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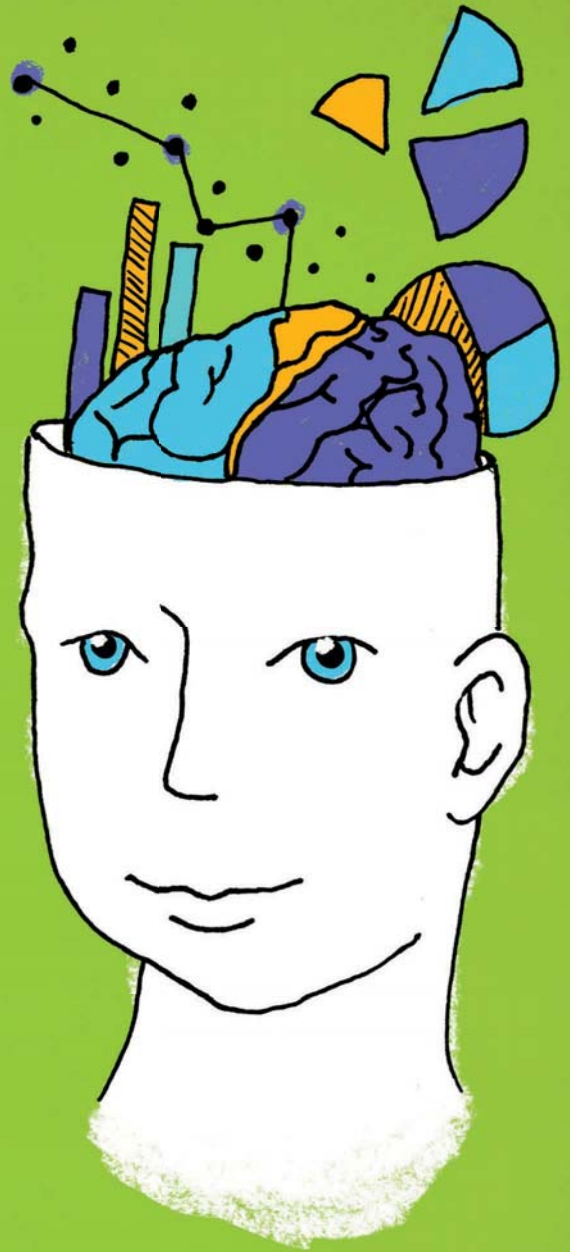


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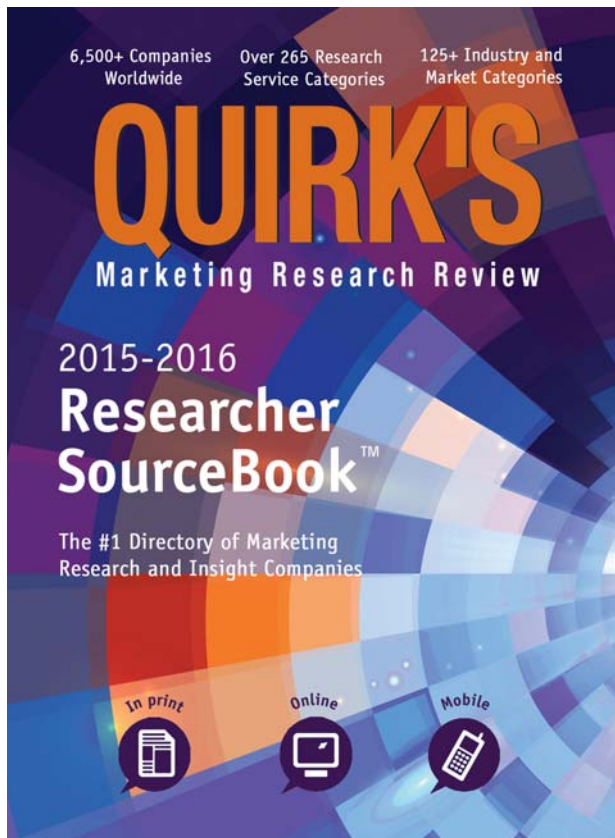
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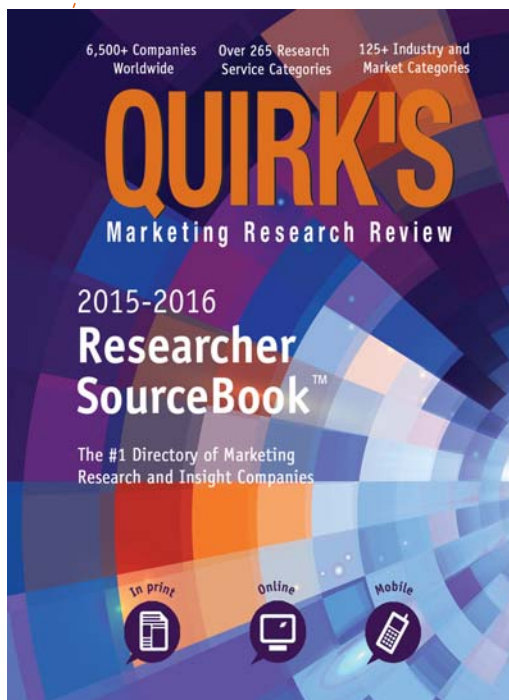
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College of Urban Planning and Public Affairs

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[www.amsrs.com.au](http://www.amsrs.com.au)

Degree: Qualified Practicing Market Researcher

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### Algonquin College

[www2.algonquincollege.com/business/program/marketing-and-business-intelligence-research](http://www2.algonquincollege.com/business/program/marketing-and-business-intelligence-research)

Degree: Graduate Certificate (Master's level) leading to accreditation as a Certified Marketing Research Professional (CMRP)

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[www.georgianc.on.ca/academics/programs/program\\_info.php?moremajor=RAPP](http://www.georgianc.on.ca/academics/programs/program_info.php?moremajor=RAPP)

Degree: Post Graduate Research Analyst Program (RAPP)

### Humber College

<http://www.humber.ca/research-analyst/index.html>

Degree: Research Analyst Postgraduate Program

## Belgium

### Universiteit Gent

Department of Marketing

[www.mma.ugent.be](http://www.mma.ugent.be)

Degree: Master of Science in Marketing Analysis

## The Netherlands

Tilburg University

Department of Marketing

<https://www.tilburguniversity.edu/education/masters-programmes/marketing-research/>

Degree: Master's in Marketing Research

## Spain

### Instituto de Empresa

IE School of Social and Behavioral Sciences

<http://mrcb.ie.edu>

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[http://business.clemson.edu/departments/marketing/mkt\\_grad.htm](http://business.clemson.edu/departments/marketing/mkt_grad.htm)  
 Degree: Masters of Science in Marketing

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 Degree: Master of Science in Marketing Research

**The George Washington University (VA)**  
 Alexandria Graduate Education Center  
[www.nearyou.gwu.edu/survey](http://www.nearyou.gwu.edu/survey)  
 Degree: Graduate Certificate in Survey Design and Data Analysis

**Pacific Lutheran University (WA)**  
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<http://www.plu.edu/msmr/>  
 Degree: Master of Science in Marketing Research

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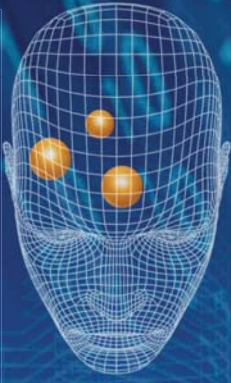
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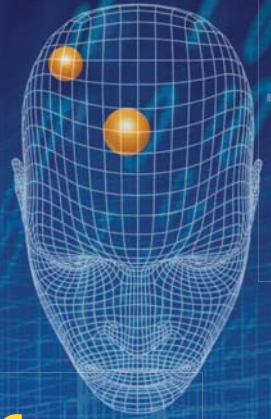
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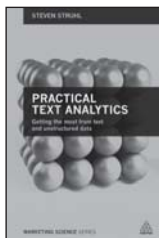


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Since 1995, JS Martin Transcription Resources has provided a full-range of transcription services (including translation) to the qualitative market research industry for focus groups and in-depth interviews. Clients include independent moderators, ad agencies, consultants and all sizes of market research firms nationally and internationally. Experience has encompassed a vast range with particular strength in areas such as health care, automotive, consumer products, public policy, etc. We recently received approval from the GSA to provide service to government agencies after undergoing a stringent vetting process. We are able to work with all recording media formats to produce transcripts of the highest quality with total confidentiality and security always of utmost importance. Rapid turnaround on all projects, inclusive of those emanating from multiple locations, is always available, as is the necessary technical support to insure a successful outcome. We are there for you 365 days a year.



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Los Angeles, CA 90064

Ph. 310-478-0826

juarezla@gte.net

www.juarezassociates.com

Nicandro Juárez, President

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### Louise Kroot Associates

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### L & J Research

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www.ljresearchinc.com

### LA Research, Inc.

Chatsworth, CA

www.laresearchinc.com

### Latin Facts Research, Inc.

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www.factsnfiguresinc.com

### Los Angeles Marketing Research Associates

Calabasas, CA



Lieberman Research Worldwide

### LRW (Lieberman Research Worldwide)

1900 Avenue of the Stars

Los Angeles, CA 90067

Ph. 310-553-0550

info@LRWonline.com

www.LRWonline.com

Joan Cassidy, VP

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### LRW (Lieberman Research Worldwide) (Br.)

7777 Center Drive

Suite 440

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Ph. 714-677-6540

info@lrwonline.com

www.LRWonline.com

Joan Cassidy, VP



### LW Research Group

17337 Ventura Blvd.

Suite 301

Encino, CA 91316

Ph. 818-501-4794

wendy@lwresearchgroup.com

www.lwresearchgroup.com

Lisa Balelo, Partner

Wendy Feinberg, Partner

LW Research Group offers customized, high-quality marketing research field service to a wide variety of clients. Our excellent customer service and meticulous attention to detail has built our client loyalty, which spans internationally. With an innovative team intact, no project is too challenging. This forward-thinking approach has built a sound reputation. Our on-site phone room is capable of handling large-scale national projects. With stringent quality controls in place, LW Research Group has earned a reputation for recruiting unsurpassed in the research industry. We specialize in large-scale automotive clinics and drive tests. We work directly with clients, planning off-site special research events throughout the country, with staff in most major cities. Our recruiting includes: consumer groups, automotive, children, B2B, medical and ethnic including Hispanic/AA. Projects include: large-scale recruiting, in-home (ethnographies), in-store experiences, usability testing, real-people testimonials, real-people casting. We offer three spacious group rooms, FocusVision technology, wireless Internet access. Special setups include contemporary living room, kids-style setup. Recognized as one of the world's best facilities in Impulse Survey's focus facilities. "With LW Research Group ... experience a 'partnership.' With LW Research Group ... experience the difference." Affiliated with Focus Centre of Chicago.

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Pasadena, CA  
www.msresearch.com

**Frank N. Magid Associates, Inc. (Br.)**  
Sherman Oaks, CA  
www.magid.com

**Marketing Matrix International, Inc.**  
Los Angeles, CA  
www.markmatrix.com



**Meczka Marketing/Research/Consulting, Inc.**  
5757 W. Century Blvd.  
Suite 120  
Los Angeles, CA 90045  
Ph. 310-670-4829 or 310-670-4824  
heather@mmercinc.com  
www.mmercinc.com  
Heather Nishioka, Executive Director

**Millward Brown**  
12180 Millennium Drive  
Suite 380  
Playa Vista, CA 90094  
Ph. 310-309-3400  
jasonl@millwardbrown.com  
www.millwardbrown.com  
Don Diforio, Mnging Partner Western Region

**Miriam Alexander Marketing Research**  
Los Angeles, CA  
www.miriamalexander.com

**MMR Strategy Group**  
Encino, CA  
www.mmrstrategy.com

**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

**Morgan Search International**  
Santa Monica, CA  
www.morgansearch.com

**Multicultural Solutions, Inc.**  
Torrance, CA  
www.multicultural-solutions.com

**Multivariate Software, Inc.**  
Encino, CA  
www.mvsoft.com



**Murphy Research, Inc.**  
12100 Wilshire Blvd.  
Suite 1820  
Los Angeles, CA 90025  
Ph. 310-394-7100  
cmurphy@murphyresearch.com  
www.murphyresearch.com  
Chuck Murphy, President

Murphy Research is a full-service custom market research firm that serves a range of clients across many industries including technology, entertainment, CPG, durable goods and finance. Murphy Research was established out of a desire to create a firm that is committed to providing the highest quality research in a creative, accessible manner. We hail from academic, client side and vendor backgrounds. We work with a broad array of clients on issues that pertain to every stage of the business cycle. Our quantitative and qualitative services help clients with market assessment, product development, brand strategy and health, communication and loyalty/engagement. We work domestically and internationally and our multicultural capabilities extend far beyond those of our competitors.

**Muse Consulting Inc**  
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www.museconsultinginc.com

**National Marketing Research of California**  
North Hollywood, CA



**New American Dimensions**  
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Suite B  
Los Angeles, CA 90045  
Ph. 310-670-6800  
www.newamericandimensions.com  
dmorse@newamericandimensions.com  
David Morse, President/CEO

New American Dimensions is committed to helping our clients learn more about multicultural consumers, competitors, demographic trends, and other factors that complicate today's highly dynamic marketplace. NAD is guided by the ethos that marketing research—especially in today's sometimes confusing, diverse consumer environment—must employ methods that capture a whole, complete picture of how ethnic consumers think, feel, and make decisions about purchasing, brands, communications, and marketing. (See advertisement on p. 315)

**North American Testing Organization**  
International Insights  
Santa Fe Springs, CA  
www.natorg.com

**Nufer Marketing Research, Inc.**  
Lincoln, CA  
www.nufermr.com

**Opinion Research of California**  
Big Bear Lake, CA  
www.openpoll.com

**Opinions, Ltd. - Los Angeles**  
Topanga Mall  
6660 Topanga Canyon Blvd., Suite 49A  
Canoga Park, CA 91303  
Ph. 440-893-0300  
losangeles@opinionsltd.com  
www.opinionsltd.com  
Mark Kikel, President/Owner

**Pacific Research, Inc.**  
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www.pacificla.com

**Passenger**  
Los Angeles, CA  
www.thinkpassenger.com

**PhaseOne**  
Los Angeles, CA  
www.phaseone.net

**Plaza Research-Los Angeles**  
Los Angeles, CA  
www.plazaresearch.com

**Poza Consulting Services**  
Santa Monica, CA  
www.pozacon consulting.com

**Production Transcripts**  
Glendale, CA  
www.productiontranscripts.com

**Q-Insights**  
Sherman Oaks, CA  
www.q-insights.com

**Qualitative Insights**  
Universal City, CA  
www.q-insights.com

**Quick Tally Audience Response Systems, Inc.**  
Santa Monica, CA  
www.quicktally.com

**QuickView (Br.)**  
A Division of Quick Test/Heakin  
Puente Hills Mall  
1600 S. Azusa Ave., Space 386  
City of Industry, CA 91748  
Ph. 626-709-1394  
info@quicktest.com  
www.quicktest.com

**The Reason**  
Fullerton, CA  
www.the-reason.com

**Research Panel Asia**  
Culver City, CA  
www.researchpanelasia.com

**RMS Communications and Research Inc.**  
North Hollywood, CA

**RPM Consulting, LLC**  
(Retail Profit Management)  
Northridge, CA  
www.rpmconsulting.com

**Sample Czar, Inc.**  
Los Angeles, CA  
www.sampleczar.com



**Schlesinger Associates**  
Quality Without Compromise  
**Schlesinger Associates Los Angeles**  
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Los Angeles, CA 90024  
Ph. 310-295-3040  
LA@schlesingerassociates.com  
www.schlesingerassociates.com  
Scott Baker, VP Qualitative Solutions

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(See advertisement on inside front cover)

**Schorr Creative Solutions, Inc.**  
Sherman Oaks, CA  
www.schorrsolutions.com

**Sharp Market Intelligence**  
Hermosa Beach, CA  
www.sharpmarket.com

**Shulman Research**  
Van Nuys, CA  
www.shulmanresearch.com

**Sion Research Assoc. Inc.**  
Playa Del Rey, CA  
www.sionresearch.com



**SoapBoxSample**  
15400 Sherman Way, 4th Floor  
Van Nuys, CA 91406  
Ph. 818-528-5296  
info@soapboxsample.com  
www.soapboxsample.com  
Jacqueline Rosales, Chief of Operations

SoapBoxSample brings a fresh approach to online research. By combining three decades of research experience with new techniques, we provide a robust set of offerings for our clients. Whether the need is full study design and analysis, In Home Usage Tests (IHUTS), mobile research, technology testing, or data collection only, our team offers both comprehensive research solutions and "on-the-spot" expert assistance. At the heart of SoapBoxSample is our proprietary panel, MySoapBox Panel, a group of loyal and engaged respondents recruited from a variety of channels. We believe in providing clients and respondents with unique and convenient platforms to connect. That's why we recently launched MySoapBox Mobile, an app that allows us to capture consumer feedback on-the-go. We believe that adopting new research techniques is the best way to connect with respondents, a philosophy that has allowed SoapBoxSample to become a leader in recruitment approaches for Passive Metering, Geo-Fencing and App-based research.

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A Data Collection Firm  
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Long Beach, CA 90802  
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la@scsmr.com  
www.scsmr.com  
Camille Morrissey, Manager

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15821 Ventura Blvd.  
Suite 435  
Encino, CA 91436  
Ph. 818-385-1650  
info@surveysampling.com  
www.surveysampling.com  
(See advertisement on inside back cover)

**StatGeneral**  
Encino, CA  
www.statgeneral.com

**Storybrand Consulting**  
Santa Monica, CA  
www.storybrandconsulting.com

**Talk Shoppe**  
9415 Culver Blvd.  
Culver City, CA 90232  
Ph. 310-424-0744  
liana@letstalkshoppe.com  
www.letstalkshoppe.com/  
Liana Morgado

**Tape To Type**  
1033 Third St.  
Suite 109  
Santa Monica, CA 90403  
Ph. 760-470-2721  
Tim@tapetotype.com  
www.tapetotype.com  
Karen Obert, President

Tape to Type is a team of U.S. transcriptionists who specialize in market research. 100% of the transcripts produced by TTT are for the qualitative research professional. That is what we do and we do it well - with over 15 years of experience. We work with your schedule and provide you with a dropbox link for uploading of audio. Transcripts sent to you within 48-72 hours. Faster turnaround time if needed.

**TasteMakers Research Group**  
Los Angeles, CA  
www.tastemakersresearch.com

**Test America, a division of CRG Global**  
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9301 Tampa Ave., Suite 69A  
Northridge, CA 91324  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
(See advertisement on p. 83)

**Thornhill Associates**  
Hermosa Beach, CA  
www.thornhill-associates.com

**361 Degrees Consulting, Inc.**  
711 Los Olivos Drive  
San Gabriel, CA 91775  
Ph. 626-309-0532  
ly@361degrees.net  
www.361degrees.net  
Lawrence Yeung, President

Full-service market research and strategic consulting firm that specializes in reaching multicultural segments in the U.S., China and Latin America. Our domestic and international segment coverage includes African-American, Caucasian, Chinese, Filipino, Hispanic, Japanese, Korean, Indian, Vietnamese and more. Our services comprise of design and development of qualitative/quantitative research, recruitment, moderation, interpretation and strategic analysis.

**Transcription Services, Inc.**  
La Quinta, CA  
www.tsitranscripts.com

**Travis Research Associates, Inc.**  
Westlake Village, CA  
www.travisresearch.com



**Trotta Associates / Trotta-Hansen**  
13160 Mindanao Way  
Suite 100  
Marina del Rey, CA 90292  
Ph. 310-306-6866  
www.trotta.net  
Diane Trotta, President  
(See advertisement on p. 59)

The **Uncle** Group, Inc.

**The Uncle Group, Inc.**  
723 30th St.  
Hermosa Beach, CA 90254  
Ph. 800-229-6287  
info@unclegroup.com  
www.unclegroup.com  
Ken Hartley, President

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www.userbehavioristics.com/

**Verbum Global LLC**  
Santa Monica, CA  
www.VerbumGlobal.com

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www.viramontesmc.com

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## VISION STRATEGY AND INSIGHTS

### Vision Strategy and Insights

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Sherman Oaks, CA 91423-2607  
Ph. 818-261-8340 or 410-521-2147  
info@visionstrategyandinsights.com  
www.visionstrategyandinsights.com  
Michele Cordoba, Principal  
Brenda Lee, Principal

Vision Strategy and Insights is a full-service research and strategy firm with 20+ years of experience in the development and implementation of actionable research studies among general market, Hispanic, African American and Asian consumers. Our business approach is to create true partnerships with our clients. Through innovative methodologies and a solutions-based focus, we help companies develop effective marketing and communications strategies to address the unique perspectives and needs of their customers. We believe that forging a meaningful relationship with diverse market segments requires expert understanding of the cultural nuances, an openness to distinct marketing strategies and initiatives and experienced marketing and business management savvy.



## Vital Findings

### Vital Findings

10557 Jefferson Blvd.  
Suite E  
Culver City, CA 90232  
Ph. 310-279-5510  
info@vitalfindings.com  
www.vitalfindings.com  
Jason Kramer, Managing Director

Vital Findings specializes in solving unusually tough business problems using state-of-the-art custom consumer research methods, using quantitative, qualitative, advanced analytics and design research. At Vital Findings, we believe that good research should be judged by the actual impact it has on a product, service or business strategy. Our mission is to elevate the market research profession beyond just delivering reports and PowerPoint bullets, using the tools of design, marketing science and innovation consulting to allow researchers to actually enable business action.

### WordExpress Corporation

Santa Monica, CA  
www.wordexpress.net



### Worldbridge Language Services

1878 Greenfield Ave., Suite 202  
Los Angeles, CA 90025  
Ph. 310-477-8678  
translate@worldbridgeservices.com  
www.worldbridgeservices.com  
Richard Satnick, Exec. Vice President

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### Worldwide Panel

Calabasas, CA  
www.worldwidepanel.com

### Zwillinger Research

Michele B. Zwillinger, PRC  
Encino, CA  
www.ZRGlobal.com

## 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

Adler-Weiner Research Orange County is located in Irvine, Calif. This tranquil and spa-like facility has four large conference rooms with viewing; lounges with full work stations; a fully-equipped prep and service kitchen with a modern home design; and state-of-the-art A/V components, such as digital audio- and videorecording and wall-mounted LCD TVs for remote viewing and playback. Two of our rooms open into a single double-viewed focus room perfect for larger studies. Executive, professional, medical, high-tech and all phases of consumer recruiting are performed by a fully-trained staff of in-house recruiters in our Los Angeles location. Also available: Wi-Fi, videostreaming, customized usability lab and foreign language translation system.

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Garden Grove, CA  
www.asksocal.com

## 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

Marketing research and product consulting firm formed in 1986 to serve the automotive industry with experienced marketing, marketing research, product consulting, competitive analysis and sales forecasting. Over 4,000 focus groups and 400 car clinics. Automotive Futures Center includes large focus group room with adjacent showroom and large turntable, client viewing room area and outside secure lighted viewing area. Expanded showroom accommodates six vehicles indoors and includes an electric vehicle charging station. Secure courtyard with room for six vehicles. Annual new vehicle buyer survey provides more than 75,000 respondents. VehicleVoice and Internet research panel. Clients: auto manufacturers, distributors, dealers, advertising agencies and component suppliers.

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Yorba Linda, CA  
www.coyoteinsight.com

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San Clemente, CA  
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LA - ORANGE COUNTY

### Fieldwork L.A. - Orange County

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

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(See advertisement on back cover)

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Irvine, CA  
www.gallup.com

### GetPerception

Irvine, CA  
www.getperception.com

### Gilleard Market Research

Irvine, CA  
www.gm-research.com

### Harmon Research Group, Inc.

751 S. Weir Canyon Road, Suite 157  
Anaheim, CA 92808  
Ph. 714-280-0333  
info@harmonresearch.com  
www.harmonresearch.com  
Joey Harmon, President

HRGI specializes in data collection - online, mobile device and CATI. With 350 CATI stations located in Costa Rica and Mexico running the latest Web/CATI software available. HRGI's team has provided data collection services for most of the top-50 Honomichl research companies. They have taken that knowledge base to create the best, highest-quality, low-cost data collection solution in the industry.

### Health Strategies Group

Irvine, CA  
www.healthstrategies.com/

### Hiner & Partners, Inc.

Santa Ana, CA  
www.hinerpartners.com

### Hostedware

Laguna Niguel, CA  
www.hostedware.com

**I/H/R Research Group**  
 17291 Irvine Blvd.  
 Suite 357  
 Tustin, CA 92780  
 Ph. 714-368-1884  
 lynn.stalone@ihr-research.com  
 www.ihr-research.com  
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**Inquire Market Research, Inc.**  
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 www.inquireresearch.com

**Insights Worldwide Research**  
 Laguna Hills, CA  
 www.insightsworldwide.com

**Intellisurvey, Inc.**  
 Ladera Ranch, CA  
 www.intellisurvey.com

**J.D. Power and Associates (Br.)**  
 Orange, CA  
 www.jdpower.com

**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  
 Jeff Harrelson

**Lawrence Research**  
 Santa Ana, CA

**Lifestory Research**  
 Newport Beach, CA  
 www.lifestoryresearch.com

**Listen Research, Inc.**  
 Trabuco Canyon, CA  
 www.listenresearch.com

**Mari Hispanic Research & Field Services**  
 Orange, CA  
 www.marihispanic.com



**MFour Mobile Research**  
 3525 Hyland Ave.  
 Suite 240  
 Costa Mesa, CA 92626  
 Ph. 714-754-1234  
 mobile@mfour.com  
 www.mfour.com  
 Chris St. Hilaire, President and CEO

We are the creators of Surveys on the Go, the number one native survey Smartphone app that provides consumer insights never before thought possible. By leveraging mobile devices and their unique features, we get you the most accurate data, combined with our validated, all-mobile, highest rated panel of over 600,000. With faster

data and proven mobile research methodologies, we drive results for your brand and provide the deepest consumer insights at the Point-of-Emotion to optimize your business and achieve your company goals. Call or visit our website to learn more.



**mTAB**  
 22343 La Palma Ave., Suite A110  
 Yorba Linda, CA 92887  
 Ph. 800-693-3111 or 714-693-3110  
 mlummas@mtabsurveyanalysis.com  
 www.mtabsurveyanalysis.com  
 Mark Lummas, Sr. Director, Client Services

mTAB provides survey analysis and reporting services for Fortune 500 firms seeking to efficiently manage, analyze and report survey results. Founded in 1987, mTAB incorporates data processing, SaaS software, dashboard reporting and text analytics services into a comprehensive and turnkey survey analysis solution. mTAB amplifies the value of market research projects by enabling anyone within the enterprise to easily compare, combine and trend the results of past, present and future survey projects. mTAB's convenience and hands-on analytics will enhance your team's storytelling and understanding of your survey project results.

**Orsino Marketing Research**  
 San Clemente, CA  
 www.orsino.net

**P&K Research (Br.)**  
 Santa Ana, CA  
 www.pk-research.com

**Pacific Research Group**  
 Costa Mesa, CA  
 www.pacificresearchgroup.com

**Qualitative & Quantitative Research**  
 Laguna Woods, CA  
 www.hypnosisfocusgroups.com

## THE QUESTION SHOP, Inc.

**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/Owner  
 Shanna Steadman, Project Manager

**Quick Test/Heakin (Br.)**  
 Mainplace Mall  
 2800 N. Main St., Suite 2088  
 Santa Ana, CA 92705  
 Ph. 800-523-1288  
 info@quicktest.com  
 www.quicktest.com

**Redhill Group Inc.**  
 Irvine, CA  
 www.redhillgroup.com

**Restaurant Research Associates**  
 17291 Irvine Blvd.  
 Suite 357  
 Tustin, CA 92780  
 Ph. 714-368-1890  
 LStalone@RestaurantResearchAssociates.com  
 www.RestaurantResearchAssociates.com  
 Lynn Stalone, Partner

At Restaurant Research Associates, we know food. From QSR to fine dining and everything in between. We've been there. For more than 30 years, Restaurant Research Associates has delivered actionable results with the highest ROI to restaurant chains, institutional feeders and product vendors. We understand the challenges and changes facing the food-service industry and how to get into the minds of the end customers. Restaurant Research Associates will design the right research to get you the answers you need fast and cost-effectively via the appropriate traditional or esoteric methodologies. From brand strategy and segmentation to in-store product testing, product buyer evaluations and product or menu optimization, we deliver the right design, exceptional client service and attention to detail.  
 (See advertisement on p. 321)



**Scientific Telephone Samples**  
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 Suite 130  
 Rancho Santa Margarita, CA 92688  
 Ph. 800-944-4787 or 949-461-5400  
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 www.stssamples.com  
 Steve Clark, PRC, Partner  
 Celeste Blanchard, PRC, Sr. Acct. Representative  
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Katrina Noelle is principal of KNow Research, a qualitative market research and insights consultancy. As a proficient user of hybrid methodologies, she combines in-person and digital methodologies and approaches to create custom research design for firms in retail, fashion, personal care, CPG, technology, medical and financial service industries. She has been in business for 12+ years, holds a certificate in Focus Group Moderation from Burke Institute and is an active member of the QRCA, currently serving as Sponsorship Committee Chair. She is based in the San Francisco Bay Area.

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**Palma Companies**  
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Quantum Insights is a woman owned, full-service strategic market research consultancy that has helped dozens of clients achieve their goals since it was first established in 2003. Our mission is to provide clients with deep insights, measurable feedback and dynamic, creative research to answer critical business questions. We pride ourselves in bringing intelligent, disciplined, research expertise to every project. Our multi-disciplinary team is well equipped to conduct all forms of market research, from qualitative exploratory work to large-scale market segmentation studies, among business and medical professionals as well as consumers. QI's professionals become an integral part of our clients' project teams, helping to tie the big picture and goals into the research design and analysis.

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## New Haven

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Cheshire, CT 06410  
Ph. 203-272-4614  
sally.cabrera@yahoo.com  
Sally Cabrera, Principal

Cabrera Marketing Research Services, LLC specializes in qualitative field management. We bring 30+ years of experience to gathering cost estimates, recommending research facilities/recruiters, developing screening questionnaires, setting up and monitoring field service recruitment of all types of qualitative research for the successful outcome of your project. Methodologies include in-person and virtual focus groups, ethnographic interviews, in-person interviews, virtual interviews including web-enabled or mobile interviews and ad hoc research panels and communities.



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www.touchstoneresearch.com/youth-families/  
approach-expertise/  
Aaron Burch, President

Our business is helping clients win with kids, teens, young adults & families through effective, leading-edge market research based on 20+ years of experience in the youth market. Our unique combination of technical ability and youth expertise means that not only can we execute the tasks assigned but we can also assist in special situations in research design and developing special technologies to meet

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mjv@greatblueresearch.com  
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#### TouchstoneResearch.com

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 info@touchstoneresearch.com  
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Touchstone Research, Inc. is one of the most experienced and advanced online research firms. We are known for innovation, leading-edge technical solutions and excellence in customer service and product delivery. Our belief is that marketing research must be as fast-moving, dynamic and ever changing as today's consumer-centric tech-world. It is important to embrace new consumer technologies and include them as tools and methodologies to reach people and communicate in new and more relevant ways leading to greater insights and understandings. We offer a range of services - questionnaire development, programming, data processing, reporting and analysis, full-service quantitative and qualitative, and custom and ad hoc studies. Years of experience in building/managing custom proprietary online communities and research panels, in-person and online qualitative research solutions, Mobile Ethnography and Mobile App & Game Testing services. In ancient times, alchemists used a special stone known as a touchstone as a standard to grade the purities of precious metals such as gold and silver. Touchstone Research, Inc. sets the standard for excellence in marketing research and customer service.

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 (See advertisement on p. 298)

#### Bellwether Interactive Group

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 www.bellwetherinteractive.com

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 www.ccmarketresearch.com  
 (See advertisement on p. 52)



#### Civicom Marketing Research Services

P.O. Box 4689  
 Greenwich, CT 06831  
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 inquire@civi.com  
 www.civi.com/marketingresearch/  
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Civicom is a leader in serving the marketing research community with advanced virtual solutions for the world's top organizations, with a strong industry presence in facilitating virtual IDIs (individual depth interviews) and focus groups; online bulletin boards; mobile qualitative research for consumer and shopper insights; patient journeys and mobile ethnography; Pinterest projects; transcription; translation; data extraction; text analytics and recruiting. Our global capabilities and expertise let us deliver advanced marketing research services worldwide. We operate in almost every country.

#### CMC Research Associates

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#### Connected Inc.

Cos Cob, CT  
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#### Copernicus Marketing Consulting and Research

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 jeff.maloy@copernicusmarketing.com  
 www.copernicusmarketing.com  
 Jeffrey Maloy, Chief Marketing Officer

Copernicus is a marketing consultancy that integrates provocative consumer insights and relentless analytics to forge enduring connections between brands and customers. With our data-driven approach to marketing strategy, Copernicus has helped hundreds of brands develop and launch transformational marketing campaigns. With its acquisition of Forbes Consulting Group, Copernicus is able to dive even deeper into consumer emotions. By integrating expertise in data analytics and applied neuroscience, Copernicus unlocks THE WHO, WHAT and WHY of consumer behavior.



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 simplify@criticalmix.com  
 www.criticalmix.com  
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Critical Mix provides easy access to highly-targeted global survey respondents, survey programming and data visualization services for market research and consulting firms. Driven by a passion for simplifying

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 www.fireflymb.com  
 Cheryl Stallworth-Hooper, CEO

#### Fisher International, Inc.

Norwalk, CT  
 www.fisheri.com



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 (See advertisement on p. 48)

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#### The Gediman Research Group, Inc.

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Pat Ward, President

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Bare International is the leading global customer experience research firm dedicated to providing organizations with key information regarding all touch points of a customer's journey. BARE's customized programs include mystery customer evaluations, brand standard a QA audits, customer and employee satisfaction surveys, intercept interviews, outbound calls and social media data mining. Headquartered in Fairfax, VA, BARE was established in 1987, and has grown to include offices in Belgium, Brazil, Chile, China, Hungary, India and Singapore. BARE manages a field force of over 500,000 evaluators and performs nearly 50,000 evaluations per month in 149 countries.

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www.gene2drug.com

**Black Raspberry Consumer Insights, Inc.**  
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**Buffalo Qualitative Research, LLC**  
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(See advertisement on p. 52)

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**Consumer Insights Group**  
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**Crosby Marketing Communications**  
Bethesda, MD  
www.crosbymarketing.com

**CrossTabsNow.com**  
Data Processing for Market Research  
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**D3 Systems, Inc.**  
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**Definitive Market Research Inc**  
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**Heart + Mind Strategies**  
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www.homeinnovation.com/services/market\_research

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Dalya Lateef, Research Director/Owner

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#### MROptimus

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#### National Research, LLC

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www.nationalres.com

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#### OMR

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Ph. 301-441-4660  
info@OMRdc.com  
www.OMRdc.com  
Jill L. Siegel, President

OMR has two focus group facilities serving the Washington, D.C., market: downtown D.C. and suburban Maryland. Both locations have three-level viewing rooms with adjoining client lounges. Viewing rooms and lounges have multiple phone and DSL lines. The downtown location also has an executive one-on-one room with viewing. Both facilities have the highest-quality soundproofing and individual room climate controls. All recruiting is done in house, with daily reports and 100 percent validation on every study. Specializing in opinion leaders, public affairs, executives and consumers in all areas including various ethnic backgrounds, OMR recruits into facilities locally and nationally. In addition to qualitative studies, OMR handles most forms of data collection: telephone surveys, off-premise intercepts, audits, executive interviewing and mystery shopper studies. As part of FocusVision, OMR's clients can view their focus groups from any computer with Internet access. For quality customer service and impeccable recruiting, OMR is the ideal choice for your research needs.

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info@OMRdc.com  
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Jill L. Siegel, President

#### Opinions, Ltd. - Washington, D.C.

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www.RIVAinc.com  
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(See advertisement on p. 83)

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## Florida

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www.crgglobalinc.com  
Mary Cunningham, CEO  
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(See advertisement on p. 83)



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Ormond Beach, FL 32174  
Ph. 866-209-2553  
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www.cssdatatelligence.com  
Carolyn Corbett, VP, Sensory Services  
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Ph. 866-209-2553  
sales@datatelligence.com  
www.datatelligence.com  
Jeffrey Fiesta, Strategic Alliances/Data Man.  
James Digiandomenico, Panel Administrator

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www.finerresearchandmarketing.com

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crgsales@crgglobalinc.com  
www.crgtestamerica.com  
(See advertisement on p. 83)

#### Trailblazer Research

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#### Weiner Research Services

Ormond Beach, FL

### Fort Lauderdale

(See also Miami)



#### Clarocision Research & Marketing

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Coral Springs, FL 33065  
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info@crmfirm.com  
www.crmfirm.com/market-research-fort-lauderdale  
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Clar-o-cision Research & Marketing LLC – Where Clarity Meets Precision, is a full-service global market research firm headquartered in the Fort Lauderdale/Miami area. We have been providing consumer market research since 1993 in the areas of product and concept testing. We specialize in home-use and onsite testing within the food and beauty/cosmetics industry particularly with the affluent and ethnic communities. As a high tech research company we also provide user-experience research and usability testing for the technology industry. Through our large network we are able to conduct national studies in the U.S.A., Latin America and the Caribbean. Clarocision's impressive database allows us to respond very quickly to the needs of clients requesting research information!



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joyceg@marsresearch.com  
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Joyce Gutfreund, SR VP

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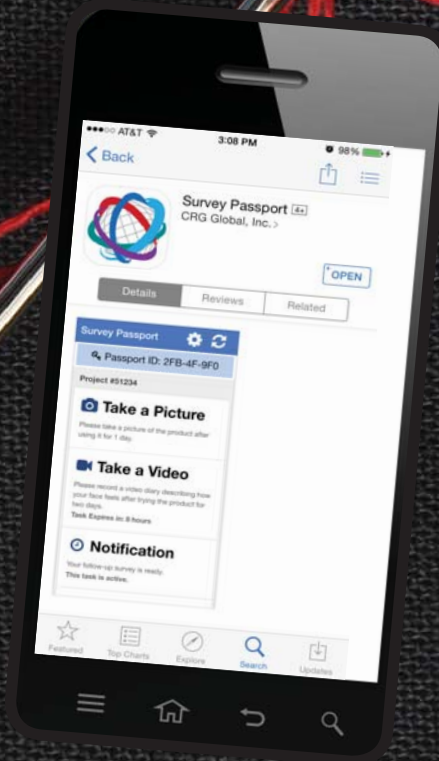


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**Satisfaction Services, Inc.®**  
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www.satisfactionservicesinc.com/

**Survey Network Data Processing, Inc.**  
Coral Springs, FL

**TouchPoll of South Florida**  
Coral Springs, FL  
www.touchpollsofla.com

**TYG Marketing, Inc.**  
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www.tyg-marketing.com

**WAC of Fort Lauderdale**  
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www.wacresearch.com

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Fort Myers, FL  
www.srbi.com

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Sports Insight, Inc.  
Bonita Springs, FL  
www.automotiveinsightinc.com

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**Strategy Marketing Research of Florida**  
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www.Swayco.com

**Thoroughbred Research Group**  
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info@torinc.net  
www.torinc.net  
Steve Alsbury, President

**Thoroughbred Research Group**  
11935 Fairway Lakes Drive  
Fort Myers, FL 33913  
Ph. 502-276-5503  
Steve.alsbury@torinc.net  
www.torinc.net  
Steve Alsbury, President

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Kathy Hayman, Director of Qualitative

**Drone Aviation Holding Corp.**  
Jacksonville, FL  
www.droneaviationcorp.com

**Healthcare Performance Consulting, Inc.**  
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www.changingperformance.com

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## Melbourne

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(See also Fort Lauderdale)



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Willem Smulders, CEO

AQ Services International is a global retail performance agency with a strong focus on the retailer's frontline. Founded in 2001, AQ's principal objective is to assist companies in their omni-channel customer experience strategy by providing actionable insights (mystery shopping & auditing), pragmatic coaching (the 30-minute coach) and concise modular in-store training (Master Class). Headquartered in Singapore, AQ's proactive and hospitable team manage over 400,000 field agents and coaches around the world through offices in the US, The Netherlands, Germany, China, Hong Kong and Malaysia.

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Claudia Guzman, Account Manager

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#### C&C Market Research - Miami

Broward Mall  
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corp@ccmarketresearch.com  
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(See advertisement on p. 52)



#### CASA Demographics

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(See advertisement on p. 83)

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(See advertisement on p. 52)

### Atlanta

**A Closer Look, Inc.**  
Norcross, GA  
www.a-closer-look.com

**A Customer's Point of View, Inc.**  
McDonough, GA  
www.acpview.com

**AboutFace**  
Grantville, GA  
www.aboutfacecorp.com



**Advanced Customer Analytics**  
72 Timber Mist Lane  
Lawrenceville, GA 30045  
Ph. 770-826-0061  
info@advancedcustomeranalytics.com  
www.advancedcustomeranalytics.com  
Morris Wilburn, Founder and President

Advanced Customer Analytics is a unique marketing research consultancy. We integrate advanced statistical analysis with an in-depth understanding of purchase motivations and marketing techniques. Within the marketing and survey research realm, we provide research design consulting and advanced statistical analysis, focusing primarily on the customer experience, customer segmentation and brand health. Depending upon your needs, we can provide consultation anywhere on the path from study inception to derivation of insight and direction from study findings. Author of the book, *Managing the Customer Experience: A Measurement-Based Approach*.

**American Affluence Research Center, Inc.**  
Alpharetta, GA  
www.affluenceresearch.org

**Analytics Quotient**  
Atlanta, GA  
www.aqinsights.com/

**Applied Marketing Research, Inc.**  
Atlanta Office  
East Point, GA  
www.appliedmr.com

**Ardisson & Associates, Inc.**  
Lawrenceville, GA  
www.mindspring.com/~ardisson/



**Atlanta Out Loud, Inc.**  
Druid Chase Office Park  
2801 Buford Highway N.E., Suite 250  
Atlanta, GA 30329  
Ph. 404-636-9054  
info@atlantaoutloud.net  
www.atlantaoutloud.net  
Marianne H. Kellogg, CEO

Atlanta Out Loud Inc. is independently-owned, -managed and -operated. All of our management, recruiting and client service staff are right here in this office. We are consistently "Top Rated" by the Impulse Survey of Focus Group Facilities. We provide a modern and luxurious facility with all the comforts you would come to expect. We offer top notch audio/visual capabilities including digital audio recording, Hispanic translation equipment, simultaneous DVD recording, live streaming, as well as the standard equipment your research project may require. We are conveniently located 6 miles from the heart of downtown Atlanta and just 3 miles from Buckhead, providing easy access to the city's most elegant hotels, gourmet dining, entertainment and premier shopping. Our facility being centrally located is the key to our ability to recruiting a wide range of consumers, medical professionals, business professionals and ethnic/cultural groups spanning the entire seven county metropolitan area. Our ultimate goal is to provide the highest quality recruiting, exceptional staff and a first class facility so that your project is a perfect experience for you and your clients from start to finish.

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Conyers, GA  
www.atomicscribe.com

**Booth Research Services, Inc.**  
Atlanta, GA  
www.boothresearch.com

**Bottom Line Analytics**  
Marietta, GA  
www.bottomlineanalytics.com

**Brandscapes Worldwide**  
Atlanta, GA  
www.brandscapesworldwide.com

**Brandware Research**  
Atlanta, GA  
www.brandwareresearch.com

**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  
(See advertisement on p. 52)

**CMI**  
Atlanta, GA  
www.cmiresearch.com

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#### Compass Marketing Research

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info@cmrcompass.com  
www.compassmarketingresearch.com  
Steven Wyatt, Senior Director

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#### Creative Focus, Inc.

Atlanta, GA  
www.creativefocus.net

#### Creative Research Services, Inc.

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www.creativeresearch.com

#### Dillon Associates, Inc.

Marietta, GA

#### Dirmark Data Group, Inc.

Atlanta, GA  
www.dmdatabases.com

#### Eidex Group, LLC

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www.eidexgroup.com

#### EMpanel Online

Erick Moore  
Flowery Branch, GA  
www.empanelonline.com



#### Fieldwork Atlanta

200 Galleria Parkway  
Suite 1600  
Atlanta, GA 30339  
Ph. 770-988-0330  
info@atlanta.fieldwork.com  
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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  
(See advertisement on p. 3)



#### Focus Pointe Global - Atlanta (Clairmont)

2970 Clairmont Road, Suite 500  
Atlanta, GA 30329  
Ph. 404-321-0468 or 800-227-2974  
atlanta2@focuspointeglobal.com  
www.focuspointeglobal.com  
Christy McCulla, Facility Director  
(See advertisement on p. 3)

#### The Gallup Organization - Atlanta

Atlanta, GA  
www.gallup.com

#### Gatliff Brothers Insights

Atlanta, GA



#### Geo Strategy Partners

7840 Roswell Road  
Bldg. 300 Suite 350  
Atlanta, GA 30350  
Ph. 770-650-8495  
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www.geostrategypartners.com  
Mark Towery, Managing Director

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#### Georgia Data Processing, Inc.

Lawrenceville, GA

#### HEADFIRST market research, inc.

Stone Mountain, GA  
www.headfirstinc.com

#### Hilker Research & Consulting, Inc.

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www.hilkerresearch.com

#### The Human Factor, LLC

Woodstock, GA  
www.usabilitynw.com

#### ICF International

Atlanta, GA  
www.icfi.com

#### InFocus Strategic Research Qualitative

Johns Creek, GA  
www.ifsr.co

#### Infosurv, Inc.

Atlanta, GA  
www.infosurv.com/

#### Intengo

Atlanta, GA  
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#### 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  
Melisa Gipson, Vice President

Our Midtown facility, located at the corner of Peachtree and 14th Streets in the heart of Midtown Atlanta, is made up of three trendy, sophisticated studios that boast the latest in technology, including "instant updates" where clients are automatically updated when respondents check in on a monitor in the viewing room. Studios are professionally decorated and boast digital whiteboards in every focus room. Private second-floor access and 12-ft. ceilings make this the perfect choice for high-profile projects. Intimate and warm, this sophisticated space is just 12 miles from the Atlanta airport and surrounded by four- and five-star restaurants, hotels and the arts.



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1140 Hammond Drive Bldg. H  
Atlanta, GA 30328  
Ph. 770-394-8700  
mpope@jacksonassociates.com  
www.jacksonassociates.com  
Marisa Pope, President  
Melisa Gipson, Vice President

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#### Jeely+Bleiler North America

Atlanta, GA  
www.jbnorthamerica.com

#### Joy Lynn Inc.

Atlanta, GA  
www.joylynn.com

#### Kingsley Associates

Atlanta, GA  
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#### The Link Group

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www.litchfieldresearch.com

#### LOMA

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www.lomasurvey.com

#### MacConnell Research Services, Inc.

Atlanta, GA  
www.macconnellresearch.com

#### Management Advisory Services, Inc.

Atlanta, GA  
www.start.cortera.com/company/research/k2j0qzn7n/  
management-advisory-services-inc/

#### Margaret Ann's Research

4521 Reva Crt.  
Marietta, GA 30066  
Ph. 770-516-9960  
MASRESCH@bellsouth.net  
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Ph. 404-521-9955  
rob.stone@marketstrategies.com  
www.marketstrategies.com

#### Marketecture

Alpharetta, GA



#### Marketing Workshop

3725 Da Vinci Court  
Norcross, GA 30092  
Ph. 770-449-6767  
cpirello@mwshop.com  
www.mwshop.com

Cari Pirello, Sr. Vice President  
Randy Kosloski, VP Client Services  
Alec Schendzelos, VP Client Services

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#### Microtab, LLC

Cumming, GA  
www.microtab.com

#### Millward Brown

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Ph. 770-343-6020  
jasonl@millwardbrown.com  
www.millwardbrown.com  
Dana Lowe, SVP, Managing Director

#### Moore & Symons, Inc.

Roswell, GA  
www.mooresymons.com

#### Gary Mullet Associates, Inc.

Canton, GA

#### Murray Hill National Atlanta

Atlanta, GA  
www.murrayhillnational.com

#### The Myers Group

Duluth, GA  
www.themyersgroup.net

#### Mystery Researchers

Research Services Group  
Atlanta, GA  
www.mysteryresearchers.com

#### Next Level Research

Atlanta, GA  
www.NextLevelResearch.com

#### Noble Insight, Inc.

Decatur, GA  
www.nobleinsight.com

#### On Balance Research

Decatur, GA  
www.onbalanceresearch.com

#### Opinions, Ltd. - Atlanta

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Kennesaw, GA 30144  
Ph. 440-893-0300  
atlanta@opinionstld.com  
www.opinionstld.com  
Mark Kikel, President/Owner

#### P.K. Data

Johns Creek, GA  
www.pkdata.com

#### Peachtree Consulting Group, Inc.

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www.peachtreeconsulting.com

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Roswell, GA  
www.peoplesmarketinginsights.com

#### Perimeter Research Inc

Hispanic Central Research Corp  
Atlanta, GA  
www.perimeterresearch.com

#### Pioneer Marketing Research

Norcross, GA  
www.pioneermarketingresearch.com/practices.htm

#### Plaza Research-Atlanta

Atlanta, GA  
www.plazaresearch.com

#### Polaris Marketing Research

Alpharetta, GA  
www.polarismr.com



#### 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

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Lawrenceville (Atlanta), GA 30043  
Ph. 800-523-1288  
info@quicktest.com  
www.quicktest.com

#### Rare Medium

Alpharetta, GA  
www.raremedium.net

#### Research Inc.

Alpharetta, GA  
www.researchincorporated.com



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Stephenie Gordon, VP Qualitative Solutions

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www.davidscotthealthcaremarketing.com

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### Sentiment 360

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www.sentiment360.com

### SKIM

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Ph. 201-281-5152  
m.mabey@skimgroup.com  
www.skimgroup.com  
Mike Mabey, VP Client Solutions Americas

### Specifics, Inc.

Sandy Springs, GA  
www.specifics.com

### StandPoint Marketing Research

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www.standpointgroup.com

### Stat One Research

Atlanta, GA  
www.svys.com

### StrategyOne, Atlanta

Atlanta, GA  
www.strategyone.com

### Superior Research

Atlanta, GA  
www.superiorresearch.net

### Synergistics Research Corp.

Atlanta, GA  
www.synergisticsresearch.com



**talkingheads**  
[studio]

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tracey@talkingheadsstudio.com  
www.talkingheadsstudio.com  
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crgsales@crglobalinc.com  
www.crgtestamerica.com  
(See advertisement on p. 83)

### Threads Qualitative Research

Atlanta, GA  
www.threadsqualitative.com

# thrive

### THRIVE

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Suite 290  
Atlanta, GA 30318  
Ph. 404-228-7342 or 770-310-9532  
j.dalton@thrivethinking.com  
www.thrivethinking.com  
Jonathan Dalton, Principal

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### Turner Research Network

Atlanta  
Seven Dunwoody Park  
Suite 121  
Dunwoody, GA 30338  
Ph. 770-604-9980 or 866-216-4TRN  
jturner@turnerresearch.com  
www.turnerresearch.com  
John Turner, President  
Jenny Wood, Project Director

Turner Research Network is a marketing research and consulting agency that provides custom insights solutions to meet the unique needs of its customers. TRN supports companies across many sectors, including restaurants and retail, consumer packaged goods, health care, hospitals and senior living. TRN supports product development teams at many points throughout the product development arc, from concept validation to prototype evaluation to in-market customer acceptance. In addition, they are experts at conducting projects on site with retail and restaurant clients' customers.

### User Insight

Atlanta, GA  
www.uifacilities.com

### V & L Research & Consulting, Inc.

Atlanta, GA  
www.vlresearch.com

## Augusta

### AnswersInc.

Augusta, GA  
www.answersincresearch.com

## Savannah

### Cooper Research

Savannah, GA

## Hawaii

## Honolulu

### e-Research-Global.com

Honolulu, HI  
www.e-research-global.com

### FAQ Hawaii, Inc.

Honolulu, HI  
www.faghawaii.com

### Market Trends Pacific, Inc.

Honolulu, HI  
www.markettrendspacific.com

### OmniTrak Group, Inc.

Honolulu, HI  
www.omnitrakgroup.com



### QMark Research

1003 Bishop St.  
Pauahi Tower, 9th Floor  
Honolulu, HI 96813  
Ph. 808-524-5194 or 808-544-3020  
barbara.ankersmit@anthologygroup.com  
www.qmarkresearch.com  
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### SMS Research & Marketing Services

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www.smshawaii.com

### Streamline Surveys, Inc.

Honolulu, HI  
www.streamlinesurveys.com

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#### Ward Research, Inc.

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Honolulu, HI 96813  
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wrstaff@wardresearch.com  
www.wardresearch.com  
Denise Charles, Vice President/General Manager

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## Idaho

### Boise

#### Clearwater Research, Inc.

Boise, ID  
www.clearwater-research.com

#### Corbin Field Services

Boise, ID  
www.corbinfieldservices.net

#### Lynx Research Consulting

Boise, ID  
www.lynxresearch.biz

#### Strategic Intelligence, Inc.

Boise, ID  
www.strategic-iq.com

### Pocatello

#### Mountain West Research Center

Pocatello, ID  
www.mwrcenter.com

## Illinois

### Chicago

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Palatine, IL  
www.a-i-m.com

#### Accurate Data Marketing, Inc.

4350 Di Paolo Center Suite D1  
Glenview, IL 60025  
Ph. 847-390-7777 or 800-390-7780  
info@accurdata.com  
www accurdata.com  
Barbara Dorfman, President

#### Act One Research Services, Inc.

Chicago, IL  
www.actonerresearch.net

#### Adler Weiner Research Chicago, Inc.

875 N. Michigan Ave.  
John Hancock Center, Suite 3260  
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adlerweiner@att.net  
www.adlerweiner.com  
Andrea Weiner, Managing Director

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#### 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

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#### Aeffect, Inc.

Deerfield, IL  
www.aeffect.com

#### AFFINA

Warrenville, IL  
www.teamhgs.com

#### The Allant Group

Naperville, IL  
www.allantgroup.com

#### American Hospital Association Data

Health Forum  
Chicago, IL  
www.AHAdata.com

#### Ameritest - Chicago (Br)

1111 Warren Ave  
Suite 2A  
Downers Grove, IL 60515  
Ph. 505-348-5730  
info@ameritest.net  
www.ameritest.com  
Ralph Blessing, Managing Director

#### Angel Flight Marketing

Chicago, IL  
www.angelfly.com

#### The Angell Research Group, Inc.

Deerfield, IL  
www.angellrg.com



Ann Michaels & Associates, Ltd.

#### Ann Michaels & Associates Ltd.

3108 S. Rte. 59, Suite 124-255  
Naperville, IL 60564  
Ph. 866-703-8238  
mhynd@annmichaelsltd.com  
www.ishopforyou.com/  
Marianne Hynd, Vice President of Operations

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Chicago, IL  
www.apcresearch.com

#### Applied Research - West, Inc.

Chicago Office  
Chicago, IL  
www.appliedresearchwest.com

#### Ashcraft Research, Inc.

Chicago, IL  
www.ashresinc.com

#### Assistance In Marketing/Chicago

Schaumburg, IL  
www.aimresearchnetwork.com

#### Athena Strategic Marketing Inc.

Evanston, IL  
www.athenastrategicmarketing.com

#### B. Business Solutions, LLC

739 Kimball Road  
Highland Park, IL 60035  
Ph. 856-745-5136  
bbslauri@bizshoptalk.com  
www.bbbusinessolutions.com  
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#### B2B International

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233 S. Wacker Drive  
Chicago, IL 60606  
Ph. 312-204-7201 or 888-927-0095  
chicago@b2binternational.com  
www.b2binternationalusa.com  
Julia Cupman, Director

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Warrenville, IL  
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#### Blackstone Group

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Chicago, IL 60604  
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info@bgglobal.com  
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Ashref Hashim, President

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## C+R

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Ph. 703-401-7743  
Curt@lgbtresearchinsights.com  
www.lgbtresearchinsights.com  
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www.gla-mktg.com

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www.franklynn.com

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Qualitative Quantitative Connections  
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www.market-ease.com

#### Market Probe US - Chicago

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#### Marketing Alternatives

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www.mktalt.com



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info@matrix-r.com  
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Rob Brown, Executive Director

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**Misix, Inc.**  
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**Miskovic Research & Consulting**  
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**MotorBrains**  
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**National Data Research, Inc.**  
 Chicago, IL  
 www.national-data.net

**National Data Research, Inc.**  
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 www.national-data.net

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 www.natpromo.com

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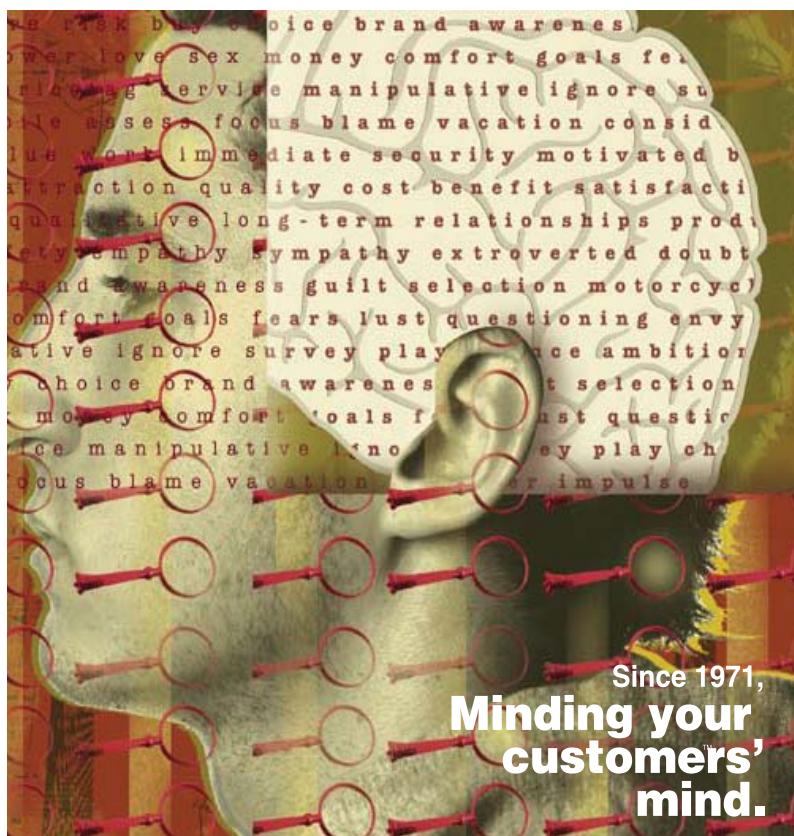
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 www.nextmarketresearch.com/

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 www.nstarresearch.com

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#### Research House, Too, Inc.

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#### Research In Marketing, Inc.

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susans@scflc.com  
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(See advertisement on p. 83)

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(See advertisement on p. 121)

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(See advertisement on pp. 118-119)

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(See advertisement on p. 195)



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#### storied research inc.

Northfield, MN  
www.storiedresearch.com

#### Strategic Directions Group, Inc.

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www.strategicdirectionsgroup.com

#### Strategic Marketing Research & Planning

Otsego, MN  
www.smrp.net

#### Strategic Marketing Resources, Inc.

Minneapolis, MN  
www.smri.com

#### Strategic Name Development

Minneapolis, MN  
www.namedevelopment.com

#### Strategic Performance Group, LLC

Chisago City, MN  
www.spg-consulting.com

#### Strategic Resource Partners, LLC

Excelsior, MN  
www.srp LLC.com

#### STRATICOM

Edina, MN  
www.straticom.us



#### Streamworks

3770 Dunlap St. N.  
Arden Hills, MN 55112  
Ph. 651-486-0252 or 800-328-5680  
Vickie.whiteley@streamworksmn.com  
www.streamworksmn.com  
Vickie Whiteley, Business Development Exec.

Let Streamworks take the worry out of your next research project. We have over 15 years of experience working with Fortune 500 companies and market research agencies on their IHUT, product sampling and print survey fulfillment needs. We specialize in providing white glove service and an unparalleled commitment to quality and security, including double-verify accuracy checks and annual third-party security and process audits. Our research project implementation services include secure variable data print and mail for personalized print surveys, landing pages and PURLs for personalized online surveys and custom fulfillment services to ship research products, material or incentives. Streamworks has on-site refrigeration and freezer storage for perishable shipments and secure storage for high-value items. Located in Minneapolis, Minn., our convenient central location allows for ground shipping coast to coast within 3-4 days. Streamworks has an on-site USPS station and offers intelligent mail production with camera-match inserting technology, 100% mail verification reporting and mail tracking capabilities so you can be confident in the accuracy of the print surveys being sent out.

(See advertisement on pp. 127, 280)

#### Survey Value, Inc.

Bloomington, MN  
www.surveyvalue.com

#### The TCI Group

Minneapolis, MN  
www.theTCIgroup.com

#### Vision Critical

Minneapolis, MN  
www.visioncritical.com

#### Vocal Laboratories Inc.

Golden Valley, MN  
www.vocalabs.com/quirks

#### Volkart May & Associates, Inc.

Plymouth, MN  
www.volkartmay.com

#### Sandra Warner & Associates

4646 Church Lane  
Minnetonka, MN 55343  
Ph. 952-933-4505  
swarner@isd.net  
Sandra Warner, Owner

#### William & Kaye, Inc

Victoria, MN

#### WomanWise, a Waters Molitor Inc.

Minneapolis, MN  
www.womanwise.com

## Rochester

#### SNG Research Corporation

Rochester, MN  
www.sngresearch.com

#### StatPac, Inc.

Pepin, WI  
www.statpac.com

## Mississippi

### Jackson

#### Market Mix, Inc.

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Brandon, MS 39047  
Ph. 601-919-2669 or 601-624-6603  
mktmixms@gmail.com  
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Wes Smith, President

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#### Southern Research Group

Jackson, MS  
www.southernresearchgroup.com

### Memphis

#### Renee' Enterprises

Southaven, MS  
www.reneeenterprises.com

## Missouri

### Columbia

#### Horizon Research Services

Columbia, MO  
www.horizonresearch.com

#### Rennier Associates

Columbia, MO  
www.rennierassociates.com

### Kansas City

(See also Kansas City, KS)

#### ACE Mystery Shopping

Associate Consumer Evaluations, LLC  
Warrensburg, MO  
www.acemysteryshopping.com

#### Applied Marketing Research, Inc.

Overland Park, KS  
www.appliedmr.com

#### C&C Market Research - Kansas City

Independence Mall  
18813 E. 39th St. S., Suite 1026  
Independence, MO 64507  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on p. 52)



**Decision Insight, Inc.**  
2940 Main St.  
Kansas City, MO 64108  
Ph. 816-221-0445  
info@decisioninsight.com  
www.decisioninsight.com  
Cathy Allin, President/CEO

Decision Insight is the shopper insights and retail strategy firm that uncovers shopper behaviors and motivations to develop effective strategies that win at retail. Three decades of consumer research experience have groomed the team at DI to actively anticipate the emerging needs of manufacturers, retailers and restaurant clients. At Decision Insight, we discover opportunities for our clients, create strategic solutions to best meet those needs, quantitatively validate winning solutions and help activate those solutions in the marketplace. Our expertise in technology-enabled methodology combined with best-in-class research professionals and strategic planners reliably transform consumer insights into successful retail solutions. Our approach is shopper centric and retail forward. We understand that the ultimate success measure of a research investment is the real world results achieved based on the recommended actions you take. Are you ready for results? DI is here to help.

**Essential Market Research**  
Kansas City, MO  
www.emr-kc.com

**Ethnographic Research, Inc.**  
Kansas City, MO  
www.ethnographic-research.com



**Focus Pointe Global - Kansas City**  
9233 Ward Parkway, Suite 150  
Kansas City, MO 64114  
Ph. 816-361-0345 or 800-628-3428  
kansascity@focuspointeglobal.com  
www.focuspointeglobal.com  
Jim Finke, Facility Director  
(See advertisement on p. 3)

**Infegy**  
Kansas City, MO  
www.infegy.com

**Insights Meta**  
Kansas City, MO  
www.insightsmeta.com

**Interviewing Greater K.C.**  
Raytown, MO  
www.igkc.com

**Lawrence-Leiter & Co.**  
Blue Springs, MO  
www.lawrence-leiter.com

**MRD Market Research Department**  
Lees Summit, MO  
www.themarketresearchdepartment.com/

**Q & A Focus Suites on the Plaza**  
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Kansas City, MO 64112  
Ph. 800-706-3467 or 913-341-4245  
craig.wong@qar.com  
www.QAFocusSuites.com  
Craig Wong, Executive Vice President

**Service Management Group, Inc. (SMG)**  
Kansas City, MO  
www.smg.com

**The Pert Group (Br)**  
Kansas City, MO  
www.thepertgroup.com

**Two West Inc.**  
Kansas City, MO  
www.twowest.com

## St. Louis

**Any Small Town Market Research (Br.)**  
St. Louis, MO

**Automotive Insights LLC**  
St. Louis, MO  
www.automotiveinsights.com

**The AVALA Marketing Group**  
St. Louis, MO  
www.avalamarketing.com



**Brädo Creative Insight**  
1000 Clark Ave.  
3rd Floor  
Saint Louis, MO 63102  
Ph. 314-621-9499  
Angie.Wilmering@brado.net  
www.brado.net/

At Brädo Creative Insight, we believe research must inspire your team to align and quickly solve the right problem. We believe that in a world of parity, brands must differentiate on insight and how your brand starts the conversation with your customer. Brädo is a strategic research agency comprised of creative strategists – people with advertising agency, creative, planning and research backgrounds as well as brand management experience. We are not classically trained researchers; we are creatively trained problem solvers. We leverage our backgrounds and skills to provide creative insight. Creative insight is the difference between providing interesting observations and making a recommendation that sparks a creative epiphany. Our creative insight tools inform and inspire breakthrough advertising, help eliminate false starts during creative development and foster unbiased decision-making when optimizing ideas. Creative insight is the difference between a brand team wallowing in uncertainty and advancing with confidence.

**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  
(See advertisement on p. 52)

**Cluff, Inc.**  
Strategic Market Research  
St. Louis, MO  
www.cluff-inc.com



COMMUNICATIONS FOR RESEARCH  
**Communications For Research, Inc.**

699 W. Woodbine Ave.  
St. Louis, MO 63122  
Ph. 573-775-4550  
info@cfrinc.net  
www.cfrinc.net  
Curtis Burrow, VP; Director Research Services  
Colson Steber, VP; Business Development

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**Emotive Analytics**  
5862 Delor St.  
St. Louis, MO 63109  
Ph. 314-752-0564  
paul@emotiveanalytics.com  
www.emotiveanalytics.com/  
Paul Conner, CEO Chief Emotive Officer

Emotive Analytics is a consumer research company that specializes in revealing the emotional dynamics of consumer and shopper behavior to help its clients develop emotionally engaging products, services, and their marketing. Research in neuroscience and psychology has shown that emotions and feelings are the primary drivers of humans, which includes consumer behavior. Emotive Analytics has special expertise in implicit (i.e., automatic, non-intentional, non-controllable, non-conscious and system one) techniques, including both quantitative (e.g., psychophysiological and implicit association) and qualitative (e.g., projectives, relaxed mind state and psychodrama interviewing). Emotive Analytics works with behavioral science experts in relevant fields, many at the Ph.D. level.

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(Br.) indicates a branch office



#### Focus Pointe Global - St. Louis

1650 Des Peres Road, Suite 110  
St. Louis, MO 63131  
Ph. 314-966-6595 or 800-992-2139  
stlouis@focuspointeglobal.com  
www.focuspointeglobal.com  
Tonie Covelli, Facility Director  
(See advertisement on p. 3)

#### GfK Kynetec

St. Louis, MO  
www.gfk-kynetec.com

#### Great Questions, LLC

P.O. Box 303  
St. Louis, MO 63022  
Ph. 636-399-7746  
Krista@GreatQuestionsCompany.com  
www.GreatQuestionsCompany.com  
Krista Knuffman, Chief Discovery Officer

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In Affiliation with Schlesinger  
1000 Clark Ave.  
St. Louis, MO 63102  
Ph. 314-269-1560  
GGreen@SchlesingerAssociates.com  
www.schlesingerassociates.com  
Gabriel Green, Facility Manager

Schlesinger Associates is a leading data collection company offering a broad range of qualitative and quantitative research solutions. Working in partnership with you, we provide outstanding recruitment and project management for any methodology, including online surveys, online communities, telephone interviews, ethnographies, quantitative, webcam focus groups, traditional focus groups and in-depth interviews. We also offer a range of research labs for behavioral and emotional measures. Our commitment to quality and innovation ensures your study is powered by the best technology and the best team available. Our global management solutions team takes care of your international studies in any country, any language and any culture with just one knowledgeable point of contact throughout. Our 23 high-specification focus group facilities are located in key markets across the U.S., in the U.K., France and Germany.  
(See advertisement on inside front cover)

#### Ipsos

Ipsos Forward Research  
St. Louis, MO  
www.ipsos-na.com



#### L & E Research

Maplewood - Central  
7305 Marietta Ave.  
St. Louis, MO 63143  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
John Cimino, Client Relationship Manager

Let L&E show you our second Missouri facility: the best in St. Louis. Positioned in the Maplewood district, it is the only focus group facility in the area with a full test kitchen, including ovens, spacious reach-ins and the ability to run up to 28 microwaves at a time. It is also the largest central location testing room in St. Louis, making it ideal for large focus groups and mock trials. Easy to get to and situated in the historic town center of Maplewood, you will also find plentiful parking and easy access to cafés, restaurants and a number of eclectic shops.



#### L & E Research

Frontenac - West  
10403 Clayton Road  
Suite 115  
St. Louis, MO 63131  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Kendra Williams, Director Business Development

It's only appropriate that L&E has two facilities in the "Show Me" state, and we are eager to show you why. In our first St. Louis facility, high technology meets historic charm in the lovely Le Chateau Village in the Frontenac district. Just steps away from local restaurants, accommodations and upscale shopping - and only 15 minutes from® Lambert-St. Louis International Airport (STL) our facility provides two focus group rooms totaling 1500 square feet. Catering is available in all rooms, and the kitchen provides ample space for storage and food preparation.

#### The Lindberg Group, Inc.

Chesterfield, MO  
www.TheLindbergGroup.com



#### 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

Lucas Market Research LLC is top rated in St. Louis by Impulse Surveys 2015. We exceed your expectations with quality recruiting/experienced staff/99% show rates. Facility offerings include three spacious/contemporary client suites w/private entrance/restrooms, closed-circuit/high-speed wireless internet, FocusVision/LucasLive streaming/ 42" flat screens w/VGA/HDMI, test kitchen, on-site recruiting. We provide an optimal venue for CLT's/Trial Prep/Mock Trials. Maximum results with diverse STL Metro demographics. 1000 square foot presentation room/ up to 4 deliberation rooms. Specialty audiences: healthcare, consumer, child/teen/seniors, B2B/professional, radio/music/media/entertainment, education. We are committed to the complete success of your qualitative/quantitative projects.

#### M & M Market Management

Chesterfield, MO  
www.mmmktgmt.com

#### Market Probe US - St. Louis

St. Louis, MO  
www.marketprobe.com

#### Carol Max Marketing Services, Inc.

P.O. Box 411245  
St. Louis, MO 63141  
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carol@carolmaxmarketing.com  
www.carolmaxmarketing.com  
Carol C. Max, President

Only greater St. Louis service covering total aspects of in-store testing, store audits, distribution checks, product purchases, controlled store tests and on-site intercepts. Satellite Missouri and Illinois coverage.

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www.metaphase.com

#### O'Connell Group, LLC (Br.)

Olive Corporate Center  
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Ph. 314-997-0770  
search@oconnellgroup.com  
www.oconnellgroup.com  
Kris S. Holmes, Principal  
Dixon A. Smith, Principal



MARKETING RESEARCH, INC.

#### Peters Marketing Research, Inc.

12400 Olive Blvd., Suite 225 and 308  
St. Louis, MO 63141  
Ph. 314-469-9022  
jennifer@petersmktg.com  
www.petersmktg.com  
Jennifer Peters Scott, VP, Operations

You can count on Peters Marketing Research (PMR) to offer the knowledge, skills and experience to not only meet your needs, but exceed your expectations. After more than a half-century of service to the marketing research industry, no project is too challenging for us to handle, no detail too small to escape our meticulous attention and commitment to client service. Maybe that's why for the 21st year PMR was named an Impulse Guide "Top Rated" focus group facility - an achievement only eight other facilities in the world can claim. In addition to a world-class qualitative research facility and services, we offer a full range of quantitative services, proprietary software and technology, online surveys, in-home testing, on-site taste tests and extensive business, medical and consumer databases. PMR is centrally located in St. Louis County, offering convenient hotel accommodations and easy access to St. Louis International Airport.

#### The Petruccio Consultants

St. Louis, MO

#### Philips & Associates, Inc.

Ballwin, MO  
www.philipsgroup.com





**Pinnacle Research Group, LLC**  
6 Lakeside Drive  
Suite 105  
Perryville, MO 63775  
Ph. 573-547-3358  
info@pinnacleresearchgroup.com  
www.pinnacleresearchgroup.com  
Tanya Mingione, President

Pinnacle Research Group is a think tank of educated, intelligent, forward-thinking professionals (psychologists, sociologists, marketers) who combine psychological insight and theories with real-world experience to take your research efforts further. Our unique approach provides deeper exploration and understanding of motivations, behavior and perceptions. Our philosophical approach is simple: Dig deep. Leave no stone unturned. Provide a fresh perspective to clients. Do it all while maintaining an intense focus on quality and excellence.  
(See advertisement on p. 313)

## Pragmatic Research, Inc.

Practical Research for Marketing Decisions

**Pragmatic Research, Inc.**  
200 S. Hanley Suite 420  
St. Louis, MO 63105  
Ph. 314-863-2800  
ds@pragmatic-research.com  
www.pragmatic-research.com  
Paul Hagelstein

Pragmatic Research Inc. provides professional recruiting, using only our experienced and trained staff. Precise, quality recruiting is conducted in-house, under supervision, using our own consumer and professional databases as well as targeted lists. We have 24 CATI (computer-assisted telephone interviewing) equipped phones, with monitoring capability. We take the extra measures necessary to ensure excellent show rates. Our focus group room is 22x16 ft., seating up to 13. The client viewing room is 15x16 and seats 12, with two-tier seating.

**Prell Organization 132**  
Chesterfield, MO  
www.prellorg.com

**RealityCheck**  
2033 N. Geyer Road  
St. Louis, MO 63131  
Ph. 810-599-9440  
rayf@realitycheckinc.com  
www.realitycheckinc.com  
Ray Fischer

RealityCheck is a consulting group that uses cutting edge techniques and technology to humanize market research. We help you find insights that transform your business by engaging your consumers as real people and analyzing what they say in a way that inspires action and illuminates possibilities. Whether in-person or online, our research approaches break through barriers and gain deeper and more emotionally connected insights. To participants and clients our methods don't look or feel like research. Instead, we stimulate engaging, human conversations that produce meaningful insights. RealityCheck is a pioneer in the development and use of online technology in qualitative research. And our in-person methods such as ethnography, psychological interviews and creative group-based techniques involve clients and engage respondents in ways they never imagined. Online, offline or combined, we specialize in providing innovative, customized qualitative research solutions to our clients.

**The Research & Planning Group, Inc.**  
St. Louis, MO  
www.researchplan.com/

**Service Excellence Group, Inc.**  
St. Louis, MO  
www.serviceexcellencegroup.com

**Solution Data Systems**  
St. Louis, MO  
www.sds-usa.com

**Strategic Marketing Research & Planning**  
Chesterfield, MO  
www.smrp.net

**Test America, a division of CRG Global**  
Chesterfield Mall  
291 Chesterfield Center, Suite 2036  
Chesterfield, MO 63017  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
(See advertisement on p. 83)

**Two Cents Consumer Insights**  
St. Louis, MO  
www.twocents-insights.com

**Unicom - ARC**  
Attitude Research Division  
St. Louis, MO  
www.unicomarc.com

**Westgate Research, Inc.**  
St. Louis, MO

**Zeis Group/Research Associates**  
St. Louis, MO  
www.zeisgroup.com

## Montana

### Billings

**JL Market Research**  
Billings, MT  
www.jlmarketresearch.com

**Tooley Communications**  
Billings, MT

### Bozeman

**Advantage-One Marketing**  
Bozeman, MT  
www.advantage-one.org

**The Brandt Group**  
Bozeman, MT  
www.thebrandtgroup.com

**M+M Research**  
Bozeman, MT  
www.mandmresearch.com

### Great Falls

**Market Research Group**  
Great Falls, MT  
www.joeseipel-marketresearchgroup.com/ContactUs

## Nebraska

### Alliance

**CLARUS Corporation**  
Alliance, NE  
www.claruscorporation.com

### Lincoln

**Cross Financial Group**  
Lincoln, NE  
www.crossfinancial.com

**Fairfield Research, Inc.**  
Lincoln, NE  
www.cybersurvey.com

**National Research Corporation**  
Lincoln, NE  
www.nationalresearch.com

**Regulus Communications, Inc.**  
Lincoln, NE  
www.regulus.com

**Service Research Corporation**  
Lincoln, NE  
www.serviceresearch.com

**Snitily Carr**  
Lincoln, NE  
www.creative.firespring.com/

### Omaha

**C&C Market Research - Omaha**  
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Omaha, NE 68144  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on p. 52)



CUSTOMER SERVICE  
PROFILES

**Customer Service Profiles (CSP)**  
12020 Shamrock Plaza  
Suite 310  
Omaha, NE 68154  
Ph. 402-399-8790 x101  
jberigan@cspfiles.com  
www.csp.com  
John Berigan, Exec. Vice President

Customer Service Profiles (CSP) is a premier provider of customer experience management programs and market research solutions. We are a full-service research organization with over 25 years of experience helping our clients gain knowledge from customer surveys that provide actionable analysis to ultimately improve the customer experience. CSP provides thought leadership and innovative research solutions that are tailored to the unique objectives of each client. We offer multiple methodologies within our many products and services and what differentiates us from the competition is the consultation we provide to help our clients understand how to take action on their research results. Our mission with every client is to provide a clear roadmap to service quality excellence that will produce improved customer service, increase customer loyalty and promote customer advocacy. CSP's ongoing voice of the customer research includes Customer Experience programs, telephone surveys and Web-based surveys. Our point-in-time assessment research includes customer relationship assessments, brand awareness studies, recently-closed relationship assessments, competition assessments and internal service assessments.

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**Focus Enterprises**  
Boys Town, NE

**The Gallup Organization - Omaha**  
Omaha, NE  
www.gallup.com

**infoUSA Inc.**  
Papillion, NE  
www.directoriesusa.com



**The MSR Group**  
Westroads Office Park  
1121 N. 102nd Court, Suite 100  
Omaha, NE 68114-1947  
Ph. 402-392-0755  
info@themsgroup.com  
www.themsgroup.com  
Rob Noha, Senior Vice President  
Sara Martens, Vice President

The MSR Group provides companies with strategic insights, using a full range of qualitative and quantitative research to explore perceptions and identify opportunities. Our industry-leading customer satisfaction and advocacy measurement program, APECS®, helps companies improve customer experience and drive revenue. We also provide branding research, advertising and concept testing, feasibility studies and more. Rated one of the world's top focus group facilities. Quality in-house data collection through our 250-station CATI call center. Independent research services with no outsourcing.

**Paradigm Solution Corp.**  
Omaha, NE  
www.paradigmsol.com

**Professional Research Consultants**  
Omaha, NE  
www.prconline.com

**SKAR Advertising and Research**  
Omaha, NE  
www.skar.com

**Wiese Research Associates, Inc.**  
Omaha, NE  
www.wraresearch.com

**Nevada**

**Las Vegas**



**All Digital Rewards**  
349 Lake Havasu Ave. S.  
Suite 104  
Lake Havasu City, AZ 86403  
Ph. 866-551-5794  
www.alldigitalrewards.com  
support@alldigitalrewards.com  
(See advertisement on p. 281)

**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  
(See advertisement on p. 52)

**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  
(See advertisement on p. 191)

**Data Vision Research, Inc.**  
Las Vegas, NV  
www.dvrinc.com

**The Dunvegan Group Inc.**  
Las Vegas, NV  
www.dunvegangroup.com

**Global Market Advisors, LLC**  
Las Vegas, NV  
www.gamingmarketadvisors.com/



**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  
Maria Calimano, Vice President, Operations  
Deborah Howard, Recruiting Manager  
Lisbeth Couturier, VP Client Services/Moderator

**McGuire Research Services, Inc.**  
Las Vegas, NV  
www.mcguire-research.com

**Performance Insights**  
2470 Saint Rose Parkway  
Suite 107  
Henderson, NV 89074  
Ph. 702-269-8101  
performanceinsights@cox.net  
Victor Matera, President

**Plaza Research-Las Vegas**  
Henderson, NV  
www.plazaresearch.com



**Precision Opinion**  
101 Convention Center Drive, P125  
Las Vegas, NV 89109  
Ph. 702-483-4000  
info@precisionopinion.com  
www.precisionopinion.com  
Jim Medick, President  
Precision Opinion for the past 20 years has been the most prestigious name in market research for quantitative and qualitative data collection. Compliant with HIPPA and ISO 20252, the Las Vegas based company provides high-tech quantitative data collection services via phone and the internet. Qualitative research is conducted at the state-of-the art Las Vegas focus group facility Precision Focus+. Precision Opinion Phone is home to 500+ CATI stations powered by

Voxco and Pronto 6 Predictive Dialers. Methodologies include landline, cell, IVR, online and multi-mode. The highly regarded patent pending Precision Opinion Online platform incorporates a cost effective flat fee pricing structure that allows clients to conduct as many surveys as they may require for one low price. There is never a charge per complete thus allowing for more data and ultimately deeper analysis. On the qualitative side, Precision Opinion's Focus+ offers 3 modern focus group suites, IDI rooms and a magnificent 48-seat movie theater. Precision Opinion's clients' include social science researchers, government agencies, Fortune 500 companies, associations, and highly regarded research corporations in CASRO and AAPOR. Precision Opinion is headquartered in a 30,000 sq.-ft. progressive facility 100 yards from the world-famous Las Vegas Strip. To discuss how a relationship with Precision Opinion might benefit your firm, call 702-483-4000 or email info@PrecisionOpinion.com.  
(See advertisement on pp. 7, 133, 197)

**Primer Research, Inc.**  
Las Vegas, NV  
www.v-primer.com

**QSI Specialists**  
A Div. of Global Intelligence Network  
Las Vegas, NV  
www.qsispecialists.com/

**Scott C. Solis Market Research (SCSMR)**  
A Data Collection Firm  
Las Vegas South Premium Outlets  
Las Vegas, NV 89123  
Ph. 408-834-5295  
vegas@scsmr.com  
www.scsmr.com  
Trevor A. Davis, Manager

**Survey Technology & Research Center (STR)**  
4509 W. Sahara Blvd.  
Las Vegas, NV 89102  
Ph. 800-482-3550  
info@strcenter.com  
www.strcenter.com  
Gregg Kennedy, President  
Meg Ryan, Vice President



**Television City Research Lab**  
MGM Grand Las Vegas  
3799 Las Vegas Blvd. S.  
Las Vegas, NV 89109  
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(See advertisement on p. 83)

## 100% TCPA Cell Phone Compliant

Recent FCC changes took place on June 18th of this year in the Telephone Consumer Protection Act. Those changes present our companies with challenges that immediately alter the methods in how cell phone research is conducted. The revised regulations and operating environment places expensive penalties on improper cell phone dialing that now represents over 60% of market research calls. No association, research firm or company can afford to conduct telephone market research and not be in compliance.

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(See advertisement on p. 197)

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(See advertisement on p. 137)

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www.gfkmri.com

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New York, NY  
www.g-groupmarketing.com

**Gilbert Information Systems**  
Pawling, NY  
www.gilbertinformationsystems.com

**Global Strategy Group**  
New York, NY  
www.globalstrategygroup.com/

**Goodmind**  
New York, NY  
www.goodmind.net

**GRBN**  
Global Research Business Network  
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www.grbn.org

**Hall & Partners USA, Inc.**  
New York, NY  
www.hallandpartners.com

**Harrigan-Bodick, Inc.**  
Saratoga Springs, NY  
www.harrigan-bodick.com

**Head Research New York**  
New York, NY  
www.head-research.com

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Syosset, NY  
www.normanhechtresearch.com

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www.thehennegroup.com

**Hispanic Central Research Corp**  
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www.hispaniccentralresearch.com



**Horowitz Research**  
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New Rochelle, NY 10801  
Ph. 914-834-5999  
info@horowitzresearch.com  
www.horowitzresearch.com  
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Adriana Waterston, SVP, Insights and Strategy

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**ICC Decision Services**  
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New York, NY  
www.icfi.com

**Illuminas**  
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**In Vivo BVA**  
New York, NY  
www.invivo-bva.com



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New York, NY 10017  
Ph. 212-518-4154  
kevin.kruper@incite.ws  
www.incite.ws  
Kevin Kruper, Managing Director

Incite is a global boutique research consultancy with expertise across a multitude of categories and industries, tailoring the right bespoke design for our clients' needs, whether ethnographic observation work, brand equity modeling or more complex quantitative digital designs. Our key areas of expertise include branding, segmentation, innovation and behavioral change with over 80% of our work taking place on the global stage. We think like, and are trained as, management consultants, who solve clients' problems and develop actionable business strategy that initiates change. Through the application of consulting principles (problem definition, hypothesis-based designs, Pyramid Principle) to the world of research, we identify and communicate superior insights to drive decision-making.

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Ph. 212-584-2323  
info@insightstrategygroup.com  
www.insightstrategygroup.com

Insight Strategy Group is a research-driven strategy firm that inspires its clients to build innovative and impactful experiences for consumers. Insight's business-savvy team of social scientists melds quantitative muscle with qualitative finesse to meet its client's strategic challenges. Insight gets to the deeper truth of what drives people and their relationships to brands and opens possibilities for growth. Founded in 1998, Insight's services include thought leadership studies; segmentation/targeting strategy; brand positioning/strategy; brand tracker studies; pilot testing/concept development; and innovation workshops. Business categories in which Insight specializes include kids (through Insight Kids); media; travel and leisure; fashion and retail; consumer products and electronics; and education/social cause. Insight is based in Tribeca, New York.

#### Insight Werks Int'l Inc.

New York, NY  
www.insightwerks.com

#### Insightful Research

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#### InSites Consulting USA

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www.insites-consulting.com

#### Instar

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www.instarresearch.com



#### Intelli-Sync Ltd.

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#### Intermarket Research, Inc.

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www.ipcgroup.us

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Ipsos Marketing  
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www.ipsos-na.com

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www.ipsos-na.com

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www.kantarhealth.com

#### Kantar Worldpanel

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www.languageconnect.net

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## MarketView Westchester

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Jen@maybemarketresearch.com  
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Jennifer Larsen, Principal

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www.mayeriresearch.com

## MBC Research Center

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www.mbcresearch.com  
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www.m-brain.com

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www.medefield.com

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www.international.mediaanalyzer.com/

## Michael Cohen Group

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www.millwardbrown.com  
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www.millwardbrown.digital.com  
Jean Robinson, COO North America

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New York, NY  
www.minerandcostudio.com

## Mintel International

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www.mintel.com

## MMR Research Worldwide, Inc.

New York, NY  
www.mmr-research.com

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aklein@mswarsresearch.com  
www.mswarsresearch.com  
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MSW-ARS offers a process that helps create more effective communications, improve media allocation, improve ROI and ultimately build more profitable brands. The process is embodied in a suite of products, MSW-ARS'S Brand Building Portfolio, that guides our clients from Brand Planning to Activation and then to In-Market Tracking. We do this with a full array of world class solutions including proprietary survey techniques, facial coding, eye tracking, neuro measurement and media planning & forecasting. While that sounds like a lot there's actually more... we offer a wide range of complementary research solutions including: A&U, segmentation, conjoint, mobile, neuro, and other custom approaches. We Are High Touch... we listen, we design and we deliver, with a customer experience second to none. Our Pricing is More Than Competitive... we have operational efficiencies and a philosophy of delivering value. We Offer Global Capabilities... in both established and emerging markets. And We Are Always Innovating... recently awarded a US Patent for our innovative Outlook® Media Planner.

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## Multivariate Solutions

### Multivariate Solutions

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Ph. 646-257-3794  
michael@mvsolution.com  
www.mvsolution.com  
Michael Lieberman, President

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### Nelson Research, Inc.

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www.nelsonresearch.com



### Netquest

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www.netquest.com  
Bruno Paro, Managing Director USA & Canada

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www.crosstab.com

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White Plains, NY  
www.new-directions-inc.com

### New York Consumer Center

New York, NY  
www.ConsumerCenters.com

### Nicholas Research Associates International, Inc.

New York, NY  
www.nicholasresearch.com

### The Nielsen Company - USA (New York)

New York, NY  
www.nielsen.com

### Nima Hunter Inc.

New York, NY  
www.nimahunter.com

### Northstar Research Partners

New York, NY  
www.northstarhub.com

### Novasel Associates

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### The NPD Group, Inc.

Port Washington, NY  
www.npd.com

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New York, NY  
www.npd.com

### Ocucom Corporation

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www.orcinternational.com  
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White Plains, NY  
www.pk-research.com

### Paradigm

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www.paradigmsample.com

### Peep

insights & revelations  
New York, NY  
www.peepinsights.com

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New York, NY 10017  
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New York, NY 10017  
Ph. 347-687-3786  
carly.fink@provokeinsights.com  
www.provokeinsights.com  
Carly Fink, Principal, Dir Res. & Strategy

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Brooklyn, NY  
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**Quality Information Center**  
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www.qicdata.net

**QuestManager**  
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www.questmanager.com

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(See advertisement on p. 15)

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(See advertisement on p. 172)

**Recruit and Field Inc**  
Recruit and Field Inc (Br)  
54 Sunnyside Blvd.  
Suite I  
Plainview, NY 11803  
Ph. 877-359-7255  
info@recruitandfield.com  
www.recruitandfield.com  
Josh Dyszel, Managing Director

**Recruit and Field Inc (Br)**  
Recruit and Field Inc  
244 Fifth Ave., Suite 2284  
New York, NY 10001  
Ph. 877-359-7255  
Josh@recruitandfield.com  
www.recruitandfield.com  
Josh Dyszel, Managing Director  
Kristin Amerouso, Assistant Director  
Denise Pellegrino, Project Manager

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**Renaissance Research & Consulting**  
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www.renaiss.com

**Renaissance Research & Consulting (Br.)**  
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www.renaiss.com

**The Research Associates**  
New York, NY  
www.theresearch.com

**The Research Department**  
New York, NY  
www.researchdepartment.us.com

**Research Management, Inc.**  
Selden, NY  
www.resmanage.com

**Research Resources**  
New York, NY

**Research Solutions, Inc.**  
Sayville, NY  
www.rsonline.net

**The Retail Feedback Group**  
Plainview, NY  
www.retailfeedback.com

**RKS Research & Consulting**  
Brewster, NY  
www.rksresearch.com

**Roslow Research Group**  
Port Washington, NY  
www.roslowresearch.com



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#### RRU Research - Fusion Focus

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New York, NY 10016  
Ph. 718-222-5600  
mlivia@RRUResearch.com  
www.rruresearch.com/  
Maryanne Livia, President

RRU Research, formerly known as Recruiting Resources, was established in 1975 at the onset of the technology revolution in market research. Over the years, we have matured into a qualitative recruiting powerhouse, professionally staffed with recruiters in New York and major markets across the U.S. Fusion Focus, our five room state of the art and fully renovated research facility is located on Park Avenue South in Midtown Manhattan. We are large enough to recruit multiple projects for multiple clients in multiple cities while still maintaining the intimacy necessary to give each client our personal care and attention. Our extensive respondent database and professional screening expertise can accommodate any specifications. Please give us a call today!

#### The RYSA Group

Searingtown, NY  
www.therysagroup.com

#### Sachs Insights

New York, NY  
www.sachsinsights.com



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#### Sample Solutions

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www.samplesolutions.com  
Steve Gittelman, Chief Science Officer  
Elaine Trimarchi, Executive Vice President

Through Sample Source Auditors™, a division of Mktg Inc., we have created Sample Solutions™, which applies the science it has gleaned from seven years of studying online samples to assist clients in achieving a better sample frame. It all started with the Grand Mean Project® where we studied hundreds of panels around the world. We examine panels for consistency and certify panels for different levels of consistency and quality. With Sample Solutions™, each study is overseen by a sampling scientist with an advanced degree whose sole responsibility is to oversee quality and suggest and enforce best practices. Part of our standard protocol is to embed quality metrics and controls, which we call Q-Metrics™, into surveys we execute so that we can properly diagnose respondent engagement and minimize satisficing. We have chosen our strategic sampling partners by matching them to the grand mean standard to find the best behavioral fit on the market. Our standard practices for quality exceed those of any provider in the industry.

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East Meadow, NY



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AJ Shaw, VP Qualitative Solutions  
Lizabeth Bloom, VP Qualitative Solutions

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#### Scorpio Research Inc (Br)

Scorpio Research Inc  
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Suite 21A  
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Ph. 212-510-7860  
info@ScorpioResearch.com  
www.scorpiorsearch.com  
Ilana Drucker, President

#### SE Surveys Inc.

New York, NY

#### SERMO

New York, NY  
www.SERMO.com

#### Service Evaluation Concepts, Inc. (SEC)

Woodbury, NY  
www.serviceevaluation.com



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www.shcuniversal.com/  
Jerry Arbittier, President of Healthcare  
Larry Schneider, Chief Sales & Mktg Officer

SHC Universal is a full-service health care data collection company with access to over two million health care professionals worldwide and sufferers/patients in the U.S. and Canada. SHC Universal specializes in interviewing physicians, nurses, pharmacists, payers, hospitalists, allied HCP professionals working in physician offices, hospitals and clinics, dentists, vets, ophthalmologists, optometrists and other health care professionals for both qualitative and quantitative research projects. Our unique panel-plus sampling technique and SHC Hub enables us to reach more physicians, match a higher percent of a client's list and provide more representative samples.

#### SHC Universal

New York, NY  
www.shcuniversal.com

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www.sheridansquare.com

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www.showmeconsulting.com

#### Side Smirk

New York, NY  
www.sidesmirk.com



#### SIS International Research, Inc.

Worldwide Headquarters  
11 E. 22nd St., 2nd Floor  
New York, NY 10010  
Ph. 212-505-6805  
research@sisinternational.com  
www.sisinternational.com  
Ruth Stanat, President

SIS International is a leading global full-service market research and market intelligence firm, established in 1984. Our research focus includes consumer, medical and business-to-business research. Our research services include opinion and perception; segmentation; satisfaction and loyalty; behavior usage and attitude; branding; competitive intelligence; pricing; usability testing; stakeholder audits; and market entry/sizing. Other specialties including advertising, positioning, packaging, emerging markets, ethnic, product, event, key opinion leader, industrial, IT and strategic research. Our methods include focus groups, ethnography, home visits, mall intercepts, CATI telephone, in-depth interviews, central location testing, mystery shopping, secondary desk research, analytics and online surveys.

#### SIS Market Research - Focus Group Facility

SIS International Research Inc  
11 E. 22nd St.  
FL 2  
New York, NY 10010  
Ph. 212-505-6805  
research@sisinternational.com  
www.sisinternational.com  
Ruth Stanat, Client Relations & President

#### Small Planet Research

Goldens Bridge, NY

#### SOHO Research Centre

New York, NY  
www.sohoresearchcentre.com

#### Sophisticated Market Research

North Salem, NY  
www.sophisticatedmarketresearch.com



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sfrinc@rcn.com  
Phyllis Morrow, President

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**SPAR/Burgoyne Retail Services, Inc.**

Ehrhart-Babic/NRTI (Nat'l. Retail Tracking Index) Div.  
Tarrytown, NY  
www.sparinc.com

**SQAD Inc.**

Tarrytown, NY  
www.squad.com

**Stat One Research NYC**

Stat One Research  
New York, NY  
www.svsys.com

**Stephen-Bradford Search**

CCG-Market Research Practice  
New York, NY  
www.stephenbradford.com

**Sticky**

(Formerly EyeTrackShop)  
New York, NY  
www.sticky.ad

**Strategic Insights**

Port Washington, NY  
www.strategicinsightsinc.com

**StrategyOne, New York**

New York, NY  
www.strategyone.com

**Stratmar Retail Services**

Div. Of Stratmar Systems, Inc.  
Port Chester, NY  
www.stratmar.com

**SunResearch**

New York, NY  
www.suninsights.com

**Surveys Unlimited, Inc.**

East Meadow, NY  
www.members.aol.com/nysurveys/index.htm l

**T.S.I.**

Huntington, NY  
www.huntington-atrrium.com



**Target Research Group Inc.**

515 Airport Executive Park  
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greg.spagna@targetresearchgroup.com  
www.targetresearchgroup.com  
Greg Spagna, CEO

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**Teikoku Databank America, Inc.**

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**Telmar Information Services Corp.**

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**TelStar (USA) Inc.**

Commack, NY  
www.telstarusa.net

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

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Yorktown Heights, NY 10598  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
(See advertisement on p. 83)

**Think Conservatory**

Brooklyn, NY  
www.thinkconservatory.com



**thinonline**

116 E. 27th St.  
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www.thinonline.com  
Yaron Brenman, Managing Director

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**Thomson Reuters**

New York, NY  
www.thomsonreuters.com

**TiVo, Inc.**

New York, NY  
www.tivo.com/business/mediaresearch

**TNS**

New York, NY  
www.tnsglobal.com

**TNS Media Intelligence**

New York, NY  
www.tns-mi.com

**Toppmeyer Research, Inc.**

New Hyde Park, NY  
www.toppmeyerresearch.com

**TransPerfect Translations**

New York, NY  
www.transperfect.com

**Ubiquis Reporting**

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www.ubiquis.com



**UC Translations**

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jonathan@uctranslations.com  
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www.linkedin.com/in/lizvanpatten/



**VeraQuest, Inc.**

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www.veraquestresearch.com  
Jordan Losen, President  
Peter Gold, CEO

VeraQuest, a global provider of consumer and shopper insights, occupies the white space between omnibus research and custom research. That means we're able to exploit the cost, timing and sample advantages of omnibus research while maintaining the benefits usually reserved for custom research, such as adding targeted sample and providing written analyses. Take advantage of our simple, cost-effective per-question pricing scheme while we provide: creative approaches from our survey design experts at no additional cost; a standard of 1,500 interviews and when 1,500 is not sufficient, a no-hassle way to augment samples with more a general population or targeted respondents; advanced analytics - such as Van Westendorp and TURF analyses- for clients who need more analytical heft; and a PowerPoint analysis at no charge. Data is typically provided two- to- three days after fieldwork followed by a PowerPoint analyses, available two days later.

**Video Chat Network**

Scarsdale, NY  
www.videochatnetwork.net

**Video Research USA, Inc.**

New York, NY  
www.videor.co.jp/eng/company/vrusa.html

**View-Finders Market Research, Inc.**

Pearl River, NY  
www.view-finders.com

**Vision Critical**

New York, NY  
www.visioncritical.com

**Voxco U.S.**

304 Park Ave. S.  
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vincent.auger@voxco.com  
www.voxco.com  
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**WACS Insights and Strategy Custom Research**

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www.wacsurvey.com

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#### The Wagner Group, Inc.

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twg@wagnergrp.com  
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New York, NY  
www.wsm-inc.com

#### Whitman Insight Strategies, LLC

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www.whitmanstrategies.com

#### Wimmer & Associates

Qualitative Research Consulting  
Brooklyn, NY

#### Ypulse, Inc.

New York, NY  
www.ypulse.com

#### Zebra Strategies

New York, NY  
www.zstrategies.net

#### Ziment Associates, Inc.

New York, NY  
www.ziment.com

#### Paul Zuckerman & Associates

New York, NY  
www.paulzuckerman.com

## Poughkeepsie

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(See advertisement on p. 17)

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www.adelmanresearchgroup.com

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tion, market assessments, needs analysis and product development research and is a link to the voice of the customer utilizing traditional and emerging quantitative and qualitative methodologies. ARG also provides respondent recruitment, facility and field management services for focus groups, proprietary panel development, IDIs, online research and product testing.

#### BRX Global Research Services

Rochester, NY  
www.brxresearch.com

#### Concentrix Corporation

Pittsford, NY  
www.concentrix.com

#### Consumer Insights

Rochester, NY  
www.consumerinsights.com

#### Datamonitor

Canandaigua, NY  
www.datamonitor.com

#### Dixon Schwabl

Victor, NY  
www.dixon schwabl.com

#### Harvey Research, Inc.

Fairport, NY  
www.harveyresearch.com

#### Industry Analysts, Inc.

Rochester, NY  
www.industryanalysts.com

#### Karlamar Associates, LLC

Mendon, NY  
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www.kjtgroup.com

#### The Medical Panel™

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www.TheMedicalPanel.com  
Nina Nichols, President

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Rochester, NY 14623  
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Chris@opinionstld.com  
www.opinionstld.com  
Chris Sluder, Vice President

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#### Tipping Point Communications

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#### Usability Associates

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www.usabilityassociates.com



## Syracuse

**Delta Marketing Dynamics**  
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www.deltamarketingdynamics.com

**KS&R**  
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www.ksrinc.com

**KS&R's INSITE**  
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**Linescale**  
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**Research & Marketing Strategies, Inc.**  
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Baldwinsville, NY 13027  
Ph. 315-635-9802 or 866-567-5422  
info@RMSResults.com  
www.RMSResults.com  
Mark Dengler, President

**Trainer Associates**  
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www.trainer.com

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vincentjg@vincentmccabe.com  
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## North Carolina

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Asheville Mall  
3 S. Tunnel Road, Suite K-18  
Asheville, NC 28805  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on p. 52)

**Clarity Research LLC**  
Brevard, NC  
www.clarityresearch.net/

**DoctorDirectory.com, Inc.**  
Asheville, NC  
www.contactdd.com

## Charlotte

**Accelerant Research**  
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1242 Mann Drive  
Suite 100  
Matthews, NC 28105  
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paulr@accelerantresearch.com  
www.accelerantresearch.com  
Paul Rubenstein, Ph.D., President

Accelerant Research is a full-service marketing research and consulting firm located in Charlotte, NC. Our mission is to help companies grow their brands and strengthen customer ties, faster. In partnering with Accelerant Research our clients will experience - every day, on every project - a level of client service and analytic insight we believe is not offered by other suppliers. Each project is led by a principal of the firm, and every project employs a team-based approach to serve our clients best.



**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  
Mimi Rambo, Vice President of Operations

AOC Marketing Research has been ranked top three in the nation for recruiting two years in a row, according to Impulse Survey of Focus Facilities 2014 and 2015. Our specialties are focus groups, in-depth interviews and large quota taste tests, central location tests, in-home use tests and other in-person research in our Southeast facility. Expanded in 2014, all four of our interviewing rooms are within their own private suites. Each suite has a private lounge, office, restroom, an outside entrance/exit and separate HVAC zones for clients and participants. We have the latest in technology including 27 notebook computers, wireless Internet with backup, digital audio and video and FocusVision videostreaming. AOC is an owner-operated facility in a one story secluded office park and a member of our management team is on-site to supervise the implementation of every project. Our work environment encourages dedication and excellence and we take pride in delivering respondents who are exactly on spec.

**Blass Communications**  
Charlotte, NC  
www.blasscom.com

**Blumenthal Qualitative Research**  
Huntersville, NC  
www.bqresearch.com

**C&C Market Research - Charlotte**  
Westfield Eastridge Shopping Centre  
246 N. New Hope Road, Suite 120  
Gastonia, NC 28054  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on p. 52)

**Clark & Chase Research**  
Charlotte, NC  
www.clarkandchase.com

**D/R/S HealthCare Consultants**  
Charlotte, NC

**The Daniel Group**  
Charlotte, NC  
www.thedanielgroup.com

**IMR Research Group, Inc.**  
Charlotte, NC  
www.imrgroupinc.com

**Inner Response, Inc.**  
Charlotte, NC  
www.inner-response.com



**L & E Research**  
4824 Parkway Plaza Blvd.  
Suite 110  
Charlotte, NC 28217  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Kendra Williams, Director Business Development

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.

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Charlotte, NC  
www.lciweb.com

**LRW (Lieberman Research Worldwide) (Br.)**  
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Charlotte, NC 28277  
Ph. 704-944-3219  
info@LRWonline.com  
www.LRWonline.com  
Joan Cassidy, VP

**Management inSites Inc**  
Charlotte, NC  
www.managementinsites.com

**Percept Research Inc.**  
Charlotte, NC  
www.perceptresearch.com

**Research Inst. for Cooking & Kitchen Intelligence**  
RICKI  
Charlotte, NC  
www.kitchentrends.org



**Spectrum Discovery Center**  
222 Oak Ave.  
Kannapolis, NC 28081  
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discovery@sensoryspectrum.com  
www.spectrumdiscoverycenter.com  
Erin Byrnes, Sr. Project Manager

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(See advertisement on p. 263)

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www.voccii.com  
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Ph. 800-443-7344 or 336-721-1140  
gkelley@bellomyresearch.com  
www.bellomyresearch.com

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(See advertisement on p. 183)

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(See advertisement on p. 169)

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John Cimino, Client Relationship Manager

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Kathi Stewart, Project Director

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www.mv-research.com  
Tyler McMullen, President  
Tina Rucker, Senior Vice President

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**Research 13**  
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**Research Into Action, Inc.**  
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jane.peters@researchintoaction.com  
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Jane Peters, Principal

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**Service Quality Marketing Research & Communication**  
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**Short Web Survey, Inc.**  
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crgsales@crgglobalinc.com  
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(See advertisement on p. 83)

**TNS Retail & Shopper**  
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www.mdcresearch.com  
Bert Lybrand, Account Executive



**VuPoint Research**  
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www.ccmarketresearch.com  
(See advertisement on p. 52)

**C.H. Souweine Associates**

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**CENTRIS**

Horsham, PA  
www.centris.com

**CETRA Language Solutions**

Elkins Park, PA  
www.cetra.com

**Competitive Innovation LLC**

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**The Consumer Network, Inc.**

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www.consumer-network.org

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**Creative Marketing Solutions, Inc.**

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(See advertisement on p. 3)

**Focus Pointe Global - Online**

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Ph. 215-561-5500 or 888-873-6287  
OneCall@FocusPointeGlobal.com  
www.focuspointeglobal.com  
Ileen Branderbit, Executive VP  
(See advertisement on p. 3)



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Horsham, PA  
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**Industrial Research Center**

Glen Mills, PA  
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**InfoCommerce Group Inc.**

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Ph. 267-470-4602  
rmiller@mv-research.com  
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Rob Miller, Executive VP



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www.maximumresearch.com  
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Beth Dworkin, V.P. Client Services

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www.meliorgroup.com

**Meridia Audience Response**  
Plymouth Meeting, PA  
www.meridiaars.com

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**Motivation Mechanics**  
Philadelphia, PA  
www.motivationmechanics.com

**MSI International East, Inc.**  
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**MSP Analytics**  
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info@naxionthinking.com  
www.naxionthinking.com  
Susan Schwartz McDonald, Ph.D., CEO

NAXION (formerly National Analysts Worldwide) is a unique research-driven consultancy that integrates sophisticated methodologies with specialized industry expertise to guide important business decisions. The firm is distinguished by balanced expertise in methods and marketing, over a century of inventive thinking focused on real-world application and the advantages of global reach with a cordial boutique style of client service. Exceptional commitment to client partnership enables us to support companies programmatically and cost-effectively, building on successful research outcomes and sustained collaborations to guide strategy and implementation. Core competencies include opportunity assessment, forecasting, pricing, innovation and transformation, market mapping and segmentation, positioning and communications, brand strategy and customer loyalty/experience. The firm is known for highly customized predictive models shaped to the distinctive characteristics of specific industry and product categories, often engineered to accommodate markets in transition. Industries of particular expertise include health care (pharmaceuticals, biotech and medical devices), financial services, information technology, energy, B2B, lifestyles and design, building and industrial systems and retail. NAXION is a certified women's business enterprise.

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**New Leaf Research**  
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www.newmanmarketingresearch.com

**NMI**  
Harleysville, PA  
www.NMIsolutions.com

**O'Donnell Consulting**  
William J. O'Donnell, Psy.D.  
121 Conway Ave.  
Narberth, PA 19072  
Ph. 610-410-8979  
wodonnell37@comcast.net  
William J. O'Donnell, Psy.D.

Bill established O'Donnell Consulting in 2004 after spending seven years as a cell biologist (working on recombinant protein systems) and team facilitator/trainer at SmithKline Beecham and four years at pharmaceutical market research firms CAP and V2 GfK. He has conducted well over 2,000 domestic and international (Western Europe and Asia) interviews for more

than 20 pharmaceutical and biotech companies and many market research and strategic consulting firms. Bill has conducted professional seminars in the U.S. and U.K. He is also a licensed psychologist.



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 Paul Allen, Executive Vice President

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 www.opinionsltd.com  
 Mark Kikel, President/Owner

**Panel Direct**  
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www.psyoma-usa.com

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www.research4management.com

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### RG+A

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www.thinkrga.com  
Amit Vohra, VP, Business Development

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AJ Shaw, VP Qualitative Solutions

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(See advertisement on inside front cover)



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www.strcenter.com  
Gregg Kennedy, President  
Meg Ryan, Vice President

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**Tel-Mart**

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(See advertisement on p. 83)

**TMR (OpinionMD)**

Newtown Square, PA  
www.tmrinfo.com

**TMR Opinion MD**

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Newtown Square, PA 19073  
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tomr@researchamericainc.com  
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Tom Ramsburg, Director



**TRC**

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corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on p. 52)



### Campos Inc

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Kelli Best, Director Field and Fulfillment

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### CONSAD Research Corporation

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www.consad.com

### Construction Market Research

Pittsburgh, PA  
www.aggregatemarket.com

### Crawford Research

Pittsburgh, PA

### Essex 3 Tabulations

Murrysville, PA  
www.essex3.com



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### C. Truxell Research

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**Brenco Transcripts**  
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**Performance Research**  
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**Stackpole & Associates Inc.**  
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www.dlgresearch.com  
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www.mrshouston.com



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Houston, TX 77005  
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#### Quest Research

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www.ccmarketresearch.com  
(See advertisement on p. 52)

#### Core Research

San Antonio, TX  
www.coreresearch.biz/



#### Galloway Research Service

4751 Hamilton Wolfe Road, Suite 100  
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www.sanantoniofocus.com

#### Secretarial Enterprises

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(See advertisement on p. 83)

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Cedar City, UT

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www.themodellers.com

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#### NSON Opinion Strategy

Salt Lake City, UT  
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#### PEGUS Research

Salt Lake City, UT  
www.Pegasusfocusgroup.com

#### The Performance Edge

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www.pedge.com

#### Primary Intelligence

Draper, UT  
www.primary-intel.com

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lcoe@rsginc.com  
www.rsginc.com  
Lindsay Coe, Director of Marketing



#### Sawtooth Software, Inc.

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#### Kelliher Samets Volk

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#### Millyn Moore & Associates

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Charlottesville, VA  
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#### G2 Marketing

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Charlottesville, VA  
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www.marketrends.com

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www.dominionfocusgroup.com  
Bana Bhagchandani, President

**Kinzey & Day Qualitative Market Research**  
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Margaret R. Roller, Principal

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#### Ethnographic Insight

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#### Keyfax Market Research

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info@blueoceanmi.com  
www.blueoceanmi.com

Blueocean Market Intelligence is a global analytics and insights provider that helps corporations realize a 360 degree view of their customers through data integration and a multi-disciplinary approach that enables sound, data-driven business decisions. Since we live in a highly dynamic and multi-dimensional world, we believe the most effective business decisions come from a synthesis of data streams and not from one-dimensional sources. Using our 360 Discovery approach, we ensure the comprehensive use of all available structured and unstructured data sources, enabling us to bring the best to bear against each engagement. Strong decision support is enabled through a combination of analytics, domain expertise, engineering and visualization skills brought together in harmony. Leading companies have benefited from our partnership with financial growth; 360 views of their markets and competition; and improved customer acquisition, satisfaction and retention.

#### BRAND INSTITUTE, inc. (Br.)

601 Union St.  
Two Union Square, 42nd floor  
Seattle, WA 98101  
Ph. 206-204-5111  
Ralvarez@brandinstitute.com  
www.brandinstitute.com/contact\_seattle.asp

#### Cascade Strategies, Inc.

Issaquah, WA  
www.cascadestrategies.com

#### Cocker Fennessy, Inc.

Seattle, WA  
www.cofen.com



#### Consumer Opinion Services, Inc.

12825 First Ave. S.  
Seattle, WA 98168  
Ph. 206-241-6050  
jerry@cosvc.com  
www.consumeropinionservices.com  
Greg Carter, Vice President  
Jerry Carter, President

Market research and data collection services with offices in Seattle, Portland OR, and Las Vegas. Focus group facilities in Seattle, Portland and Las Vegas, with a new Seattle Eastside focus facility opening in September 2015. Classroom tests, sensory testing,

Perception Analyzer studies, gaming research, qual-quant hybrids, telephone interviewing and recruiting, web-based interviews, usability studies, jury research, field intercepts, off-site services, mystery shopping and ethnographies are some of the methodologies available at Consumer Opinion Services. (See advertisement on p. 191)

#### 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@cosvc.com  
www.consumeropinionservices.com  
Greg Carter, Senior Vice President  
(See advertisement on p. 191)

#### Consumer Opinion Services, Inc. (Br.)

2101 N. 34th St.  
Northpoint Offices, Suite 110  
Seattle, WA 98103  
Ph. 206-632-7859 or 206-241-6050 for bids  
info@cosvc.com  
www.consumeropinionservices.com  
Greg Carter, Senior Vice President  
(See advertisement on p. 191)

#### Consumer Perspectives, Inc.

LEADING-EDGE MARKET RESEARCH  
Federal Way, WA  
www.consumerperspectives.com/

#### Consumer Research Laboratories

Tacoma, WA

#### ConsumerView Research

Kirkland, WA  
www.consumerresearch.com



#### Cross-Tab Marketing Services Pvt. Ltd. (Br.)

2509 152nd Ave. N.E.  
Building 16, Suite Mezzanine E  
Redmond, WA 98052  
Ph. 425-467-5700  
marketing@cross-tab.com  
www.cross-tab.com  
Kumar Mehta, CEO

Since our founding as a 3-person startup in the year 2000, Cross-Tab Marketing Services (Cross-Tab) has created a niche of its own as a pioneering provider of research and analytics. From an India-centric business, Cross-Tab now serves a multitude of global clients across Research, Consulting and several marquee names across retail, CPG, hi-tech and healthcare/pharma. Our clients are served by a team of over 900 full-time employees located across 5 delivery locations and multiple offices across the US, UK and Middle East. Cross-Tab's prowess and expertise has been recognized by several awards - Cross-Tab is the only market research company to consistently feature in the Fortune list of Top 100 Global Outsourcing companies. Likewise, Cross-Tab has won many awards Deloitte Technology Fast 500, IAOP 100 Rising Star, Top 100 Global Outsourcing Company and many more. Cross-Tab's transformation has been achieved via a vigorous effort and emphasis on retaining its edge across three key pillars - people, process and technology. Cross-Tab has built distinctive differentiators across all three pillars.

#### Customer Research, Inc.

Seahurst, WA  
www.customerresearch.com

#### Discuss.io

2801 First Ave.  
Suite 306  
Seattle, WA 98121  
Ph. 206-429-5131  
jim@discuss.io  
www.discuss.io  
Jim Longo

Discuss.io is a real-time opinion marketplace for market research. We use Webcams and crowdsour-



ing to connect marketing agencies, brands and small businesses to over nine million targeted panelists in real time anywhere in the world within minutes. We enable decision makers to instantly target their desired niche demographic and elicit answers on a variety of market research topics, from product development and optimization, to brand and segment exploration, to testing for advertising, package design and Web concepts.

**Elway Research, Inc.**  
Seattle, WA  
www.elwayresearch.com

**EMC Research**  
Seattle, WA  
www.emcresearch.com



**Fieldwork Seattle**  
5150 Carillon Point  
Kirkland, WA 98033  
Ph. 425-822-8900  
info@seattle.fieldwork.com  
www.fieldwork.com  
Ryker Lammers, President  
Zachary Procter, Project Manager

Although the glorious scene of mountains, water and yachts just outside the window will make you want to do anything but work, Fieldwork Seattle is committed to it. Fieldwork Seattle boasts a consumer database rich in high-income, high-education and highly-technical respondents and an unprecedented medical database. Our three spacious rooms are designed to accommodate groups of all sizes and were remodeled in 2013. And, as always, outstanding service is our highest priority. Come see why Seattle is the hottest

market even when it's raining. Capabilities: digital audio recording, DVD recording, digital video upload, video streaming, usability lab, high-speed wireless Internet, transcription services.  
(See advertisement on back cover)



**Fieldwork Seattle - Downtown**  
520 Pike St.  
Suite 2610  
Seattle, WA 98101  
Ph. 206-493-3300  
info@seattle.fieldwork.com  
www.fieldwork.com  
Ryker Lammers, President  
Adrien Whittemore, Facility Director

Fieldwork Seattle Downtown is just four blocks from famous Pike Place Market and boasts an unobstructed view of Puget Sound and the Olympic Mountains. Watch the ferries and container ships roll by as we pamper you with excellent service and recruiting that draws from the entire Puget Sound region. Just steps from the Washington State Convention Center, we can help you tap into a rich array of convention research opportunities. From Comicon fanatics to Colonoscopy specialists, you can find the specialized audience you need. Nearby hotels, shopping, nationally-renowned restaurants, sights and museums will make you extend your stay. Capabilities: digital audio recording, DVD recording, digital video upload, video streaming, usability lab, high-speed wireless Internet, transcription services.  
(See advertisement on back cover)



**5 Circles Research**  
8624 N.E. Juanita Drive  
Kirkland, WA 98034  
Ph. 425-444-3410  
info@5circles.com  
www.5circles.com/?src=quirks  
Mike Pritchard

5 Circles Research delivers effective, understandable and affordable marketing research that provides insights to move your organization's objectives forward. Many of our full-service quantitative and qualitative research projects explore market opportunities for new products and services (both business and consumer), often including pricing and demand; we are experts in the Van Westendorp Price Sensitivity Meter. Our ResearchElements™ modular services for researchers and entrepreneurs include sample planning, questionnaire review/design, programming, cross tabs, analysis, and pricing and demand charts. Staff includes an experienced focus group moderator who can build rapport with participants of all kinds, and who has an extensive background in business and technology.



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And that's truly peace of mind.



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(Br.) indicates a branch office



#### Global Sojourn

10532 N.E. 68th St.  
Suite D201  
Kirkland, WA 98033  
Ph. 415-496-6276  
diego@globalsojourn.com  
www.globalsojourn.com  
Diego Osuna

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#### GMA Research Corp.

Bellevue, WA  
www.gmaresearch.com

#### GMO Research

Bellevue, WA  
www.gmo-research.jp/en/

#### Godbe Research (Br.)

Bellevue, WA  
www.godberesearch.com

#### The Graham Sjostrand Group

Seattle, WA  
www.thegsgroup.com

#### Hambleton Resources, Inc.

Bellevue, WA

#### Hardwick Research

8720 S.E. 45th St.  
Mercer Island, WA 98040  
Ph. 206-232-9400  
nancy@hardwickresearch.com  
www.hardwickresearch.com  
Nancy Hardwick, Owner

Hardwick Research provides design, data collection, analysis and reporting for quantitative and qualitative research studies. Staff includes an experienced focus group moderator (QRCA member). Also offer usability testing, online focus groups, bulletin board discussion groups, Internet, telephone and mail surveys.

#### Hebert Research, Inc.

Bellevue, WA  
www.hebertresearch.com

#### Hemispheres

Seattle, WA  
www.hemispheresinsights.com

#### illuminate Market Research & Planning L.L.C.

Seattle, WA  
www.illuminateresearch.com/



#### Information Solutions Group

227 Bellevue Way N.E.  
Suite 300  
Bellevue, WA 98004  
Ph. 425-373-1111  
carll@infosolutionsgroup.com  
www.infosolutionsgroup.com/  
Carll Frye, Managing Director

Since 1994, Information Solutions Group (ISG) has been helping businesses boost performance through customer insight. We identify who your customers are and what they need - and give you the tools to help you know how to invest your product development, marketing and customer service dollars. ISG offers an array of critical customer and marketing research solutions that enable management to make decisions in the areas of product development, marketing and customer service, based upon feedback from your most important asset - your customers. Our custom customer satisfaction and market intelligence surveys help you discover who your customers are and what they need so you can turn satisfied customers into loyal customer advocates. Through our years of experience, we are able to ask the right questions, obtain in-depth knowledge about your customers and target markets, leading to actionable results. ISG offers full-service global (multi-language) online and telephone research solutions within the Americas, EMEA and ANZ/APAC regions. Working closely with clients from start to finish, we offer customized end-to-end solutions that give you the insights you need to connect with your customers and serve them more effectively. We work effectively in partnership with executive management, marketing managers, product managers, public relations, as well as customer advocacy and customer experience managers.

#### Infotools Seattle

Bellevue, WA  
www.infotools.com/

#### Interviewing Service of America, Inc. - Seattle

Seattle, WA  
Ph. 360-671-5499 or 818-784-3927  
esugar@isacorp.com  
www.isacorp.com  
Ed Sugar, V.P. Client Services

#### Interviewing Service of America, Inc. - Seattle

Seattle, WA  
Ph. 509-786-2362  
pcole@isacorp.com  
www.isacorp.com  
Peter Cole, V.P. Customer Satisfaction/IVR

#### Ipsos

Bellevue, WA  
www.ipsos-na.com

#### Johnston Research Group

Mercer Island, WA  
www.JRGteam.com

#### Karla Kava, Inc.

Seattle, WA  
www.karlakavainc.com

#### Kinesis

Seattle, WA  
www.kinesis-cem.com

#### Leonard Guss Associates, Inc.

(Forest Industry Market Research)  
Woodinville, WA  
www.LGA-INC.net

#### Lightspeed GMI

600 108th Ave. N.E.  
Suite 202  
Bellevue, WA 98004  
Ph. 206-315-9300  
dshanker@lightspeedresearch.com  
www.lightspeedGMI.com  
David Shanker, CEO, Americas  
(See advertisement on p. 137)

#### Millward Brown

221 Yale Ave.  
Suite 500  
Seattle, WA 98109  
Ph. 415-847-4227  
jasonl@millwardbrown.com  
www.millwardbrown.com  
Judy Mahtaban, VP Client, Market Development

#### MR Data Corp.

Seaview, WA  
www.mrdatacorp.com

#### Mulberry Street Market Intelligence

Gig Harbor, WA  
www.msmarketintel.com

#### Mulhern Consulting

Seattle, WA

#### NetReflector

Seattle, WA  
www.netreflector.com

#### NewGrowth Consulting, Inc.

Bellevue, WA  
www.newgrowthconsulting.com

#### Next Step Consulting

Seattle, WA  
www.nextstepconsult.com

#### Nimbus Online, Inc.

Bellevue, WA  
www.mynimbusonline.com

#### NorthView Research Group

Seattle, WA  
www.northviewresearch.com

#### Northwest Insights

formerly Gilmore Research Group  
Seattle, WA  
www.nwinsights.com

#### Opinions, Ltd. - Seattle

Southcenter Mall  
152 Southcenter Mall  
Tukwila, WA 98188  
Ph. 440-893-0300  
seattle@opinionsltd.com  
www.opinionsltd.com  
Mark Kikel, President/Owner

#### Osterman Research, Inc.

Black Diamond, WA  
www.ostermanresearch.com



#### Pacific Market Research

15 S. Grady Way  
Suite 620  
Renton, WA 98057  
Ph. 425-271-2300  
info@pacificmarketresearch.com  
www.pacificmarketresearch.com  
Mark Rosenkranz, Managing Director

Pacific is an independent custom market research firm with a national reputation for design, analysis and reporting using a broad range of methodologies and analytical techniques on national and international projects including CATI, Web, online bulletin boards,

IHUTs and usability testing. Our staff has expertise in a broad range of verticals including CPG, finance, retail, health care and the ACA and utilities. Our in-house phone center is among the largest in the Northwest and utilizes CfMC software, remote monitoring and predictive dialing. Our Latino Decisions and Asian-American Decisions divisions are recognized nationally for public policy and political analysis and we use only bilingual staff on those projects. Our strengths: working to understand our customers' needs, delivering meaningful data and analysis, honest communication and competitive pricing.

**Pinnion Inc**  
Kirkland, WA  
www.pinnion.com

**PRR, Inc.**  
Seattle, WA  
www.prrbiz.com/



**QuestionPro, Inc.**  
93 S. Jackson St.  
Suite 62790  
Seattle, WA 98104  
Ph. 800-531-0228 or 206-686-7070  
sales@questionpro.com  
www.questionpro.com  
Aditya Bhat, Vice President of Sales

With over 2.5 million users across 100 countries, we are a leading provider of online survey software. Our users to generate the insights they need for themselves or their clients to make better business decisions. Our software includes not only tools for creation, distribution, and analysis of surveys, but also provides a platform for polling, mobile research, lead generation forms, and data visualization. We have provided reliable and innovative technology to Fortune 100 companies, academic institutions, small businesses, and individual DIY researchers for over 12 years.



**Radius Global Market Research**  
15840 197th Place N.E.  
(Seattle) Woodinville, WA 98077  
Ph. 206-602-3080  
dricchetti@radius-global.com  
www.radius-global.com  
Dominic Ricchetti, Senior VP

Radius Global Market Research excels at addressing complex issues in development, marketing and communications for Fortune 500 companies, multinational companies and other industry leaders. We are a global team of smart marketers and savvy research professionals with diverse experience across dozens of industries. We are committed to bringing cutting-edge, custom research solutions to every engagement so that you can maximize your brand growth. Our intellectual capital is truly global, as Radius research engagements stretch from Asia, across Africa and Europe, to the Americas. Companies rely on Radius for strategic business-building guidance to optimize brand offerings, identify clear innovations and develop compelling customer propositions. This is our single-minded focus: taking brands to higher levels of performance and success.  
(See advertisement on p. 15)

**Raosoftware, Inc.**  
Seattle, WA  
www.raosoftware.com

**Reality Check Mystery Shoppers**  
Seattle, WA  
www.rcmysteryshopper.com

**Research Assurance**  
Naches, WA  
www.researchassurance.com

**Research For Good Inc.**  
Seattle, WA  
www.researchforgood.com

**Resonant Insights**  
Kenmore, WA  
www.resonantinsights.com

**Sammamish Data Systems, Inc.**  
Bellevue, WA  
www.sammdata.com

**Seattle Usability @ BlinkUX**  
Seattle, WA  
www.blinkux.com/

**Signature Data**  
Seattle, WA  
www.signature-data.com

**Leigh Stowell & Co., Inc.**  
Seattle, WA  
www.stowellco.com

**Survey Analytics**  
QuestionPro.com  
Seattle, WA  
www.surveyanalytics.com

**Ten People Talking**  
Seattle, WA  
www.tenpeopletalking.com

**Test America, a division of CRG Global**  
The Outlet Collection / Seattle  
1101 Outlet Collection Way, Suite 1001  
Auburn, WA 98001  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
(See advertisement on p. 83)

**TrueSample**  
Seattle, WA  
www.truesample.com

**Visible Technologies**  
Bellevue, WA  
www.visibletechnologies.com

## Spokane

**Johnston Research Group**  
Wenatchee, WA  
www.JRGteam.com

**Robinson Research**  
Spokane, WA  
www.robinson-research.com

**SmartDrill Data Mining**  
Spokane, WA  
www.smartdrill.com



**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, General Manager

Strategic Research Associates is a full-service independent market research company specializing in qualitative and quantitative research based in Spokane,

Wash. Since 1996, we have provided superior research results to a wide variety of clients nationwide. We offer focus groups, mock trials, online surveys, online focus groups, traditional telephone surveys and more.

## Vancouver

**Market Probe US - Portland**  
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www.marketprobe.com

**Opinions, Ltd. - Portland, OR**  
Vancouver Mall  
8700 N.E. Vancouver Mall Drive, Suite 187  
Vancouver, WA 98662  
Ph. 440-893-0300  
Portland@opinionsltd.com  
www.opinionsltd.com  
Mark Kikel, President/Owner

## Yakima

**InfoTek Research Group, Inc.**  
Yakima, WA  
www.infotekresearch.com

**NewEdge**  
Richland, WA  
www.new-edge.com

## West Virginia

### Charleston



**McMillion Research Service**  
Mindfield Online - featuring IQD  
1012 Kanawha Blvd. E., Suite 301  
Charleston, WV 25301-2809  
Ph. 304-343-9650  
jmace@mcmillionresearch.com  
www.mcmillionresearch.com/  
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(See advertisement on pp. 13, 198)



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#### MindField Online Internet Panels

(A McMillion Company)  
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Charleston, WV 25301-2809  
Ph. 304-343-9650  
jmace@mcmillionresearch.com  
www.mindfieldonline.com

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### Parkersburg

**Lockney & Associates, Inc.**  
Mineral Wells, WV  
www.lockneyads.com

## Wisconsin

### Eau Claire

**Northwest Research Associates**  
New Richmond, WI

### Green Bay/Appleton



**Focus Pointe Global - Appleton**  
4330 W. Spencer St.  
Appleton, WI 54914  
Ph. 920-636-1200 or 800-637-0775  
appleton@focuspointeglobal.com  
www.focuspointeglobal.com  
Bonnie Smerda, Facility Director  
(See advertisement on p. 3)

**JKV Research, LLC**  
Hilbert, WI  
www.jkvresearch.com

**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

**MarketWise Consulting Group, Inc.**  
Appleton, WI  
www.marketwi.com



#### 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

The Martec Group is a full-service global marketing research and consulting company celebrating 30 years of marketing research excellence. Martec provides business-to-business and business-to-consumer research solutions supported by a range of qualitative and quantitative intelligence offerings to suit your strategic needs. Martec offices are located in Chicago, Detroit, Green Bay, Frankfurt and Shanghai. From these global offices, Martec supports a vast array of industries, technologies and markets including: Healthcare/Life Sciences, Automotive/Transportation, Chemicals, Building Construction, Advanced Technologies, Private Equity, Financial Services and Food/Nutrition/Sensory. Martec-Green Bay is a full-service marketing research office featuring a focus group suite, a 25-CATI station phone center, and a data processing-analytical department. This office is located just 1.5 miles from Austin Straubel International Airport and has hosted a multitude of groups including Political, Healthcare, Energy, and Consumer products. Moderators are available. (See advertisement on p. 195)

**Matousek & Associates, Inc.**  
(formerly Wisconsin Research, Inc.)  
Green Bay, WI  
www.matousekandassociates.com

**PM Market Research LLC**  
Hortonville, WI  
www.pmmarketresearch.com

**St. Norbert College Strategic Research Institute**  
De Pere, WI  
www.snc.edu/sri

**VersiFit Technologies, LLC**  
Appleton, WI  
www.versifit.com

### Madison

**Aurora WDC**  
Madison, WI  
www.aurorawdc.com/

**Beyond Hello Inc.**  
Madison, WI  
www.beyondhello.com



**City Research Solutions**  
8383 Greenway Blvd., Suite 600  
Middleton, WI 53562  
Ph. 608-826-7345  
mel@cityresearchsolutions.com  
www.cityresearchsolutions.com  
Melvin Pope, Principal

CRS is a full-service firm with over 50 years expertise providing quantitative and qualitative insights that consistently impact the bottom line of our clients and their brand, product and business development. CRS expertise ranges from online focus groups, in-depth interviews, simulated retail tests, central location tests and in-home usage testing to in-depth quantitative analytics such as factor analysis, cluster

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**CPM Marketing Group, Inc.**  
Madison, WI  
www.cpm.com

**Data Shop, Inc.**  
Janesville, WI  
www.datashop-america.com



**Decision Point**  
1512 Langley Lane  
Madison, WI 53718  
Ph. 608-695-3027  
info@decision-point.net  
www.decision-point.net  
Nicole Wyrembeck, President

Decision Point is a full-service research and marketing consulting company. Our combination of research and marketing expertise enables us to identify meaningful consumer insights that will drive your business. Our specialties include ethnographic research, advanced analytics, brand building, and social media strategy and execution.



**Digsite**  
1245 E. Washington Ave  
Suite 203  
Madison, WI 53705  
Ph. 844-344-7483  
jane@digsite.com  
www.digsite.com  
Jane Boutelle, CMO & Co-founder

Digsite social insight communities transform traditional focus groups into an online experience as fun and easy to use as Facebook. It gives marketers, product managers and researchers a flexible, easy way to get great customer insights. With Digsite, you can create interactive customer communities that go on for a week, a month, or longer. Use Digsite to identify unmet needs, generate and build on new ideas, get feedback on concepts and products, and optimize brand communication. Our social insight communities provide real time customer feedback in a more convenient, natural environment. Best of all, you don't need a lot of time or technical expertise to get Digsite up and running. Set up a professional-looking community in minutes, complete with your branding if desired. We can recruit participants and manage incentives for you. If you need a moderator for your Digsite community, we can refer you to a qualified Digsite Partner. (If you're an experienced research consultant, contact us to find out more about becoming a Digsite Partner.) Evaluate Digsite free of charge for 30 days to see how it will work for you.

**enetrix**  
Middleton, WI  
www.enetrix.com

**Fountainhead Brand Consulting**  
Madison, WI  
www.fountainheadbc.com

**The Gallup Organization - Madison**  
Middleton, WI  
www.gallup.com

**GEN Consultants LLC**  
Madison, WI  
www.genconsultants.com

**The Hiebing Group**  
Madison, WI  
www.hiebing.com

## Milwaukee



**Advantage Research, Inc.**  
W202 N10246 Lannon Road  
Germantown, WI 53022  
Ph. 262-502-7000 or 262-502-7008  
aking@advantageresearchinc.com  
www.advantageresearchfacility.com  
April King, Field Service Project Manager

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**Blumenthal & Associates, LLC**  
Milwaukee, WI

**Branding Breakthroughs, LLC**  
9160 W. Kensington Way  
Franklin, WI 53132  
Ph. 414-949-5785 or 414-702-5785  
sue@brandingbreakthroughs.com  
www.BrandingBreakthroughs.com  
Sue Northey, Chief Strategist

**Bressan Research Associates, Inc.**  
Burlington, WI

**Business Research Int'l.**  
Glendale, WI  
www.businessresearchinternational.com

**CSK Marketing Inc.**  
Racine, WI  
www.cskmarketing.com

**Daedalus Research**  
Mequon, WI



**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  
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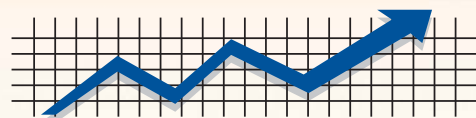
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Caroline Roy, Associate V.P.

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www.sapiensstrategies.com

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www.som.ca

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www.steerdaviesgleave.com

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### Ace Fieldwork China Co., Ltd.

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Ph. 86-21-6283-0088  
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Shanghai 200032 China  
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www.cri-report.com

### CIIC & COMR Online Marketing Research Co., Ltd.

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www.comr.com.cn/english

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www.consumersearch-group.com

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**Consumer Search China - Shanghai (Br.)**

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Shanghai 200021 China  
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www.think-real.com

**361 Degrees Consulting, Inc.**  
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**ToKnow Consulting Co., Ltd.**  
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www.toknow.com.cn

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www.china-urc.com



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www.ccrлатam.com

**Centro Nacional de Consultoria**  
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**The Gallup Organization - Colombia**  
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San Jose Costa Rica  
www.kantarworldpanel.com

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j.tello@skimgroup.com  
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**The Nielsen Company - Croatia**  
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www.ssri.com

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www.opinion.no

**The Nielsen Company - Oman**  
Ruwi Oman  
www.om.nielsen.com

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www.arabresearch.com

**SIMPA Marketing Research**  
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www.simpa-mr.com/

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www.ipsos.com

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Islamabad Pakistan  
www.pipo.com.pk

**SMAR International (Private) Ltd.**  
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www.smarinternational.com

**Startex Marketing Services**  
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www.startexmarketing.com

**TNS-Aftab**  
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www.tnsglobal.com

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**Datos Information Resources**  
Panama  
www.datoslatam.com

**Dichter & Neira Panama**  
Panama City Panama  
www.dichter-neira.com

**MERCAPLAN Central America & Caribbean (Panama)**  
Panama Panama  
www.mercaplan.com

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**CCR - Paraguay**  
Asuncion Paraguay  
www.ccrлатam.com

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**APOYO Group**  
San Isidro Lima Peru  
www.apoyo.com

**CCR - Peru**  
Lima Peru  
www.ccrлатam.com

**Datum Internacional SA**  
Lima Peru  
www.datum.com.pe

**GfK Retail and Technology Peru**  
Lima (San Isidro) Peru  
www.gfk.com

**Kantar Worldpanel**  
San Isidro, Lima Peru  
www.kantarworldpanel.com

**Millward Brown Peru**  
Lima Peru  
www.millwardbrown.com

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**Added Value Saffron Hill Philippines**  
Makati City Philippines  
www.saffron-hill.com

**Convergys Analytics Solutions**  
Makati City and Manila Philippines  
www.convergys.com\solutions\analytics

**GfK Retail and Technology Philippines**  
Makati City Philippines  
www.gfk.com

**I-Metrics Asia-Pacific Corporation**  
Makati Philippines  
www.imetricsasia.com

**INSIGHTASIA RESEARCH GROUP**  
Taguig City, Manila Philippines  
www.insightasia.com

**Ipsos Philippines**  
Ortigas Center, Pasig City Philippines  
www.ipsos.com

**Kantar Worldpanel**  
Mandaluyong City Philippines  
www.kantarworldpanel.com

**Millward Brown Philippines**  
Makati City Philippines  
www.millwardbrown.com

**The Nielsen Company - Philippines**  
Mandaluyong City Philippines  
www.ph.nielsen.com

**RNB Research**  
Manila Philippines  
www.rnbresearch.com

**Shop'n Chek Philippines**  
Legaspi Village, Makati City Philippines  
www.johnclements.com/shopnchek

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Iris Lorenzo, SVP, Market Intelligence

**Taylor Nelson Sofres Philippines, Inc.**  
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www.almares.com.pl

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www.arc.com.pl

**ASM Market Research & Analysis Centre Ltd.**  
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www.asm-poland.com.pl

**BCMM - Market Research Ltd.**  
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**BSM - Pracownia badawcza**  
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www.bsm.com.pl

**Calnet**  
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www.cal.com.pl

**Catvertiser**  
Warsaw Poland  
www.catvertiser.com

**CBOS (Public Opinion Research Center)**  
Warszawa Poland  
www.cbos.pl

**CegeDim Strategic Data Poland**  
Warszawa Poland  
www.cegedimstrategicdata.com

**CEM Market & Public Opinion Research Institute**  
Warszawa Poland  
www.cem.pl

**Centrum Badiania Opinii Społecznej**  
Public Opinion Research Centre  
Warszawa Poland  
www.cbos.pl

**DataSpace Software Ltd.**  
Warsaw Poland  
www.dataspace-shop.com

**EEI Market Research**  
Warszawa Poland  
www.eei.com.pl

**Estymator**  
Warszawa Poland  
www.estymator.com.pl

**The Gallup Organization - Poland**  
Warszawa Poland  
www.poland.gallup.com

**GfK Kynetec**  
Poznan Poland  
www.gfk-kynetec.com

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www.gfk.com

**IMAS International Poland**  
Wroclaw Poland  
www.imas.pl

**Inquiry Market Research**  
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www.inquirymarketresearch.com

**Ipsos Poland**  
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www.ipsos.com

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Warszawa Poland  
www.ipsos.pl

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www.masmi.com

**Millward Brown SMG/KRC**  
Millward Brown Poland  
Warszawa Poland  
www.smgkrc.pl

**The Nielsen Company - Poland**  
Warszawa Poland  
www.pl.nielsen.com

**Norstat Poland**  
Warszawa Poland  
www.norstatgroup.com

**Pracownia Badan Spolecznych (PBS)**  
Sopot Poland  
www.pbssopot.com.pl

**Research and Marketing Group**  
Warszawa Poland  
www.rmg.biz.pl

**SODA**  
Warsaw Poland  
www.soda-imr.com

**Spotlight Research**  
Warsaw Poland  
www.slresearch.pl

**Stratega Poland**  
Warszawa Poland  
www.stratega.pl

**TNS OBOP- Poland**  
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Warszawa Poland  
www.tns-global.pl

**UlteX Ankieter**  
Poznan Poland  
www.ankieter.com

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**CEMASE**  
Lisbon Portugal  
www.cemase.pt

**Consulmark**  
Lisbon Portugal  
www.consulmark.pt

**Data E**  
Lisbon Portugal  
www.datae.pt

**EUROEXPANSAO S.A**  
Lisbon Portugal  
www.euroexpansao.pt

**GBN - Lda**  
Porto Portugal  
www.gbn.pt

**GfK Metris, SA**  
Lisbon Portugal  
www.gfk.pt

**GfK Portugal Marketing Services, SA**  
Lisbon Portugal  
www.gfk.pt

**Intercampus, SA**  
Lisbon Portugal  
www.intercampus.pt

**Intercampus, SA**  
Porto Portugal  
www.intercampus.pt

**Ipsos APEME**  
Lisbon Portugal  
www.apeme.pt

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**Kantar Worldpanel**  
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**Multidados**  
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www.multidados.com

**Multivaria-Estudos de Mercado, Lda.**  
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www.netquest.com

**The Nielsen Company - Portugal**  
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www.pt.nielsen.com

**Quaestio - Consultoria e Estudos de Mercado, Lda.**  
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www.ipsos-cca.com

**Lighthouse Market Intelligence**  
San Juan Puerto Rico  
www.lighthouseintel.com

**Lugojuan Integrated Communications**  
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www.lugojuan.com

**The Marketing Center**  
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**Pan Arab Research Center- Qatar**  
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**BrainActive Market Research**  
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**Creative Expert Consulting Kft.**  
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**CSOP - Centrul Pentru Studiarea Opiniei si Pietei**  
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www.csop.ro

**Daedalus Millward Brown**  
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www.data-media.ro

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**Future Marketing**  
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www.imas-inc.com

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www.ipsos.com

**IRSOP-Market Research Ltd.**  
Bucharest Romania  
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**MAPPERS Consult**  
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www.mappers.ro/

**MERCURY Research**  
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**MIA - Marketing Institute Limited**  
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**Phantom Group SRL**  
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**Reveal Marketing Research**  
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www.irecsos.ro

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Moscow Russia  
www.armi-marketing.com

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Moscow Russia  
www.analytics.ru

**Awara Group**  
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www.awaragroup.com



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Moscow Russia  
www.bma.ru

**CESSI (Institute for Comparative Social Research)**  
Moscow Russia  
www.cessi.ru

**GfK Rus**  
Moscow Russia  
www.gfk.com

**Ipsos Russia (Moscow)**  
Moscow Russia  
www.ipsos.com

**MAGRAM Market Research**  
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www.magram.ru

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www.okresearch.ru



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Moscow 127055 Russia  
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Alexander Shashkin, CEO

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www.tochkarosta.ru/

**Top of Mind Marketing Research and Consultancy**  
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www.topofmind.ru

**WCIOM**  
Moscow Russia  
www.wciom.ru

**WorkLine Research**  
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www.workline.ru

## Saudi Arabia

**DNA**  
Jeddah Saudi Arabia  
www.dna.com.sa

**Dolfinx**  
Riyadh Saudi Arabia  
www.dolfinx.com

**Ipsos (Saudi Arabia)**  
Jeddah Saudi Arabia  
www.ipsos.com

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Jeddah Saudi Arabia  
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**MASMI Middle East**  
Jeddah Saudi Arabia  
www.masmi.com

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www.arabresearch.com

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Riyadh Saudi Arabia  
www.arabresearch.com

**YouGov (MENA)**  
Jeddah Saudi Arabia  
www.research.mena.yougov.com

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Belgrade Serbia  
www.gfk.com

**Intelligence d.o.o.**  
Belgrade Serbia  
www.intelligence.rs

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**Asian Strategies**  
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www.asianstrategies.com

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www.brasstacksasia.com

**Cimigo Ltd.**  
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www.havaswwsiren.com

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www.informatemi.com

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Singapore Singapore  
www.insightasia.com

**Ipsos Singapore**  
Singapore Singapore  
www.ipsos.com

**J.D. Power Asia Pacific (Br.)**  
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www.jdpower.com

**Joshua Research Consultants Pte Ltd**  
Singapore Singapore  
www.joshuaresearch.com



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**Majestic Market Research Support Services Ltd.**  
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www.majesticmrss.com

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www.marketprobe.com

**Millward Brown Asia Pacific**  
Singapore Singapore  
www.millwardbrown.com

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Singapore Singapore  
www.nfow.com

**The Nielsen Company - Singapore**  
Singapore Singapore  
www.sg.nielsen.com

**Objective Asia**  
Singapore Singapore  
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www.2muse.sk/en/

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Ph. 44-01483-409-900  
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www.mhminsight.com/

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**ATLANTA**

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

**BALTIMORE**

- AIM
- Baltimore Research (Towson, MD)

**BOSTON**

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

**CHICAGO**

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

**CONNECTICUT**

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

**DENVER**

- Fieldwork Denver
- Plaza Research

**FLORIDA**

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

**LAS VEGAS**

- Plaza Research

**LOS ANGELES**

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

- Murray Hill National Plaza Research
- Q-Insights
- Schlesinger Associates

**MINNESOTA**

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

**MISSOURI**

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

**NEW YORK**

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

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

- AIM (Hackensack, NJ; Morristown, NJ)

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

**NORTH CAROLINA**

- L&E Research (Charlotte, Raleigh)

**OHIO**

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

**PHILADELPHIA (Metro Area)**

- Plaza Research (Marlton, NJ)
- JRA (Montgomeryville, PA; Mount Laurel, NJ)

**PHILADELPHIA**

- Focus Pointe Global (Center City, Bala Cynwyd)
- Focus Suites (Bala Cynwyd)
- JRA
- Schlesinger Associates (Center City, Bala Cynwyd)

**PHOENIX**

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

- Focus Pointe Global (Tempe)
- Plaza Research
- Schlesinger Associates

**RHODE ISLAND**

- Performance Plus (Providence)

**SAN DIEGO**

- Plaza Research
- Taylor Research

**SAN FRANCISCO**

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

**SEATTLE**

- Fieldwork Seattle (Downtown, Kirkland)
- Northwest Insights

**TEXAS**

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

**VIRGINIA**

- Alan Newman Research (Richmond)

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

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

**WISCONSIN**

- Focus Pointe Global (Appleton)
- JRA (Milwaukee)

**UNITED KINGDOM**

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

**CANADA**

- Consumer Vision (Toronto)
- Research House (Toronto)

**FRANCE**

- ConsuMed Research (Paris)
- Passerelles (Paris)

**GERMANY**

- Schmiedl Marktforschung (Berlin, Frankfurt, Munich)

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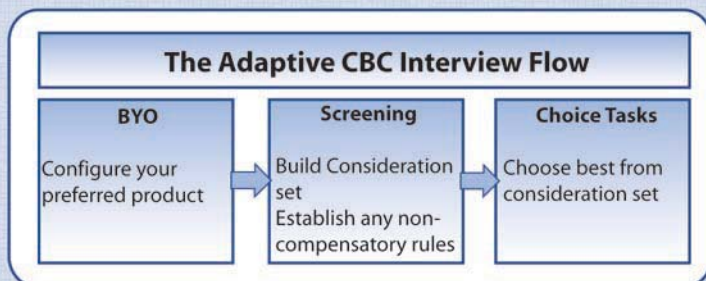
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- Fisher's exact test
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- Confidence interval around a mean
- Determine sample size for means
- Binomial test
- Confidence intervals around a percent
- Compare sample mean to population mean
- Sampling error for a given sample size
- Poisson events test
- Compare two standard deviations
- Compare three or more means

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**“Discovery consists  
of seeing what  
everybody has seen &  
thinking what no one  
has thought.”**

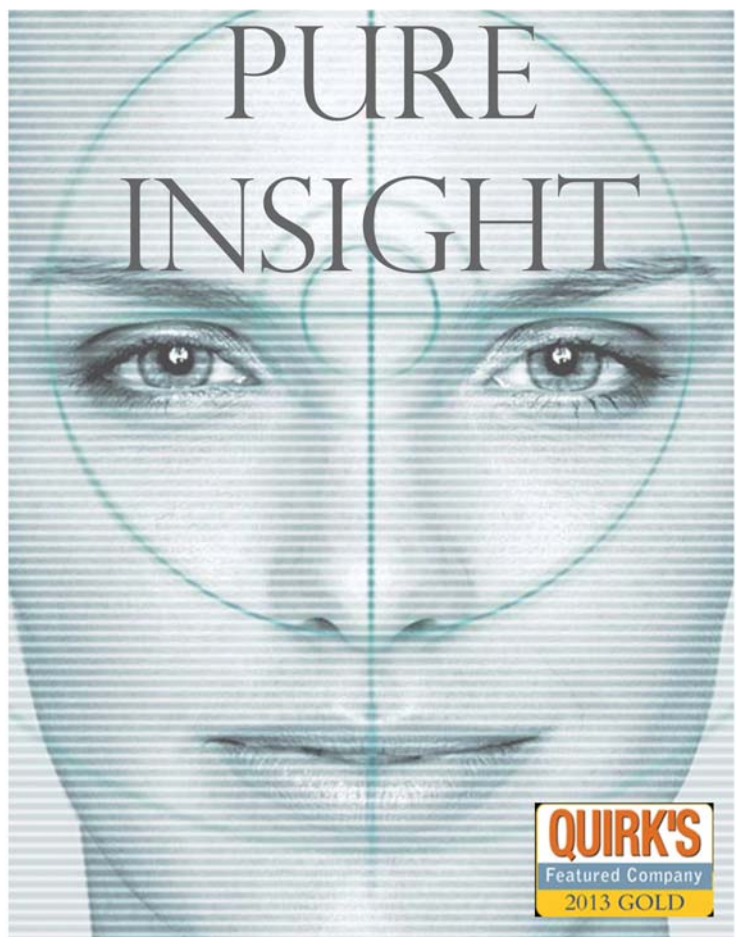


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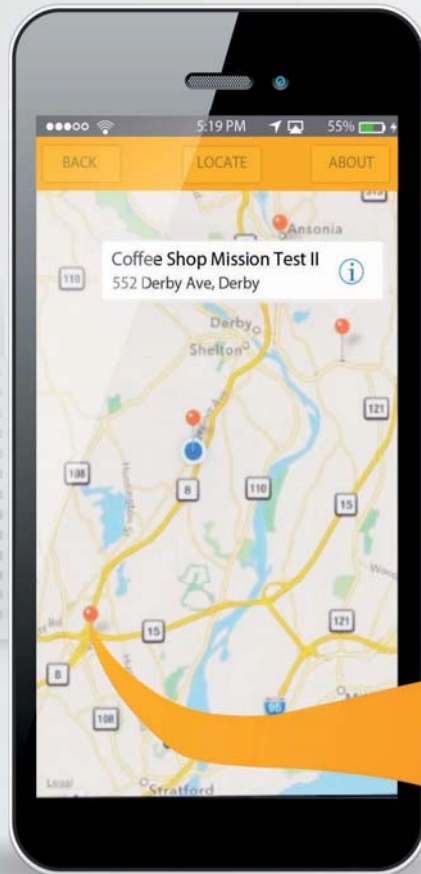
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