligencia

Diana Street Lot 19
 Cond. Amelia Park Guayabo
 San Juan, 04505
 Puerto Rico
 Ph. 787-721-1101
 sergio.toledo@ibopeinteligencia.com
 www.ibope.com
 Location: Office building
 CL, 1/1, 1/10, TK

Romania

MERCURY Research

16, Copilului
 Ground Floor, Sector 1
 Bucharest, 12178
 Romania
 Ph. 40-21-224-6600
 contact@mercury.ro
 www.mercury.ro
 Ingrid Lambru, Marketing Director
 Location: Office building
 Distance from airport: 5 miles, 30 minutes
 CL, 1/1, WC
 19x15 15 Conference

Russian Federation

Analytics - Russia

2/4 Luzhnetskaya Naberezhnaya
 Bld 12
 Moscow, 119270
 Russian Federation
 Ph. 7-495-223-0040
 Sibirteev@analytics.ru
 www.analytics.ru
 Sergei Sibirteev, General Director
 Location: Office building
 Distance from airport: 20 miles, 60 minutes
 18x18 10 Conference

Bazis Group

R.Luxemburg 22-909
 Ekaterinburg, 620075
 Russian Federation
 Ph. 7-343-272-4313
 tv10@bazisgroup.com
 www.bazisgroup.com
 Location: Office building
 Distance from airport: 30 minutes
 CL, 1/1, 1/10, WC
 10x23 8 Multiple

WorkLine Research

nab. Obvodnogo Kanala, 119
 Saint-Petersburg, 190013
 Russian Federation
 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, CUL, 1/10, PTL, VC, WC
 4x5 10 Multiple
 4x5 10 Multiple

Singapore

Consulting Group - Asia Insight Pte. Ltd.

1 King George's Ave.
 03-00 Rehau Building
 Singapore, 208557
 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, 1/10
 17x13 15 Conference
 14x12 10 Living

Joshua Research Consultants Pte Ltd

1 Commonwealth Lane #08-31/32/33
 One Commonwealth
 Singapore, 149544
 Singapore
 Ph. 65-6876-7077
 info@joshuaresearch.com
 www.joshuaresearch.com
 Alan Tay, Executive Director
 Location: Office building
 Distance from airport: 25 minutes
 CUL, 1/1, 1/10
 25x15 8 Living
 10x11 4 Living
 10x11 4 Multiple

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, 1/10, WC
 16x16 10 Conference

Slovakia

NMS Market Research SR

Dunajska 4
 Bratislava 1, 811 08
 Slovakia
 Ph. 421-254-412-503
 info@nms-sk.sk
 www.nms.cz/

Spain

A Window

Diputació 237
Floor 2, 1st Office
Barcelona, 08007
Spain
Ph. 34-93-459-31-03
services@awindow.info
www.awindow.info
Marina Gonzalez,
Location: Office building
Distance from airport: 11 miles, 20 minutes
CL, 1/1, 1/10, WC
21x12 9 Multiple
13x10 Living

BDI Research

Luchana 29, Bajo Centro Derecha
Madrid, 28010
Spain
Ph. 34-914-458877
int@bdiresearch.com
www.bdiresearch.com
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 10 miles, 25 minutes
1/1, 1/10, PTL, TK, WC
16x10 8 Conference
10x10 0 Conference

BDI Research

Diputació 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, 1/10, PTL, TK, VC, WC
30x10 12 Conference
20x13 10 Living
20x10 8 Multiple
18x11 5 Multiple
12x8 3 Conference

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
CUL, TK

Estudio Silvia Roca Barcelona

Carrer d'Enric Granados, 86-88, 1º
Barcelona, 08008
Spain
Ph. 52-55-52-03-09-22
ivan.bautista@estudiosilviaroca.es
www.estudiosilviaroca.com
Ivan Bautista, Director
Location: Free standing facility
Distance from airport: 10 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
200 12 Multiple
180 8 Multiple
320 8 Multiple
2730 Multiple

Estudio Silvia Roca Madrid

GOYA, 83 6 DCHA
Madrid, 28001
Spain
Ph. 34-914-324-493
ivan.bautista@estudiosilviaroca.es
www.estudiosilviaroca.com
Ivan Bautista, International Director
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, 1/1, 1/10, PTL, TK, VC, WC
30x18 15 Multiple
31x19 13 Multiple
24x15 6 Multiple
24x16 7 Multiple
24x17 7 Multiple
24x15 Conference

Fieldwork, S.L.

Pelayo, 44-4
Barcelona, 08001
Spain
Ph. 34-934-120-942
info@fieldwork.es
www.fieldwork.es
Location: Office building
12x14 8 Living
16x20 8 Conference

GfK Retail and Technology Espana

Calle Luchana 23, 6
Madrid, 28010
Spain
Ph. 34-91-591-99-40
contact-es@gfkr.com
www.gfk.com
Nuria Fernandez,
Location: Office building

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, 1/10
13x10 5 Living

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: 15 minutes
CL, 1/1, 1/10, TK, VC, WC
20x20 12 Living
16x13 8 Living
7x7 2 Living
7x7 2 Living



S022

C/ Claudio Coello 22, 1ªA
Madrid, 28001
Spain
Ph. 34-912-191-375
info@so22.com
www.so22.com/
Claudia Mejia, Facility Manager
Location: Office building
Distance from airport: 15 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
24m x 24m 14 Conference
14m x 14m 16 Conference
55m x 55m 30 Conference
10m x 10m Conference
12m x 12m Conference

Premier viewing facility in Spain. Five state-of-the-art custom-designed studios to create the right workspace for clients, moderators and respondents. S022 encourages creative thought and discussion in a relaxed, comfortable and efficient environment. Customer-focused approach to develop bespoke market research solutions, qual and quant. Dedicated, skilled, bilingual team. Privacy and confidentiality assured. Our attention to detail and outstanding customer service makes your research experience more productive and enjoyable. S022 offers hospitality, support and technology. Give us a call!

Sweden

Nordic Viewpoint

J A Wettergrens Gata 5
Västra Frölunda (Gothenburg), 42130
Sweden
Ph. 46-31-7872599
ben@nordic-viewpoint.com
www.nordic-viewpoint.com/
Ben Lepez, Managing Director
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC
23.1x14.9 10 Conference
23.1x14.9 12 Conference

Norstat Sweden

Gamla Brogatan
Stockholm, 11120
Sweden
Ph. 00-46-8-400-213-50
rfq@norstatgroup.com
www.norstatgroup.com
Location: Office building
Distance from airport: 23 miles, 25 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
20x18 10 Conference
15x16 7 Multiple

Taiwan

Viewpoint Research

2/F No. 71 Sung Chiang Road
Taipei,
Taiwan
Ph. 886-22-500-7111
stephanielien@vow.com.tw
www.vow.com.tw
Location: Office building
Distance from airport: 50 miles, 40 minutes
1/1, 1/10, VC
30x15 15 Conference

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, CUL, 1/1, VC, WC
19x13 15 Multiple
20x17 20 Multiple
22x14 15 Multiple

Armadio Studio

STRC House, 87 Wembley Hill Road
Wembley, HA9 8BU
United Kingdom
Ph. 44-20-8782-1715
info@armadio-studio.co.uk
www.armadio-studio.co.uk
Vernon Osborne, Studio Manager
CL, TK
19 x 15 10 Multiple
18 x 8 10 Multiple

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, 1/10, WC
19x16 10 Multiple
21x16 20 Multiple
16x18 12 Multiple
19x15 8 Multiple

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
19 x 15 15 Multiple
21 x 16 15 Living
18 x 16 15 Multiple

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.

Attitudes

7 East Park
 Crawley, West Sussex, RH10 6AN
 United Kingdom
 Ph. 44-1293-601900
 info@attitudesviewing.co.uk
 www.attitudesviewing.co.uk
 Pauline Pickles, Studio Manager
 Distance from airport: 10 minutes
 CL, TK
 12 x 15 10 Multiple
 12 x 14 10 Multiple

Cicero Research

1-2 Lower James St.
 London, W1F 9EG
 United Kingdom
 Ph. 44-20-7665-9530
 paul.middleton@cicero-group.com
 www.cicero-group.com

The Conservatory

42, Calthorpe Road
 Edgbaston, Birmingham, B15 1TS
 United Kingdom
 Ph. 44-121-456-1188
 info@theconservatorystudio.com
 www.theconservatorystudio.com
 Amanda Fairfax, Studio Manager
 Location: Free standing facility
 Distance from airport: 8 miles, 25 minutes
 CL, 1/1, 1/10, WC
 18x14 12 Multiple
 17x16 8 Multiple
 16x10 Multiple

Crown House

Manchester Road, Wilmslow
 Cheshire, SK9 1BH
 United Kingdom
 Ph. 44-1625-543710
 sarah.raeburn@4discussion.info
 www.4discussion.info
 Sarah Raeburn,
 Location: Office building
 Distance from airport: 5 minutes
 CL, CUL, 1/1, 1/10, PTL, 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, 1/10, TK
 34x13 12 Conference
 12x10 12 Conference
 16x13 9 Conference

Flavour Research Limited

58a Highgate High St.
 Highgate
 London, N6 5HX
 United Kingdom
 Ph. 44-20-8341-3200
 info@flavourmail.co.uk
 www.flavour-research.co.uk

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
 16x12 20 Conference

Home Sweet Home

41-42 Eastcastle St.
 London, W1W 8DU
 United Kingdom
 Ph. 44-207-436-8033
 oxfordcircus@homesweethomestudios.com
 www.homesweethomestudios.com/
 Lisa McDonald, Studio Manager
 Location: Office building
 CL, WC
 18x24 Living
 14x16 14 Conference
 15x15 Living
 11x10 9 Multiple

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,

i-view LONDON

Wellington House
 125-130 Strand
 London, WC2R OAP
 United Kingdom
 Ph. 44-203-004-6890 or 44-203-004-6900
 studios@i-viewlondon.com
 www.i-viewlondon.com
 Sam Grey, Studio Manager
 Location: Office building
 Distance from airport: 25 miles, 45 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 11.8 x 19.4 7 Conference
 13.5 x 21.3 20 Conference
 14.8 x 18.7 20 Conference
 15.1 x 16.4 15 Conference
 15.1 x 20.3 15 Conference

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, 1/10, WC
 25x15 8 Conference

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, 1/10, TK, VC, WC
 18x14 9 Multiple
 16x13 10 Multiple

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, CUL, 1/1, 1/10, PTL, VC
 18x18 10 Multiple
 18x19 10 Multiple
 18x13 10 Multiple

M3 GLOBAL RESEARCH

M3 Global Research and Studios (London)

Galena House, 8-30 Galena Road
 London, W6 0LT
 United Kingdom
 Ph. 44-20-8741-6200
 studio@eu.m3.com
 www.m3researchstudios.com/
 Caroline Bates, Director, Business Development
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC
 20x26 8 Multiple
 12x13 10 Multiple
 8x10 Conference
 20x16 15 Multiple

M3 Global Research Studios London is the ideal viewing facility for all your market research focus group and studio needs, conveniently located in Hammersmith. Our facility offers 3 impeccably-designed focus group suites. Easily accessible to clients and respondents travelling from all areas by road, tube or air (Heathrow Airport). We provide experienced moderators, translators and respondent recruitment services. Our modern and spacious facility in West London provides the ideal qualitative group experience, and our professional and client-focused studio team will surpass your expectations.

The Observatory Studios

45/46 Poland St.
 London, W1F 7NA
 United Kingdom
 Ph. 44-207-437-2823
 michelle@theobservatorystudios.com
 www.theobservatorystudios.com
 Michelle Sivyver, Marketing Manager
 16x16 10 Multiple
 16x16 10 Multiple

Perspective Research Services

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, 1/10, WC
 7x16 20 Conference

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
 CUL, 1/1, PTL, TK, WC
 31x31 Multiple

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, 1/10, PTL, TK, VC, WC
 25x25 20 Multiple
 14x18 10 Multiple
 16x15 8 Multiple

Plus Four Market Research Limited

Brook House, 35a South Park Road
 Wimbledon
 London, SW19 8RR
 United Kingdom
 Ph. 44-20-8254-4444
 info@plus4.co.uk
 www.plus4.co.uk
 Peter Allan, Managing Director

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

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
35a South Park Road
Wimbledon, London, SW19 8RR
United Kingdom
Ph. 44-020-8254-4444
info@plus4.co.uk
www.plus4.co.uk/the-qualitative-lab
Peter Allan, Managing Director
Location: Free standing facility
Distance from airport: 45 minutes
1/1, 1/10, WC
18x12 8 Multiple
12x6 3 Living



The Research House

A Schlesinger Associates Company

The Research House

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
CUL, 1/1, 1/10, PTL, VC, WC
25x20 14 Conference
25x20 14 Multiple
15x20 20 Multiple
15x15 14 Multiple
15x25 10 Living

Ideally situated in central London, our high-specification facilities and unrivaled client service have led us to be repeatedly rated among the best viewing facilities in the world, including 'Best Viewing Facility' at the MRS Awards 2016. 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. New: HD recording and 306° HD recording.
(See advertisement on inside front cover)



The Research House

A Schlesinger Associates Company

The Research House, Wimbledon

Ridgway Mews, 18-20 Ridgway
Wimbledon Village
London, SW19 4QN
United Kingdom
Ph. 44-20-8971-1250
Laura.Haxton-Wilde@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
CUL, 1/1, 1/10, TK, VC, WC
22x22 9 Living
18x18 9 Living
18x18 12 Multiple

Situated in the ideal catchment area of Wimbledon Village in the attractive southwest suburbs of London. As a Schlesinger Associates company, we provide recruitment services and full project management to the U.K., Europe and the rest of the world. Qualitative: Webcam focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; online communities, usability; eye tracking. Market sectors: medical; consumer; business-to-business; IT.
(See advertisement on inside front cover)

Rosco Research

4 Katherine Mews, Godstone Road
Whyteleafe, Surrey, CR3 0HJ
United Kingdom
Ph. 44-20-8668-6168
roscores@roscores.co.uk
www.roscoresearch.co.uk
Andrew Longley, Managing Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
1/1, 1/10, PTL, TK

Sensory Dimensions

Southglade Business Park, Cowlairst
Hucknall Road
Nottingham, NG5 9RA
United Kingdom
Ph. 44-115-975-8720
tracey@sensorydimensions.com
www.sensorydimensions.com
Tracey Hollowood,
Location: Office building
Distance from airport: 30 miles, 50 minutes
1/1, 1/10, PTL, TK
21x21 8 Multiple

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.sensorydimensions.com
Jo Sheldrake,
Location: Office building
Distance from airport: 30 miles, 25 minutes
CL, 1/1, 1/10, PTL, TK
12x20 8 Conference

60 Watt Research

4 W. 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, 1/10
20x15 8 Living

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, Owner
Location: Free standing facility
Distance from airport: 6 miles, 15 minutes
AU, CL, 1/1, 1/10, TK, VC, WC
17x15 10 Living
17x15 10 Multiple
26x13 20 Conference

Talkback Viewing Studios Ltd.

Ground Floor
Humber House, 132a Queens Road E.
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, CUL, 1/1, TK
15x14 12 Multiple
12x10 10 Multiple



iPad



Android



Kindle

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QUIRK'S
Marketing Research Review

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
 CUL, 1/1, 1/10, WC

25x13	15	Multiple
16x13	10	Multiple
13x8	7	Living

Taylor McKenzie Research & Marketing Ltd

107 Douglas St.
 Glasgow, G2 4EZ
 United Kingdom
 Ph. 44-141-221-8030
 info@taylormckenzieuk.com
 www.taylormckenzieuk.com
 Marie Taylor, Managing Director

42 x 28	20	Multiple
36 x 23	10	Multiple
36 x 20	10	Multiple

The Treehouse

24-28 Bloomsbury Way
 London, WC1A 2PX
 United Kingdom
 Ph. 44-20-7243-2229
 enquiries@thetreehouse.org
 www.thetreehouse.org
 Jessie Cronheim, Studio Manager
 Location: Free standing facility
 Distance from airport: 8 miles, 30 minutes
 CL, 1/1, 1/10, TK, VC, WC

17x17	14	Multiple
17x17	14	Multiple

2CV Research

12 Flitcroft St.
 London, WC2H 8DL
 United Kingdom
 Ph. 44-20-7655-9900
 london@2cv.com
 www.2cv.co.uk
 Jessie Granger, Organisational Dev Coordinator
 Location: Free standing facility

User Viewing | People for Research

QC30, Queen Charlotte Street
 Suite 302
 Bristol, BS1 4HJ
 United Kingdom
 Ph. 44-117-921-0008
 owain@peopleforresearch.co.uk
 www.userviewing.co.uk/
 Paul Gooding, Founder and CEO
 Location: Office building
 Distance from airport: 8 miles, 22 minutes
 CL, 1/1, 1/10, PTL, VC, WC

12x14	8	Multiple
12x9	14	Multiple

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, CUL, 1/1, 1/10, PTL, WC

21x15	14	Conference
10x12	10	Multiple
10x12	8	Multiple
12x9	5	Living

Wardle McLean Strategic

7 Maidstone Buildings Mews
 72-76 Borough High St.
 London, SE1 1GD
 United Kingdom
 Ph. 44-20-7234-9340
 info@wardlemclean.co.uk
 www.wardlemclean.co.uk

16x9	10	Multiple
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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

16x16	10	Multiple
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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

16x16	15	Multiple
16x12	10	Multiple
14x9	10	Multiple
8x6	5	Multiple

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, CUL, 1/1, 1/10, WC

26x19	16	Multiple
19x19	16	Multiple
20x18	16	Multiple
20x16	16	Multiple
19x19	16	Conference
19x19	16	Multiple
10x10	3	Conference

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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

20x18	16	Multiple
20x16	16	Multiple
19x19	16	Conference
19x19	16	Multiple
10x10	3	Conference

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 Calle 3A
 La Urbina, Caracas, 01073
 Venezuela
 Ph. 58-212-241-2605 or 954-607-7977 (US)
 info@estimesa.com
 www.estimesa.com
 Walter Mucchiut, Executive Director
 Location: Office building
 Distance from airport: 14 miles, 38 minutes
 AU, 1/1, 1/10, TK, VC, WC

14x10	5	Conference
18x18	12	Conference
10x10	0	Conference
10x9	0	Conference

StatMark Group, S.A.

Business Multicenter East, Libertador
 Nucleo A., Office 123A, Piso 12, Av Libertador
 Chacao, Caracas Miranda, 01060
 Venezuela
 Ph. 58-212-918-2100
 marketing-ccs@statmark.net
 www.statmarkgroup.com
 Location: Office building
 Distance from airport: 30 miles, 45 minutes
 VC

17x11	5	Conference
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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, 1/10, TK, WC

13x13	16	Living
13x11	14	Multiple

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
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 1/1, 1/10, TK, WC

13x11	12	Living
11x10	10	Multiple

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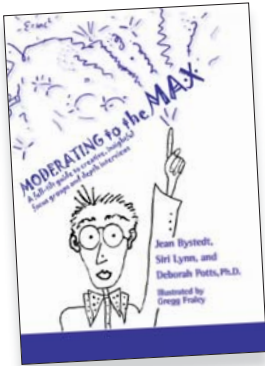
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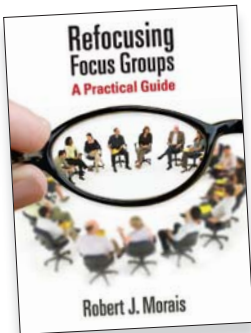
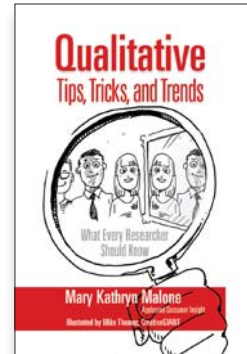


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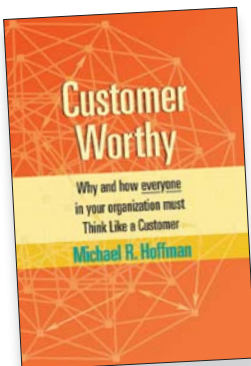
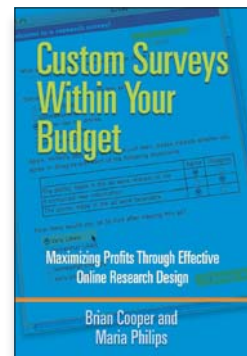
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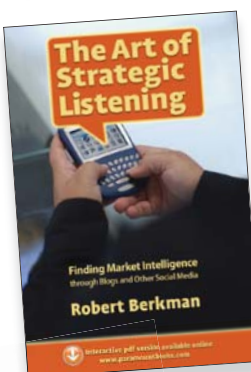
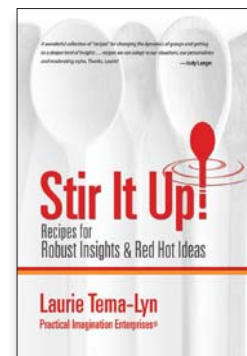
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10 minutes with...

Andy Whittaker

Director of Market Insights, WeddingWire



“In general, brand and product owners want to show the impact of campaigns and product enhancements on what consumers think. That means you have to gather the right metrics prior to any significant launch and have them tracked properly over time.”

You have worked within a variety of industries (tech, tourism, nonprofits, etc.). Is there one market segment that you found more open to participating in the research process than others?

I have found that most people like to give their opinion. But participants are more heavily invested in sharing what’s on their mind when the research topic is close to their heart – like weddings or travel – or close to their wallet – basically anything related to finances. You might be surprised by the latter but once some rapport is developed, customers are often willing to provide very detailed information about their spending and saving habits because finances are so important to them.

What is the biggest challenge you’ve faced when joining a company as its first market researcher?

Determining the right benchmarks – and quickly. I’ve built insights roles in four different organizations, and every organization has required a slightly different approach. But in general, brand and product owners want to show the impact of campaigns and product enhancements on what consumers think. That means you have to gather the right metrics prior to any significant launch and have them tracked properly over time.

Could you describe a time, in detail, where you successfully combined traditional research methods with behavioral data at WeddingWire?

Our WedInsights series provides wedding professionals with key industry data about couples planning their wedding and wedding pros themselves. One of our initial reports was on the customer journey, where we combined survey data about the planning perceptions, stress-levels and factors considered by brides and grooms before contacting a vendor and actual data about when couples contact each category of vendor on WeddingWire. That’s where I’ve seen the combination of data to be so valuable, combining respondent recall, emotions and perceptions – items that could only be gathered through self-report – with real on-site behavior to tell an overall story of what’s happening.

Are there any types of insights or data that you haven’t found an effective way of gathering?

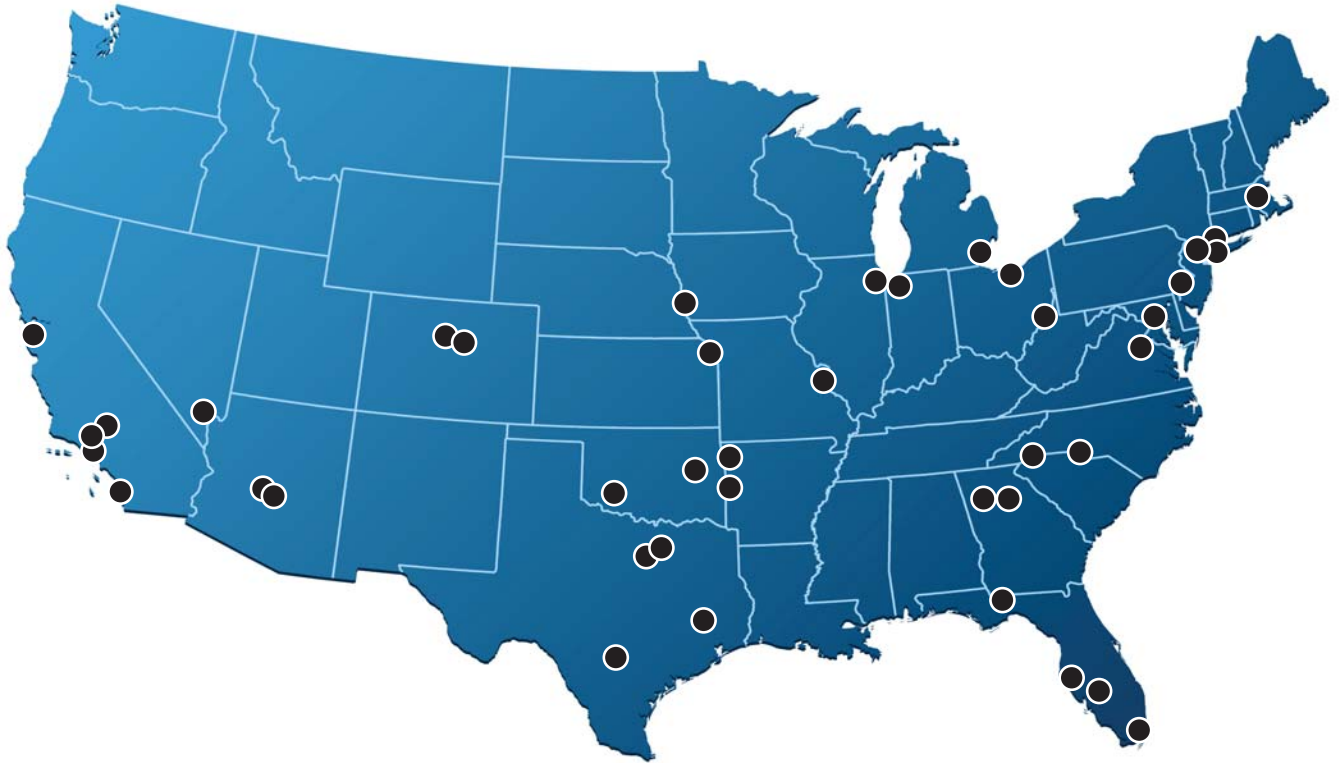
I would love to see more easily accessible, off-the-shelf quant tools – choice-based exercises and conjoint. Today, doing one of these projects requires a significant investment through outsourcing and/or purchasing software. Some of the simple solutions on the market lack the depth of analysis and simulators that are truly needed.

What new methodology do you see yourself leveraging in the next year?

First, more mobile data collection. As consumers are spending more time on smartphone and tablet devices, we want to be there gathering more data. Additionally, I think there is going to be a return to some focus on traditional qual methods. While the rise of big data has created many opportunities to gather micro-behavior online, qual is still extremely effective in understanding the “why” behind key actions.

Read the full interview at quirks.com/articles/2016/20161222.aspx.

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