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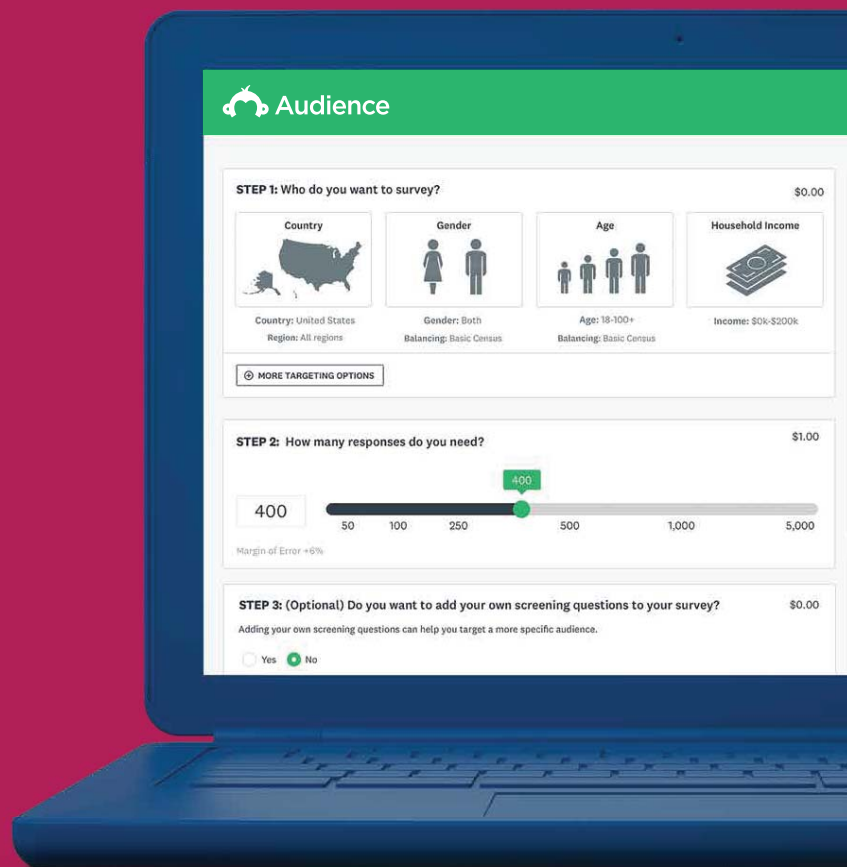
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// Noted Posts

... events

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Learn more at www.TheQuirksEvent.com.



// E-newsworthy

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quirks.com/articles/2018/20181026-2.aspx

The future of behavioral economics and online retail

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••• financial services research

Millennial women savvy about financial terms

Millennial women, despite their own uncertainty, outperform Millennial men in their knowledge of financial and insurance terms, according to findings from Cambridge, Mass., research firm Market Strategies International. When asked to match financial and insurance-related terms with definitions, Millennial women selected the correct answer more frequently than Millennial men did (33 percent vs. 24 percent, respectively).

To gauge self-reported knowledge in financial services, Market Strategies asked survey respondents how well they felt they understood financial and insurance-related terms. Only 17 percent of Millennial women reported that they “completely understand” financial and insurance terms while 2.4 times as many Millennial men (34 percent) claimed complete understanding.

“Men typically have higher confidence in their knowledge in general. It’s unsurprising that double the percentage of Millennial men than women reported they ‘completely understand,’” says Christopher Barnes, managing director of the financial services division at Market Strategies. “What is interesting, however, is that when asked to demonstrate that knowledge, Millennial women perform better.

“Historically, women have scored lower than men in terms of financial knowledge,” Barnes says, “but as Millennials are delaying marriage and making major financial decisions solo, like buying houses and managing student loan debt, it’s clear Millennial women are getting proactive about their financial knowledge.”

The study also revealed interesting gender differences in the sources Millennials use to learn and understand investments. Thirty-eight percent of Millennial women look to friends, family and colleagues while that same percentage of Millennial men are flocking to YouTube.



••• lifestyle research

Bed-making leads to more lovemaking

Apparently, you can learn a lot about someone if you can find out if they make their own bed each morning. Sleep-industry Web site Sleepopolis commissioned a survey (conducted by OnePoll) of 2,000 Americans to see what making (or not making) your bed might say about other aspects of your personality.

From the survey, researchers identified some common qualities. People who make their bed are more likely to: be a morning person; wake up without an alarm; have sex three times per week; nap for 43 minutes on average; work in health or technology fields; enjoy jazz music, watch “House Hunters” and romantic movies; and be adventurous, confident, sociable and high-maintenance.

People who don’t make their bed are more likely to: be a night person; snooze the alarm clock in the morning; have sex two times per week; work in business or financial fields; enjoy rock music and watch “Seinfeld” and comedy movies; and be shy, moody, curious and sarcastic.



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Quirk's in 2019: a little more, a little less

As 2018 draws to a close, I wanted to update you on some of our plans for 2019. We've got some big doings in store related to our events and the magazine!

On the event front, we have changed and expanded our slate of Quirk's Events, replacing our West Coast event with events in London (February 12-13) and Chicago (April 2-3) to complement our always-popular Brooklyn, N.Y., gathering (March 5-6).

As an English-language media outlet, it's a natural for us to transport our low-cost event model, which we introduced in the U.S. in 2015, to London. (The U.K. is also our second-largest audience for the Website and magazine, after the U.S.) For those not familiar, our aim was to offer client-side researchers a quality learning experience at an affordable price (in most cases, client-siders can attend for about \$100 or less), keeping costs down for everyone (exhibitors and attendees) by doing away with expensive keynote speakers and full-scale lunches.

While we've added to our event lineup, we have subtracted issues from the 2019 *Quirk's Marketing Research Review* editorial calendar. In some ways for me, it's like coming full-circle to when I first started at Quirk's in 1988, just a few years after Tom Quirk started publishing the magazine that bears his name.

That year, and for a long time after, we had many combined-month issues as we watched to see how Tom's venture would fare. Print was still in its heyday, especially in the B2B sphere, and the Internet was not a factor. And as we plugged away, churning out our issues and growing the list of facility and provider directories that were included annually in several issues, we eventually expanded to 11 monthly issues plus our annual *Researcher SourceBook* (in place of a regular September issue).

Fast-forward to the present day and it's a different story. While our issues are still healthy, it's undeniable that advertisers have moved money into the digital realm and to other avenues like custom content and events – hence our recent (and very successful, IMHO!) forays into both. Happily, our own Website and digital outlets (the e-newsletter, Daily News Queue, e-editions of the magazine, etc.) are doing well.

So, instead of 12 issues, for 2019 we will put out nine, adding April-May, June-July and August-September issues to the slate of six monthly editions the rest of the year. (The August-September issue will be taken up by our annual Q Report and directory of research product and service providers.) And, in another new wrinkle for 2019, along with the usual editorial content, the first three issues of the year will also contain previews for the respective Quirk's Events in which we'll highlight some of the sessions and speakers we think you should know about and offer



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Joe Rydholm can be reached at joe@quirks.com

an overview of the expo hall and networking opportunities.

On that front, while our aim is to have all of the speaking slots filled for each 2019 event by the end of 2018, if you are a client-side researcher and you'd like information on speaking at one of our events, please let me know, as we may still have some openings. Or if you have ideas for topics or subjects you would like to see us recruit speakers to address at our events, I'd love to hear from you there as well.

Maintain the quantity and quality

Hopefully, as readers, you won't notice a difference with our revamped publishing schedule. We certainly plan to maintain the quantity and quality of the editorial content. And who knows, maybe you'll be better able to keep up on your Quirk's reading. Many subscribers tell us they save their issues for times when they can give them their undivided attention and thus their Quirk's stack tends to grow when they're especially busy. With fewer issues for you to keep up with, maybe we'll help lower your stress level while we save some money on production costs. Sounds like a win-win to me!



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// Survey Monitor



••• b2b research

Gartner urges rethink of B2B marketing content

Move away from the 'more'

In order to engage B2B buyers in a way that overcomes information overload and drives progress to a successful purchase, marketing leaders need to shift their content marketing strategy, according to research from Gartner Inc.

B2B marketers must move away from a model built on “more” (more content = more engagement = more progress). In a world where customers are struggling with too much information rather than not enough, the most

successful marketers are focused on providing less information, specifically designed to make buying easier.

During a presentation at the Gartner Sales & Marketing Conference in October, Gartner Vice President Brent Adamson explained how organizations need to focus on “buyer enablement” and developing content that guides customers through critical buying tasks and helps them overcome challenges they encounter throughout the buying process. “Buyer enablement” is defined as the provision of information and/or tools to customers that support the completion of specific buying jobs throughout the purchase process.

“B2B buyers today will reward suppliers who make the purchase process easier,” Adamson said. “Our research shows that customers who receive helpful information that eases the purchase process are three times as likely to buy the bigger, more expensive option, with less regret.”

According to Gartner research, there are two types of buyer enablement:

Prescriptive advice: Help customers understand what steps to take and how to take them. This information should be clear and credible with actionable recommendations specifically designed to help customers overcome buying challenges and complete each specific step along the buying journey.

Practical support: Help customers complete discrete, job-related activities through the purchase process. This information represents the tools customers might use to follow through on the prescriptive advice.

“By focusing on these two types of buyer enablement, marketing can engineer a complete content ecosystem designed to help drive high-value, low-regret deals – and, ultimately, better support sales,” Adamson said.

Shifting the commercial strategy to buyer enablement requires reallocating resources to producing a different kind of content altogether. There is an urgent need for marketers to move their content marketing portfolio away from thought leadership, industry trends and infotainment, which comprise the bulk of today’s content marketing fare, and toward buyer enablement.

To do this, marketing leaders should consider the following to ensure their buyer enablement content meets customers’ needs.

Focus on buying jobs: Ease the buyer purchase process by building buyer enablement content aligned



www.quirks.com/articles/2018/20181203.aspx

with critical buying jobs and providing either prescriptive advice or practical support.

Enable self-service: Repurpose successful content by identifying pre-existing sources of buyer enablement from functions such as sales or customer service and modifying them for customer self-service.

Constantly update: Build and deepen ongoing understanding of buying needs as they arise by implementing a buyer enablement system and strategy.

Ensure cross-channel consistency: Allow customers to self-serve by providing a consistent set of enablement resources across in-person and digital information channels.



... children research Study finds kids are overscheduled

Fewer playdates, more time outdoors?

Results from a survey conducted for Montreal-based footwear and apparel manufacturer Kamik indicate

a significant decrease in outdoor play among children ages 3-12. At the same time, the survey found that kids are still spending more time playing outside (81 percent play outdoors in their free time) than they are playing on computers and tablets (69 percent).

An overwhelming majority of mothers agreed that their best childhood memories took place outdoors while playing with a friend or a sibling. These memories elicit strong feelings of joy, freedom and a sense of adventure for them (75 percent in America and more than 60 percent in Canada). Ironically, their own children are not having the same experiences in today's hectic, overscheduled environment.

American and Canadian mothers readily admitted they spent significantly more time engaged in moments of outside free play, defined as unstructured, child-initiated activity that

... cannabis research

One in six Americans is a cannabis consumer

10 percent consume once a month or more

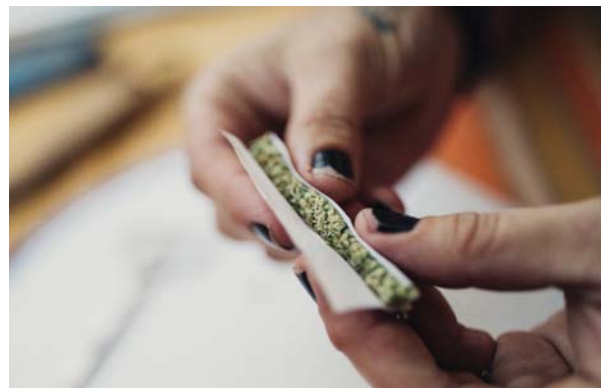
The growth of mainstream cannabis is creating opportunities for brands in a host of categories, from CPG to travel to technology. But making wise decisions about this new market requires a rich understanding of cannabis consumers – and of the diversity of attitudes towards legalization.

Researcher MRI has released results from the first National Cannabis Study, capturing the spectrum of cannabis use across the U.S. The first wave of this study shows that 16 percent of all U.S. adults – over 38 million people – claim to use cannabis, with 10 percent of the total U.S. population consuming at least once a month and 4 percent daily.

The new research – created in collaboration with marketing consultants Miner & Co. Studio and conducted on KnowledgePanel – also shows that, among cannabis consumers: 26 percent (over 10 million people) consume daily; 55 percent are recreational consumers, while 15 percent are medical – and 29 percent report both kinds of use; 19 percent live in the South Atlantic region – tying the Pacific for the highest concentration of cannabis consumers.

The study taps into MRI's data on aspects of U.S. consumer life, from general buying styles to typical media use to the full array of social attitudes. MRI's analysis reveals that cannabis consumers are more likely than average to say that they: generally like variety in brands; strive to achieve high social status; like to post reviews online; and like to connect with brands through social networks. In addition, the new research divides the U.S. population into six segments based on their perspective on legalization and views of cannabis.

The National Cannabis Study was conducted using a nationally representative sample of over 3,000 respondents on KnowledgePanel. (Note: The cannabis survey was conducted on KnowledgePanel while it was owned by GfK; the panel has since become the property of Ipsos.) The resulting dataset was fused to MRI's consumer dataset for profiling purposes and nationwide universe estimates. MRI's Survey of the American Consumer is based on over 24,000 in-person, in-home interviews each year in both English and Spanish, capturing a range of information on U.S. consumers' media use, buying habits, lifestyles and attitudes.



allows kids to develop their imaginations while exploring the world around them, often out of the view and supervision of adults.

American children spend 35 percent less time playing outside freely than their parents did. Sixty-five percent of parents surveyed said they played outside every day during their childhood, while only 30 percent of their children do the same today. Even more alarming, nearly one in five kids today play outside only once a week or less. Toronto showed the highest proportion, with 35 percent of children there playing outside once a week or less.

On average, American children between 3-12 years old participate in five structured activities a week. Overscheduling and the social pressure to keep young people occupied with extracurricular activities is contributing to the decline. In fact, over 80 percent of children in America and 90 percent in Toronto are registered to at least one structured activity per week.

Weather is another leading outdoor play deterrent: 31 percent of parents in America and 18 percent of parents in Canada noted inclement weather as the reason why their children don't spend more time outside.

The overscheduling is also coming at a cost, literally. Nearly one in three (32 percent) Canadian families agree funding their children's extracurricular activities is putting a strain on family finances.

A global study commissioned by Kamik surveyed parents of kids ages 3-12 in the U.S., Canada, Germany and Norway to gauge their relationship to outside free play experiences compared with their children and determine the generational differences in youth free play experiences. For the U.S. and Canada survey data compilation, 2,002 women ages 24+ identifying as mothers with children ages 3-12 agreed to take a survey about both their personal play patterns as youth and their children's current play patterns. The survey was conducted from August 3 to August 16, 2018 by research firm Ipsos on behalf of Kamik.



... photography research
Premium products propping up global photography market

Smartphones gut demand for basic cameras

According to a study by researcher GfK, the only sector of the global photography market to show revenue growth and increased sales numbers was that of fully-equipped premium models. Global sales from digital cameras came to €3.9 billion in the first half of 2018, a drop of 11 percent compared to the same period last year. The number of items sold also dropped, by 15 percent.

These drop-offs can, in part, be attributed to a particularly strong first half of 2017. The market was driven by new product launches and the exceptional circumstances triggered by the earthquake in Japan in spring 2016 which made for difficulties in delivering image sensors, leading consumers to buy later.

However, the photography industry has been under pressure for years. One challenge is posed by the increased quality of smartphones, meaning there is now barely any demand for traditional, basic digital cameras. The digital camera boom relied on the mass market, from which demand has disappeared. Between 2013 and 2017, global sales of digital cameras with built-in lenses shrank by an average of 30 percent per year.

Compact cameras with larger

image sensors and high zoom ratios recently slowed this downward spiral and increased the average price of a compact camera from €148 in 2013 to €240 in the first half of 2018. Global revenues from compact cameras came to just under €1 billion in the first half of 2018, 21 percent below those in the same period in the previous year.

Revenues from interchangeable-lens cameras dropped 8 percent in the first half of 2018 to a little over €3 billion. Within the sector of interchangeable-lens cameras, premium models with 4K video capability and integrated Wi-Fi saw a revenue jump of 90 percent. These premium devices therefore account for approximately 45 percent of revenue within interchangeable-lens cameras.

“Increasing demand for high-end cameras could now slow the downward trend in the photography industry,” says Markus Kick, GfK’s expert in photography and consumer electronics. “However, this can only be achieved using products with the right equipment package. A large sensor on its own is no longer enough to guarantee market success. Manufacturers need to offer cameras sporting capabilities with which users are familiar from their day-to-day interactions with consumer technologies. The top priorities are 4K, Wi-Fi and Bluetooth. The capabilities of digital cameras must far outweigh those of a smartphone camera to give the photography industry the logical advantage.”

The trend toward high-quality cameras is also evident in the increased significance of retail sales of camera bodies. Almost one in five interchangeable-lens cameras was sold with no lens in the first half of 2018. These cameras sell for over €1,500, a much higher average price than cameras which are sold with a lens included. SLRs and mirrorless cameras are equally ranked in the statistics.

Specialist retailers are benefiting from this trend toward premium products – their share of global revenues has risen to 44 percent. Almost 70 percent of revenues from cameras

priced €1,000 or above went to specialist retailers. Almost 30 percent of global revenues from cameras is now generated online, as internet sales continue to grow in significance.

This move toward high-end photography equipment is also evident in lens sales. Lens sales generated over €1 billion in revenue in the first half of 2018. Lenses for mirrorless cameras are particularly popular at the moment, with an increase in revenue of around 25 percent. In the first half of the year, more than 700,000 lenses for mirrorless cameras were sold globally and the average price has increased from €560 to €580 within a year. Fixed focal lengths are in demand and the current offering reflects this: over 80 percent of lenses available for mirrorless cameras have fixed focal lengths.

GfK uses the Retail Panel as a regular source of international point-of-sales data on photography equipment such as cameras, lenses and accessories. This assessment of the global market is based on data on cameras from 54 countries and data on lenses from 29 countries.



••• brand research

Research identifies drivers of ROI for event sponsors

Inspire awe, appeal to the senses

According to Chief Marketer, brands will spend 20.7 percent of their overall 2018 marketing budget on events and experiences – up from 18.7 percent

in 2017. As a crowded communications landscape makes it increasingly more difficult to reach customers, marketers are turning to creating experiences that cut through the clutter. New research provides brands some guidance on what drives ROI for experiential marketing efforts.

The study, commissioned by Cincinnati-based experience marketing firm AGAR and conducted by researcher Burke, Inc., shows that “memorable events” are most likely to drive consumers to learn more, feel positively and be inspired to purchase a product or service from the sponsor. The top drivers of memorable events are those that are awe-inspiring, fun, adventuresome, liberating and appealing to the senses. The lowest drivers include: affordability, cause-based, family friendly, accessibility and unexpected.

The research also shows that sponsors benefit significantly from their association with memorable events in three key measures. Of sponsored events, 32 percent remembered the sponsor for the 12-month period following the event. In addition: 57 percent were inclined to learn more; 93 percent felt more positively about the sponsor; and 70 percent were inspired to purchase.

Also of note from the study, memorability is driven by the experience, not the group with whom participants attended the event. In fact, 18 percent of study participants attended events alone.

“Memory-building is most predictive of intentions to learn more about event sponsors, feelings of positivity and interest in purchase – surpassing event satisfaction, likelihood to recommend and likelihood to return as key indicators,” says Burke’s Mark Travers. “This research can help bring needed clarity to experiential marketers. It’s about being purposeful about a real return on investment.”

Burke conducted an online survey for AGAR from June 4 to June 14. Statistical testing was conducted at 95 percent confidence level.

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Platform captures respondent video content

Can add video to quant surveys

Philadelphia-based research company Focus Pointe Global (FPG) has launched FPG Video Capture, a platform that allows clients to capture video content, images and audio from respondents using their mobile devices. It can also add video questions to quantitative surveys as an alternative to open-ended text question types. FPG has partnered with video intelligence software company LivingLens to power FPG Video Capture. The LivingLens platform extracts data from multimedia content, allowing users to interpret content within a user interface. Custom video showreels highlighting insights can be created within the platform to deliver insights that can be shared across client organizations to inspire decision-making and drive engagement. Video content is stored in a cloud-based library for easy access and sharing. www.focuspointeglobal.com



www.quirks.com/articles/2018/20181204.aspx

••• user research

Eye-tracking tool for digital products

Shows UX as evidence-based

Sweden-based eye-tracking research solutions firm Tobii Pro has launched Tobii Pro Sprint, a Web-based tool that facilitates user testing of digital products and services. The eye-tracking tool allows UX designers to view and/or record test participants' eye movements while using a service or product on a computer equipped with a Tobii eye tracker. The recording can be shared live or replayed later. Video recordings and live streaming of user tests and results can make it easier to present usability issues to stakeholders and prove that UX is evidence-based and not about somebody's taste. Immediate and objective feedback from users can speed up both the design and decision-making process. The test moderator can invite team members sitting remotely to observe the sessions and communicate through the chat feature to facilitate team collaboration. www.tobiipro.com

••• shopper insights

GfK adds consumer journey module

Available in multiple markets

Nuremberg, Germany, researcher GfK has launched the consumer journey module of its Consumer Insights Engine, a solution that provides a view of the online and offline consumer purchase journey for the technology and consumer durables industries. The module combines point-of-sales data with market

research, online consumer behavior data and AI-enabled consumer review data to provide access to insights via the Consumer Insights Engine. The new solution supports many business functions, including product, category management, marketing and sales. The Consumer Insights Engine can deliver answers to questions like: What triggers the realization of a need to purchase? What channels do consumers use when researching products? What are the most important attributes for consumers when deciding to purchase? And what do purchasers think and say about a product? The solution is available in multiple markets, including: Germany, France, Italy, Spain, Netherlands, the U.K, Russia, India, China, Japan, South Korea, Brazil and the U.S. The product category focus is within the technology and consumer durables sector comprising IT, major domestic appliances, small domestic appliances, printers, gaming, consumer electronics and personal care.

www.gfk.com

••• cannabis research

Mystery shopping for cannabis compliance

Online and brick-and-mortar

Canada-based customer experience management solutions firm In-touch Insight has developed new mystery shopping programs for cannabis compliance. With cannabis now legal in Canada and nine states in the United States, retailers will be responsible for adhering to the different laws and regulations around how cannabis can be distributed and sold within their jurisdiction. The programs will help online and brick-and-mortar retailers validate employee knowledge and service standards, enforce age verification and ensure stores are adhering to

product advertising and accessibility policies. CIBC analysts estimate that the legal cannabis market in Canada will reach 6.5 billion by 2020 and the Canadian government predicts that market will have as many 450,000 customers a day.

www.intouchinsight.com

••• predictive research Tool helps target omnichannel marketing

Acxiom, Luth partnership

Data and technology firm Acxiom and Luth Research have partnered and launched Predictive Audiences Powered by Acxiom, a joint solution that combines integrated, multi-device behavioral analytics from Luth Research's ZQ Intelligence platform and Acxiom's InfoBase data, providing marketers and their supporting agencies with more-targeted omnichannel marketing. Luth's ZQ Intelligence garners permission-based, passively metered consumer shopping behaviors across computers, smartphones, tablets and TV screens and overlays the behaviors with attitudinal surveys. By uniting ZQ Intelligence's integrated, multi-device behavioral analytics and Acxiom's InfoBase data, businesses can create actionable audiences with the likelihood to be in-market, increasing the accuracy and relevance of a brand's marketing efforts and providing consumers with relevant offers.

luthresearch.com

www.acxiom.com

••• Briefly

■ Newton, Mass., research software firm MarketSight has released version 11.0 of its solution. Originally available only in English, MarketSight is now being offered in French, German, Italian, Portuguese and Spanish. Other

www.quirks.com

upgrades include improvements to the process of uploading data from Qualtrics and Excel, more automatic chart creation functions and product performance that has been optimized for large dashboards.

www.marketsight.com

■ London-based researcher E-Tabs and Paris-based research software firm Askia have launched Iris, an online dashboard design platform. The solution is fully hosted in the cloud and includes data handling and data visualization capabilities that allow users to create customized online dashboards.

www.e-tabs.com

www.askia.com

■ Teaneck, N.J., shopper insights agency PRS IN VIVO has released its behavioral science-based Pack-Cept concept screener, which allows brands to test new product concepts in the context of the pack, the shelf and the shopping experience earlier in the NPD process.

www.prs-invivo.com

■ Research company Toluna has expanded its mobile panel and respondent access in China with the launch of a WeChat mobile survey applet by sister company KuRunData, an online research services firm. KuRunData's mobile respondent access via WeChat allows the company to provide respondent access beyond its panel, coupling it with a survey platform to provide better consumer insights solutions.

corporate.toluna.com

■ Netherlands-based research technology company Nebu has launched Data Hub 2.0, the new generation of its data management and utilization platform, now offering automation. The platform is designed to help researchers with primary and secondary data.

www.nebu.com

■ New York-based analytics firm Analytic Partners has launched Helio, a demand forecasting solution that uses machine learning models to capture

non-linear relationships, interactions and dynamics to predict demand based on weather forecasts.

analyticpartners.com

■ Service Management Group, a Kansas City, Mo., research company, has introduced the eTrack feedback tab, an expansion of the SMG eTrack product. The feedback tab allows brands to capture real-time user experience and customer experience feedback and allows consumers to share unsolicited comments. It can be used to collect page-specific feedback, overall site feedback and provide a direct link to a contact form.

www.smg.com

■ Reston, Va., firm comScore has announced the beta release of Campaign Ratings, its cross-platform video advertising measurement solution. In July, comScore announced it would be building the beta solution in partnership with 12 companies in the media and advertising space. ComScore plans to open the beta program to additional networks, marketers and agencies in Q4 and expects to launch Campaign Ratings commercially in Q1.

www.comscore.com

■ Tonawanda, N.Y., research company xsperient has published its third ConnectionPoints syndicated study on Gen Z and Millennials in health and wellness. The study, Gen Z, Millennials, Food and Nutrition, includes new subsegments of Millennials, personality-based types and an evolving nutrition worldview.

xsperient.com

■ Behavior science company CultureWaves and data science company Dstillery have launched VOICE, a real-time, need-based behavior segmentation tool that provides insights to identify, understand and engage with target audiences. VOICE combines Dstillery's observed behavior signals and CultureWaves' analyzed need-states data, providing advertisers with a view into consumer motivations.

www.culturewaves.net

www.dstillery.com

■ Chicago-based researcher IRI and Google plan to launch a new solution that will allow CPG advertisers to measure the impact of YouTube advertising on offline sales using IRI Lift. IRI Lift integrates point-of-sale, frequent shopper, causal and media exposure data to help marketers understand actual in-store sales lift impact on ad spend. The upcoming solution expands IRI's relationship with Google, which was established through the Google Measurement Partners program.
www.iriworldwide.com
www.google.com

■ Burbank, Calif., cultural insights agency ThinkNow is increasing its reach into Latin America by expanding its Spanish-language panel offerings to Argentina and Colombia. The company is also launching its behavioral application Knowy in Argentina and Colombia. Knowy collects mobile behaviors like search terms, Web site visits, application usage and GPS location.
thinknowresearch.com

■ Denver-based research software company Corus has launched its new market research platform, offering free user licenses for up to 1 million users per organization. It also includes integrated machine and human language translation, integrated global panelists on-demand, fast project turnaround and re-targeting.
www.cor.us

■ London-based market intelligence company Mintel has launched Indian Consumer, a consumer intelligence platform featuring research reports and analyst expertise on India's consumer markets. The platform combines new consumer research with market data and analyst insight, with overarching themes across the food and drink, beauty and personal care and lifestyles categories.
www.mintel.com

■ Cincinnati-based text analytics solutions firm Ascribe has added Japanese-language capabilities to its text analytics software suite.
goascribe.com

■ Toronto-based data services firm Maru/Blue has launched its Cannabis Community. The community includes members from across the U.S. and Canada who have been profiled on their cannabis consumption and consumption intentions. Additionally, they are profiled on how they consume and wish to consume, including smoking, vaping, edibles and beverages.
www.marubluenet

■ The production network of consumer opinion and behavioral data management company the Opinion Economy is now live and has recorded its first fully blockchain-enabled transaction, utilizing its patented system and method for creating an opinion and behavioral data economy. This first survey transaction also marks the start of the Opinion Economy Blockchain early adopters program, with the launch of the first corporate partners registered as contact and survey agencies on the network.
www.opinionblockchain.com

■ New York-based digital consultancy Converseon has released a library of pre-built machine learning models designed to drive enhanced value and use of social listening data. The models, built via the firm's machine learning-as-a-service platform Converseon.AI, allow brands to choose and subscribe to their preferred pre-built, industry-centric models and deploy them either directly or in conjunction with social listening, management and business intelligence platforms.
converseon.com

■ Stamford, Conn., technology research and advisory firm Information Services Group (ISG) has launched ISG Blockchain Now, an advisory and

sourcing solution that allows enterprise clients to improve the efficiency, accuracy and security of their business processes through distributed ledger technology.
www.isg-one.com

■ Chicago-based researcher IRI has released E-Market Insights 3.0, the next generation of its online sales measurement and insights solution. Enhancements to the solution include: an increase in the total number of shoppers accessible by the list of data providers; updated algorithms leveraging machine learning technology; enhancements to the underlying data science methodologies; expanded coverage of merchants; additional reporting levels in the product hierarchy; and four years of online sales and shares data, beginning in 2015.
www.iriworldwide.com

■ Teaneck, N.J., shopper insights agency PRS IN VIVO has released PackFlash, an automated, Web-based service that evaluates new packaging designs for both re-stages and new products. The service evaluates design systems within a full-shelf context, drawing upon the company's methodologies and normative database.
www.prs-invivo.com

■ San Francisco-based insights platform UserTesting has announced the availability of its Adobe XD CC plugin, allowing designers to get feedback on prototypes and designs from customers in real-time and collaborate and share insights with stakeholders across the organization.
www.usertesting.com

■ Alpharetta, Ga., sample provider P2Sample has added artificial intelligence algorithms to its insight automation platform. The technology, called P2Perform, improves respondent targeting and conversion rates by reducing sample waste.
www.p2sample.com

■ Reston, Va., firm comScore has announced an agreement with Oracle Data Cloud to drive audience targeting with TV segments. The new segments allow marketers to reach personas through Oracle Data Cloud and target consumers who have viewed specific TV ads.

www.comscore.com

■ London-based market research company GlobalWebIndex has launched Pollpass, its new survey technology that allows brands and agencies to generate bespoke data sets and insights in real-time from any demographic in any location.

www.globalwebindex.com

■ Censeo Analytics has launched its new platform that provides candidates with voter attitudes and habits using social media, big data and proprietary algorithms. The platform allows campaign managers and political party fundraisers to segment their voter base with granular data to target undecided and swing voters.

censeoanalytics.com

■ New Orleans-based audience platform Lucid is unifying its solutions under the Monetization, Marketplace and Audience product sets and will be discontinuing the use of Federated Sample, Fulcrum and Proof product marks. The company says that while the product names are changing, all current and future products will continue to operate in the same manner.

www.lucid.id

■ Sweden-based eye-tracking research solutions firm Tobii Pro has launched Tobii Pro Nano, a small research-grade eye tracker designed to be used with portable screens. The solution plugs into the USB port of a Windows laptop or tablet and collects gaze data at 60 hertz.

www.tobii.com

■ Hey.ai, a consumer analytics and insights platform, has launched. The

www.quirks.com

platform was founded by Hari Rajagopalan, formerly with Google analytics, and leverages a GDPR regulation that allows users to access their own data from sites like Facebook and Google. Hey.ai's platform processes the raw data to provide easy-to-understand insights to users.

hey.ai

■ Fort Washington, Pa., company M3 Global Research has made available a new Patient Access offering. The patient engagement product will leverage the company's network of relationships, its network of physicians and its patient access team.

www.m3globalresearch.com

■ Reston, Va., firm comScore has unified its digital audience measurement data in MyMetrix Explore, its exploration and visualization tool. The update consolidates all content and media types, including video, in a single interface.

www.comscore.com

■ Survey software solutions firm Voxco has integrated its data collection platform with MarketSight's data

analysis and visualization system, streamlining survey data collection and insights creation. The newly integrated solution allows researchers to collect survey data through any of Voxco's survey modes – CATI, online, mobile offline, IVR – and run analysis and reports in an application. The integrated solution will be available as Voxco Analytics in the Voxco survey platform.

www.voxco.com

www.marketsight.com

■ Nielsen, New York, will expand its reporting capabilities to identify same-gender spouses and partners and their households. Nielsen says it will work with GLAAD to determine the best approaches for reflecting LGBTQ inclusion and representation in its panels, including evaluating recruiting and classification techniques that help better identify same-gender spouses and unmarried partner households to participate in Nielsen's nationally representative panel.

www.nielsen.com

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Conversing with zombies

| By Jesse Caesar

snapshot

Jesse Caesar looks at how qualitative research can unlock the pent-up need for face-to-face interactions in the digital age.

We are all junkies now. Jonesing for the pleasures of repetitive rituals despite diminishing returns. Staggering through public places, oblivious to anything but getting our fix. Binging while the unintended tasks mount and our eyes dry out. For those participating in the modern digital age, this is our blue-lit selfie.

As we become increasingly digitally connected, we are growing increasingly disconnected from one another. Loneliness is on the rise according to the UCLA Loneliness scale. So is the number of companies and publications pushing the practice of “digital detox.” What societal tension is this playing on? A Pew Research study revealed that the rates of technology adoption among Americans are going up, while inversely, our faith in the Internet as a positive social force is going down. Books examining the impact of the digital age on our social skills like Michaela Launerts’ *#GirlCode: The Secret to Success in a Digital World* outline how the FOMO generation is held back by anxiety over in-person interaction.

A Snap/Cassandra study of Gen Z revealed that 85 percent would rather have a small, close group of friends than a sprawling circle of associates but their favorite activities to engage with while with friends are almost all screen-based. We continue adopting more digital tools even though these modes of engagement bring us less satisfaction and erode

our interpersonal skills.

The zombie hordes streaming through our devices are more than just a current mainstay of sci-fi – they’re a reflection of us. Perhaps it’s time to take that first step (with a decomposing stump dragging behind) and accept that we have a problem.

I’m no Luddite rallying for a full retreat to an analog lifestyle. The ubiquity of devices and Internet access brings us an ever-expanding bounty that I profoundly enjoy and rely upon. (Crafting and sharing this article sure would be a pain without access to those things.) Nevertheless, our always-on, always-updating culture is warping minds (and spines). We need a healthier balance. We need to create more space for face-to-face. Qualitative research provides a special opportunity for just that kind of rehab.

Fever pitch

Over the course of my moderating career I have seen my research participants’ urge to interact increase to a fever pitch. Keeping the discussion contained has grown more challenging in recent years. Even getting them to leave when the interview is over calls for more nudging now. This holds true for all in-person methodologies, across markets and in every demographic (young Millennials and Gen Z “digital natives” included). Unloading thoughts and feelings has always been cathartic for research participants but these days there is so much more to release. The other month a man in his early 20s hung back to talk to me about a sick relative – after



www.quirks.com/articles/2018/20181215.aspx

an interview for window treatments.

This form of digital detox is a happy by-product of my professional approach. Interviews start with everyone turning off their phones. In a no-wrong-answers, judgement-free zone, they take the lead while I actively listen and follow up with empathic probes. To maintain engagement, I always try to sprinkle in some fun, creative exercises. Backs straighten, eyes lock and minds open.


While zombies might stagger into the room, they all can be brought to life through conversation. Study after study has demonstrated that people – no matter how device-dependent – still possess the fun-

"While zombies might stagger into the room, they all can be brought to life through conversation."

damentals of interpersonal skills. I recently had a room of heavy smartphone users breathlessly building on one another's real-world examples as well as more abstract thoughts to bring definition to the concept of thoughtful design. Give people the right forum and format and the floodgates will open.

Opportunities for companies

Tapping into this unmet need for IRL engagement presents a couple of opportunities for companies in any sector. One is providing compelling, non-digital interactive experiences as an activation or, better yet, as an ongoing part of their offering. Another is to team up with a qualitative pro to get to know their consumers.

Building businesses without connecting to customers or gnawing on the same old data bones makes companies zombie-like too. Let's engage with real people, in real life. Let's go out and eat some brains! 

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••• mobile research

Challenge your assumptions

Optimizing questionnaire design for mobile surveys

| By Patrick Elms



snapshot

The author's firm conducted research-on-research to test widely-held beliefs surrounding some mobile research best practices.

Mobile phones are quickly becoming the primary link to the Internet for many of us today. A recent Pew Research Center survey found that 77 percent of Americans own a smartphone, up from just 35 percent in 2011.¹ Other research reveals that 73 percent of all e-mails are opened on a mobile device² and that 65 percent of our digital time is now spent on mobile devices, including tablets, and only 35 percent on a PC.³ For one recent nationally representative survey conducted by our firm, 39 percent took the survey on a mobile device. And for ethnic groups mobile is even more prevalent: in the same survey 49 percent of Hispanics and 48 percent of African-Americans used a mobile device for the survey.⁴ Smartphone usage also skews younger and more affluent,¹ groups that are often of interest to marketers. In fact, 35 percent of Hispanics and 28 percent of those age 18-29 say they do not have broadband and exclusively rely on their smartphone for Internet access.¹

As Americans become even more attached to their smartphones, we would expect the usage of mobile devices to take surveys to continue to increase. Researchers need to understand the implications of this when designing their surveys. It's critical to create surveys that can be easily taken across multiple device types and equally important that the results are independent of the device used – questions where mobile users tend to answer differently from PC users will create problems for analysis, especially when results will be analyzed by age or ethnicity.

A quick Internet search reveals many sites ready to provide general guidelines for creating smartphone-friendly online surveys. These are typically grounded in the reduced screen size compared to a PC or tablet, the increased difficulty of typing written responses and the perceived reduced attention spans mobile users are likely



www.quirks.com/articles/2018/20181206.aspx



to have. The most common design tips for mobile surveys include: keep the survey short; use simple, short question types and avoid long grid questions; avoid images whenever possible, especially large ones; and limit the use of open-end questions.

These guidelines are usually stated as fact, without empirical evidence that they are actually essential to a best-in-class mobile-friendly survey. The purpose of this article is to test those assumptions to determine the impact of various design choices on survey responses and the user experience. The key questions we will answer for smartphone survey design are as follows:

- When can you use grid questions?
- Can you evaluate large images like concepts or packaging?
- Are open-end questions answered differently?
- How does the device used impact the survey experience, attentiveness and interview length?

To answer these questions, we conducted an online survey with n=301 respondents (n=100 non-Hispanic and n=200 Hispanic, broken

Respondent Counts by Ethnicity and Device Used				
	Hispanic (n=201)	Non-Hispanic (n=100)	Spanish-Dep./Pref. (n=100)	Bilingual/ English-Pref. (n=101)
PC/Tablet	100	50	49	51
Smartphone	101	50	51	50

Margin of error = ±10 percent for each Hispanic cell and ±14 percent for each non-Hispanic cell at the 95 percent confidence level.

down by ~n=100 per language dominance), with approximately half the responses in each segment using a smartphone to take the survey and half using a PC or tablet (see table). The survey was conducted in May 2018.

When can you use grid questions for mobile surveys?

Grid or matrix questions are commonly used in online surveys when there are a number of items (e.g., categories, brands or attributes) that are answered using the same scale or set of answer choices. When administered on a PC, grid questions allow for fewer separate questions and can typically be answered more quickly than asking each question separately. When using a smartphone, however, a large grid format would require a lot of scrolling and make these types of questions quite difficult to answer.

The good news is that most online survey platforms today are able to detect the device being used and adjust the grid to a simpler, single-question format for smartphone users. This is true for Culturati's Confrimit platform used for this test. But if PC respondents are seeing a grid format and smartphone users are seeing individual questions, we need to be certain that the question format does not result in significantly different response patterns across the two devices.

To address this issue, we tested two types of grid questions. The first type was a series of six typical CPG categories and we asked purchase frequency using a six-point scale, with each category requiring a response on the scale. The second type was a series of eight brand attributes, with respondents asked to select which of six brands, if any, they associated with each attribute. As opposed to the single response scale in the first type, this was a multiple-response scale where respondents could select any or all the brands or none. Each question type was programmed both as a grid and as separate question, with the grid questions reformatted as

separate questions for smartphones, so that smartphone users always saw both formats as single questions. The analysis compared the responses of PC/tablet and smartphone users for significant differences at the 95 percent level to determine if the question format impacted the results.

The results showed marked differences between the two types of grid questions. For the single-response scale using the grid format, the number of significantly different responses across all the categories was only 1.4 percent, which is less than random chance given the 95 percent confidence level. This was the same number of significant differences as when the categories were asked separately, indicating that programming as a grid has no impact on the responses for single-response scales.

The same cannot be said for the multiple-response scale, however. When the brand attribute association question was programmed as a grid, there were significant differences for 7.3 percent of the responses, compared to only 1.0 percent when it was programmed as a separate question. The pattern of differences for the grid format revealed that smartphone users selected more brands across the attributes compared to PC/tablet users, resulting in an understatement of the brand associations among PC users. This is likely because the smartphone users were evaluating each attribute separately, while PC users were evaluating all the attributes at once.

The differences among Hispanic respondents were even more glaring, with the multiple-response scale resulting in 16.7 percent significant differences when programmed as a grid versus 6.3 percent differences when programmed as separate attributes. For the single-response scale, programming as a grid resulted in the same small number of differences as overall, at 1.4 percent.

Based on this data we can conclude that for questions with a single-response scale for multiple items, you can program the questions as a grid without concern that smartphone and PC respondents will answer the questions differently.

However, when the scale is “select all that apply,” you should avoid programming as a grid and ask each item separately to be sure the responses are valid.

Can you evaluate large images like concepts or packaging in a mobile survey?

The idea behind avoiding images for mobile surveys is based first on the time it takes to download the images to the phone and secondly on the difficulty of viewing large images on a small screen. However, given the advances in mobile bandwidth and faster mobile processors, the former is becoming less of a concern. For viewing images, most survey platforms offer a zoom feature where smartphone respondents can touch an image to view it more closely, along with any text that might otherwise be too small to read. However, even with this tool there is a concern whether mobile users would view all parts of a larger image compared to PC users who can see the full image on their screen and if they would spend the same amount of time looking at the image.

For this mobile-device test, we created a brand concept image that included large primary text, smaller “fine print” and a product image. Respondents were allowed to examine the image for as long as they wanted and then rate the concept on a series of attributes, including one that focused on the smaller text information. We then compared the responses by smartphone users and PC/tablet users, as well as the time spent examining the image. The concept was shown in Spanish for those taking the survey in Spanish.

The results showed that there was little difference between responses or image viewing time between device types. The number of significant differences between smartphone users and PC/tablet users was 5.0 percent, which is exactly what would be expected at random given the 95 percent confidence level. Among Hispanic respondents the difference was even lower, at 3.3 percent. Plus, none of the differences were for the attribute related to the smaller print.

The time spent viewing the image was nearly identical across devices, with 21 seconds for smartphone users and 20 seconds for PC/tablet users. Hispanics took more time to view the images overall but they were also nearly the same across devices, with 34 seconds for smartphone users and 35 seconds for PC/tablet users.

These results demonstrate that researchers should feel free to incorporate images in their surveys without fear that smartphone respondents will examine the images less closely or evaluate them differently compared to PC users, as long as the survey platform provides a tool for smartphone users to zoom in on the image.

Are open-end questions answered differently by mobile respondents?

Most “experts” advise against using open-end questions for smartphone surveys, assuming that the typing will be more difficult for smartphone users and thus they may be more likely to drop out of the survey. There is also concern that they would give shorter answers with less detail compared to PC users.

To test these assumptions, we asked a broad open-end question regarding the reasons for a specific rating, asking for a detailed explanation. We measured the time it took to type the response as well as the number of characters typed.

While it is true that smartphone users spent more time answering the open-end overall, the difference was not significant and the additional time is because smartphone users actually typed more characters than those using a PC or tablet, which runs counter to the assumption that they would be typing less. Smartphone users spent 25 seconds answering the open-end and typed an average of 39 characters, compared to PC users, who took 20 seconds to answer using 28 characters. Hispanic respondents took longer and typed more, with an average of 38 seconds and 51 characters for smartphone users, and 28 seconds with 40 characters for PC/tablet users. While these differences were significant, the increased time was again due to the

length of the response and not to greater difficulty typing.

Based on these results, we can conclude that using open-ends will not reduce the response quality for mobile users. In fact, smartphone users typed more characters and spent more time answering the question compared to PC/tablet users. However, as with any survey, the number of open-end questions should be kept to a minimum needed, as excessive typing will cause greater respondent fatigue regardless of device used.

How does the device used impact the survey experience, attentiveness and interview length?

Other questions regarding mobile surveys revolve around whether the respondent experience would be less positive for smartphone respondents than for those using a PC, whether they might pay less attention to the questions and how the device used impacts the interview length.

To understand the user experience, we asked respondents to rate the ease of taking the survey on a 1-10 scale, with 10 being the highest. The ratings were very similar, with a mean rating of 8.8 for smartphone users and 8.6 for PC/tablet users. Hispanic respondents also gave equally high ratings of 9.2 for smartphone users and 9.3 for PC/tablet users. Based on this we can conclude that mobile users will have a similar survey experience compared to PC users.

To measure attentiveness, we included a quality-control attribute in the brand-association question to ensure respondents were reading all the text. Smartphone users and PC users had very similar attention levels, with 86 percent of smartphone users selecting the correct response compared to 84 percent for PC/tablet users. Therefore, there is little concern with smartphone users being less attentive to the questions.

Regarding interview length, it took smartphone users 50 percent to 75 percent longer per question to answer separate questions compared to PC users formatted as a single response grid and also about 25 percent longer per question to answer

open-ends. However, when questions were formatted as separate questions for both PC and smartphone users, those on smartphones answered the questions in 10 percent less time. Overall, we can expect the average survey length to be about 10 percent to 15 percent longer for smartphone users. This difference should not be a great concern for surveys 20 minutes or less, where the overall time difference would be less than three minutes. However, the overall time difference will increase as the survey gets longer, so we recommend against conducting surveys much longer than 20 minutes.

Understand the impact

Given the continuing increase in smartphone usage today, it is critical that market researchers understand the impact of their survey design choices on the results for mobile users so that the responses are not dependent on the device type and that the survey experience is as similar as possible for both smartphone and PC users. The overall conclusion from this test is that by keeping in mind a few key considerations, we can achieve that outcome.

- When asking a series of items with a single response scale, program as a grid for PC respondents and as separate questions for smartphone respondents.

- For a series of items with a “select all that apply” response list, program as separate questions for all devices to avoid different response patterns for smartphone users versus PC users.
- Large images can be evaluated without response or viewing differences by device type.
- Both smartphone users and PC users answer open-end questions similarly despite the type of platform used.
- The survey experience and attentiveness levels are similar across device types.
- Smartphone respondents tend to take 10 to 15 percent longer to complete the typical survey but the difference is not a big concern if the overall survey length is 20 minutes or less. ¹

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Small changes can make a big difference

How to avoid asking leading questions

| By Mark A. Wheeler



snapshot

Mark A. Wheeler offers guidance on neutralizing potential biases when developing discussion guides and questionnaires.

All moderators know that they should try to ask open-ended questions to avoid leading their respondents to particular answers. But in the real world of moderating, it is usually impossible to know just how much our style of questioning is influencing the responses that we're hearing. On the basis of both research in behavioral science and from recent marketing research examples with clients, it's clear that some small variations in the way we ask our questions are having oversized and potentially-biasing effects.

In this article, I will describe a decision-making heuristic called availability that can alter the way our respondents answer the questions that we put to them. Next will be a few examples from published research showing that how questions are framed will change our answers (and even our beliefs and intention to purchase). Then I will give a recent example with a client where we decided to change a key research question and began to hear different answers. The article will end with a discussion of how to ask questions that neutralize any potential biases.

Thought-leaders in behavioral science, particularly Nobel Laureate Daniel Kahneman, have described a long (and still growing) list of cognitive heuristics, or shortcuts, that guide our decisions and behaviors. According to the availability heuristic, when an idea quickly comes to mind (or is brought to our attention), it seemingly becomes more important than it was before. Similarly, if we are asked to think about some action that we might take, then we go on to believe that it happened more often in the past and is more likely to happen in the future. There are lots of relevant examples in the psychology literature, with obvious implications for what we do as marketing researchers. Every time we make an idea available to our respondents, the idea itself becomes more plausible and more likely to be accepted. Of course, this is what a leading question is.



www.quirks.com/articles/2018/20181206-1.aspx



Powerful impacts

Psychologists have shown powerful impacts of small wording differences in questions, even when people are talking about their own lives. Research participants were asked a number of things about their social lives (study by Kunda, et al., 1993). Half of the respondents started by answering the question, “Are you happy with your social life?” while others were asked, “Are you unhappy with your social life?” They then went on to talk about their social lives. Even though the two groups were treated the same except for a single word, those who were asked if they were unhappy went on to be 375 percent more likely to declare themselves dissatisfied and unhappy with their social lives. In this situation, the availability heuristic is closely related to the confirmation bias. Once a question has been asked, most people try to confirm the question rather than refute it.

Sometimes this general principle has been used in manipulative ways. The prominent social psychologist Robert Cialdini (2017) recounts how cult recruiters initially bring people into their groups. They may initiate a conversation with a target recruit by asking them if they are unhappy. This kind of question is not a neutral way to gain information – the recruiters are literally helping to establish an unmet need by having people focus on what is wrong with their lives. Cialdini describes how the answer to this initial question can progress naturally to further promotion and manipulation from the recruiter (e.g., “If you’re unhappy, would you like for us to help you?”)

Moving back to the more ethical world of science and marketing research, some other behavioral scientists took these ideas even further, showing that small variations in language can lead respondents to give different answers – and then even to anticipate their future lives and future investments very differently (Payne, Sagara, et al., 2013). In a set of multiple experiments, the authors asked adults about their life expectancies – the critical variable again depended upon just a few words in

the questions. In one of the key comparisons, respondents (who were 45-65 years old) gave ratings to the questions shown in Figure 1. Half of them were asked to estimate the percentage likelihood that they would live to age 85 or older, while the others were asked the likelihood that they would die by age 85 or younger. If the respondents could answer rationally, then the average answers for each question should be mirror images of each other.

But the mere thought of living to a certain age, or dying by that age, led the two groups in different directions and gave them two different kinds of thoughts. The “live-to” group gave an average estimate of 52 percent likelihood of living to at least age 85, while the “die-by” group estimated a 70 percent likelihood of dying by that age. When the authors looked at respondents’ expected age of death across all of their studies, they discovered that people who had answered “live-to” questions expected an average lifespan of 85 years compared to only 75 years for the “die-by” group. A very powerful effect from just a few words!

The researchers took this one step further and later asked the participants about their interest in buying a life annuity. A life annuity guarantees a people a specified level of income for as long as they live and is an attractive option for people who are worried about outliving their income. The drawback, of course, is that the income from the annuity stops when people die. Therefore, life expectancy has a massive influence on whether people should consider buying the annuity (i.e., if you think you will live a long time, you should buy one; otherwise, you may want to avoid this investment).

In this study, interest in buying an annuity turned out to be determined by how long respondents thought they would live – and also by whether they had been randomly assigned to the “live-to” or “die-by” group. For the half of respondents who had recently estimated that they would live longer, there was an average of a 39 percent likelihood to purchase the annuity, compared to 26 percent for the

Figure 1

Small Changes in Questions Can Lead to Different Results

Adults aged 45-65 were asked one of the following two questions and later asked their life expectancies:

- **Q1: The chances I will live to be 85 years old or older are: 52%** Average expected lifespan: 85
- **Q2: The chances I will die by 85 years old or younger are: 70%** Average expected lifespan: 75



- The longer people expected to live, the more interested they were in buying a life annuity.
- Getting the initial “live to” question made people more likely to choose an annuity.

Payne, Sagara, et al., (2013)

Figure 2

An Example of How Even Simple Questions Can Be Leading Questions

- A sample of Americans was asked: *“If there is a serious fuel shortage this winter, do you think there should be a law requiring people to lower the heat in their homes?”*

38% supported this idea

- A similar sample was asked: *“If there is a serious fuel shortage this winter, do you think there should be a law requiring people to lower the heat in their homes or do you oppose such a law?”*

29% supported the law in this case

- Adding the “balancing phrase” helps to reframe or re-anchor the question – surveys and questionnaires should avoid one-sided questions.

Schuman and Presser (1981)

Schuman and Presser (1981), respondents looked at some public-policy questions that reflected one of the concerns of that time: the energy crisis and the potential for fuel shortages. Two of the questions used in the research are shown in Figure 2. The first question asked if there should be a law requiring people to lower the heat in their homes; 38 percent agreed with the idea. In the second question, the researchers didn’t change the meaning of the query at all but merely added the language “or do you oppose such a law?” The additional phrase kept the question from being leading, as suddenly the options of being either in favor of the proposed law or against it were both made available. The percentage in favor dropped to 29 percent.

When learning about these examples, it is tempting to ask which answer is the “real” one – if we can frame questions differently and get different answers, then how can we know which answer is right? The resolution is pretty clear to behavioral scientists but may not be extremely reassuring to all of us – or to our clients. When people are asked novel questions, or questions that require them to imagine what they might do in the future, there is literally no preexisting correct answer. People in marketing research interviews (and also in real life) answer novel questions by constructing the answer at the time of their response. They consider (sometimes very briefly) what their best response should be and then they go with it. If we hear the top question in Figure 2, people think about possibly supporting the law. The bottom question stimulates us to think about why we should support and/or oppose it. Even though both questions would generally be considered to be fair and non-leading, the specific phrasing of the probe has an irrationally large influence on the answers.

Substantive differences

Even experienced client and marketing research teams can benefit from becoming sensitive to leading their respondents and including balancing phrases in their questioning. A recent marketing research project with a health care client provided a relevant example of how minor variations in questioning could lead to substantive differences

group who had not estimated that they would live as long.

The findings should make all moderators and marketing researchers wary about the impact of the availability bias and leading questions. Probably no one would have considered a question such as “What is the likelihood that you will live to age 85 or older?” to be a highly leading question but it is. This “live-to” phrase altered people’s perceived life expectancy and later made them much more likely to claim they would buy an investment. To put that into a different perspective, the gain in interest in life annuities (a jump from 26 percent to 39 percent) was probably a bigger boost

than companies usually see from the entirety of their lengthy and expensive marketing campaigns.

Easy to add balance

Fortunately, there is way to minimize any potential problem with leading questions. It turns out to be easy to add balance to a question to prevent biasing respondents one way or another. There is little doubt that many of us who are moderators and survey designers do this sometimes – we should probably do it even more often.

A good example comes from some work from many years ago. In a published experiment by the researchers

Figure 3

Revising a Discussion Guide to add Balancing Phrases

Initial version of the discussion guide:

- c. Confirm proportion of patients on Product X from screener.
- 1) What is your general opinion of Product X? What are its key strengths and weaknesses?
 - 2) Is it inconvenient to have Product X available only as a self-injectable medication? Why or why not?

Revised guide, with non-leading questions and balancing phrases:

- c. Confirm proportion of patients on Product X from screener.
- 1) What is your general opinion of Product X?
 - 2) Give me a brief assessment of its key strengths and weaknesses.
 - 3) Tell me more about any perceived disadvantages to using the medicine.
 - 4) What, if anything, are the barriers to prescribing it more often than you do now?
 - 5) Product X is a self-injectable medicine that patients inject at their homes. Is this a barrier to you prescribing it more often or is this not a barrier? Explain why or why not.

in the key takeaways from research. (Note: To protect client confidentiality, there are a lot of details altered in the example below. The key points are accurate but the superficial details have either been changed or replaced by generic language.)

The client was interested in moving

forward with plans to develop a new medicine for a very serious disease state. An existing option, here labeled as Product X, was first in its drug class and was usually judged as an effective medicine. It also required patients to self-inject the medicine at their homes.

The new drug option that was being

developed by my clients operated with a similar mechanism of action but was an oral formulation. In a prior round of research, before I became involved, the brand team had determined that self-injection was a barrier to use of Product X and that there was an unmet need for a similar medicine with a friendlier formulation.

The new marketing research involved a number of different objectives but one key goal was to further explore the unmet need regarding the formulation. I was given the discussion guide from the prior research, which included the questions at the top of Figure 3. The guide followed a pretty standard approach – the key questions began with open-ended questions (e.g., “What is your general opinion of Product X?” “What are its key strengths and weaknesses?”) before the key question about self-injection. But, the key question here could reasonably be considered to be leading because it brought up the possibility of self-injection as a barrier to prescribing, without a corresponding balancing phrase.

I discussed this with the client and

Clarity

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but we ask them to gain a clearer view,
a way of understanding.
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Figure 4

Applying Behavioral Science to Probes to Avoid Leading Questions

PROBES THAT ARE PROBABLY BIASING RESPONDENTS

- Do you like Product X? Why do you like it?
- How satisfied are you with the medicines available to treat asthma?
- When Product Z launches, which patients will get it?
- What about this [concept, or message]. Is this better than the last one?
- Are you comfortable recommending medicines that you haven't had much experience with?
- How familiar are you with the new drug class?

MORE NEUTRAL PROBES (THAT WILL LEAD TO MORE VALID RESPONSES)

- Do you like Product X, or do you dislike it? Why do you say that?
- How satisfied or dissatisfied are you with available asthma medicines?
- When Product Z launches, how will you decide whether or not to use it? How will you decide which patients could get it?
- What about this [concept, or message]. Is this an improvement, or not an improvement?
- To what extent are you comfortable, or uncomfortable, recommending medicines that you haven't had much experience with?
- How familiar or unfamiliar are you with the new drug class?

suggested some other ways to probe and explore the same issues with different language. We arrived at the questions at the bottom of Figure 3. These probes again started open-ended (e.g., "What is your general opinion of Product X?") and slowly became more specific, to see when, if ever, doctors began discussing self-injection as a barrier to use. On the key question (c5), the mention of self-injection includes a balancing phrase so that doctors could choose to describe that as a problem – or also to consider that it wasn't a big problem.

By changing the probes from the first study to the second, the overall significance of self-injecting Product X also changed and it became much less important to doctors. (If you are curious, the screening criteria were the same for the two research projects and the two phases of research were separated by only a few months.) In the initial study, doctors discussed the requirement that patients had to give themselves shots at home and they talked themselves into this being a significant issue surrounding whether to prescribe Product X. In the second project, doctors discussed all barriers to prescribing and they were offered the possibility that self-injection was not a major concern. Here, self-injection fell well outside of the top four existing barriers to using more of Product X. Instead, clinical concerns including efficacy and tolerability were considered to be much bigger factors in their decision-making.

The newer version of the probes still allowed for a chance for doctors to discuss issues around self-injection but this discussion turned out to be more balanced than before.

To my relief, the clients were very happy to hear doctors' perspectives following this new set of balanced probes. It gave them a stronger understanding of challenges related to launching a new oral product. (And of course, there are probably some client teams out there that would prefer to have more positive answers from semi-leading questions. But most teams spending money on research are looking for a candid picture of whatever is really going on.)

Doesn't sway respondents

The strongest research questions, for both qualitative moderating and online quantitative surveys, will involve balanced probes rather than probes that only ask about one possible outcome. Some examples of both non-balanced and balanced questions are shown in Figure 4. The logic behind the balanced questions isn't very difficult to follow. Rather than asking about something (e.g., an attitude, a decision, a future behavior), you ask about that thing and also its opposite, so the momentum of the question doesn't sway respondents in one particular direction.

When I look at a discussion guide before moderating, I will quickly do a review of the questions and make a

note of any probe that could nudge respondents toward affirming anything that is mentioned in the questions. (And yes, I also do this for guides for which I have written the first draft.) I will then either alter the guide or, when that isn't the right approach, I make a note to actually ask the question with an added balancing phrase. This quickly becomes second nature. Also, for what it's worth, clients are perfectly happy with this approach and they quickly understand why the added language is valuable even though the new phrases do admittedly make each question a little longer.

Behavioral science tells us the situations that should be the most vulnerable to the availability bias and leading questions. People are most influenced by decision-making heuristics under conditions where the questions are novel or difficult or if we are asking about outcomes that are uncertain. In other words, we probably don't need to use balanced questions when we ask for opinions about bureaucracy or ice cream or Donald Trump. Everyone already knows what they think about these topics. But in marketing research we pride ourselves on asking the novel and insightful questions and, paradoxically, these are the situations when we may most liable to unintentionally lead our respondents in a certain direction. With a novel or difficult question, respondents often construct their answers only after considering the question and this is when the wording matters the most. ①

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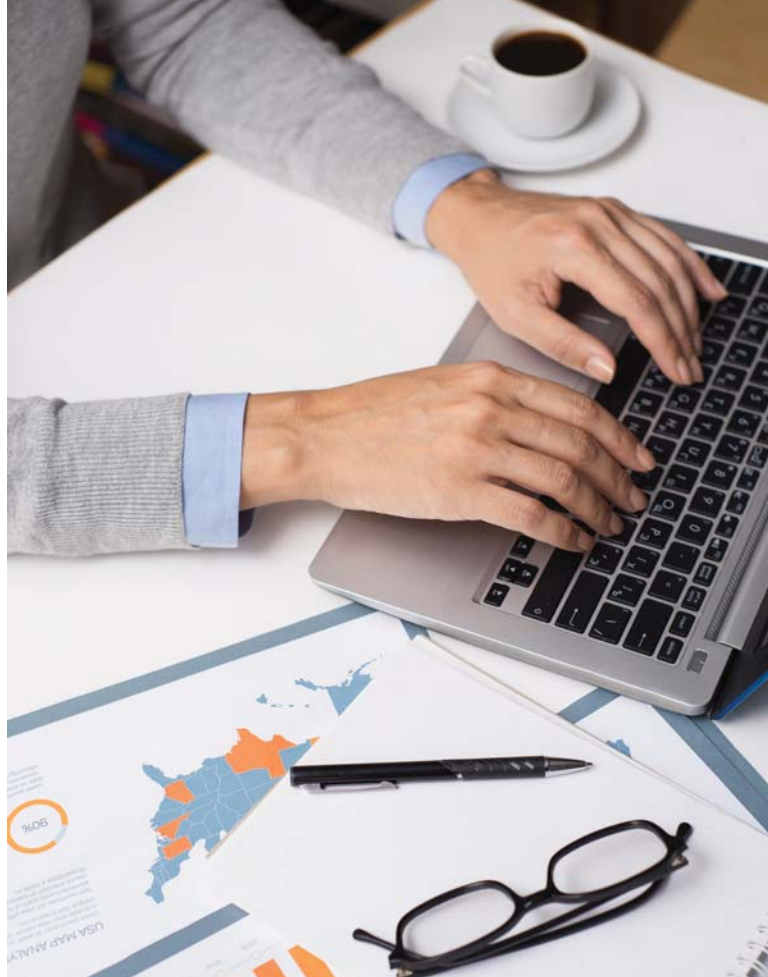
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••• qualitative research

Break through the clutter

Tips for creating research reports that capture and hold attention

| By Chelsea Gibbons



snapshot

Decision-makers have a lot on their plates. Make it easy for them to read and understand your insights.

In my job as a research strategist, I regularly work on large-scale qualitative projects that result in hundreds of pages of data. It is my job to take these pages of verbatims and turn them into a document that a human (who isn't being held at gunpoint) would actually like to read. Because of all this output, it is easy for qualitative reports to become little more than long-winded compilations of verbatim text. To rise above this, a qualitative report must capture the voice of the consumer and also present the reader with something that is distilled and actionable. You must think intentionally about what information is shared and how it's presented.

To successfully deliver qualitative insights, put your point across effectively and avoid the inclination to deliver transcripts in presentation form. Your reader's attention span is divided among an increasing number of items and it is more important than ever to deliver qualitative data concisely. Have you ever been asked a question about the results that you felt was clearly answered in your report? Chances are the data was not presented succinctly enough or (worse yet) your reader didn't even get to that section of the report because of fatigue. Let's face it: because of the mobile revolution, attention spans are getting shorter. Not to mention, our stakeholders have a lot on their plates and are constantly multitasking. As researchers it is our job to extract the necessary information and communicate it succinctly.

That is why it's critical to think about your report as a tool to break through the clutter and capture your reader's attention. Compelling visuals and clearly defined outcomes can help audiences engage with qualitative data and foster a more in-depth understanding of the subject. After all, if the reader can't recall the main points of your report, how will they ever take action because of it?

Executive summary: inform and capture attention

Have you ever seen a movie preview and instantly judged the movie as boring based off



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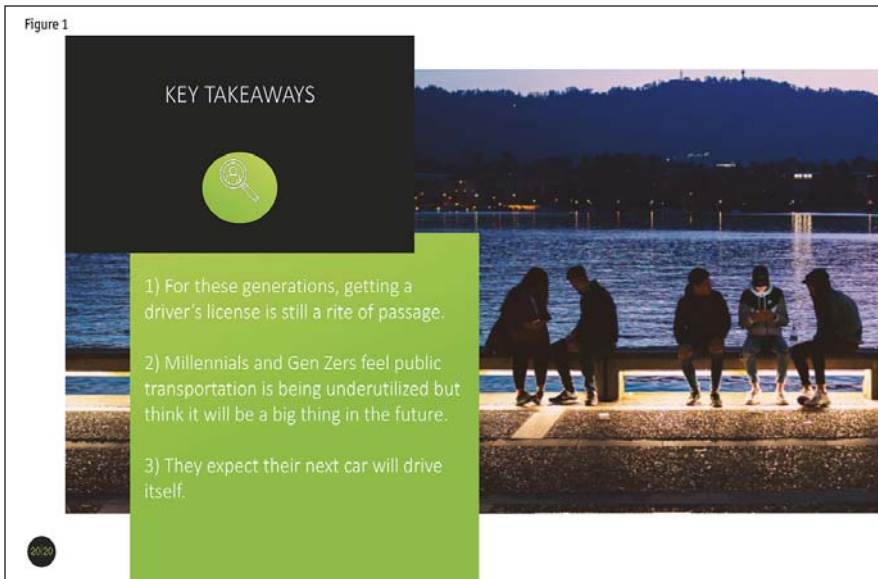
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visual insights as your starting point will help your reader comprehend your reports in a new, impactful way. Like most forms of design, visual insights rely on two components – function and aesthetics. In qualitative research, function is the priority, as our primary goal is to ensure that the information is accurate and easily digestible. The aesthetic component helps your reader stay engaged throughout the report.

Function: Is this visual telling the right story?

- **Positioning:** Think about how you can display your data in a way the reader can quickly digest and that lends itself naturally to the story you are trying to tell. Overlapping pieces suggest overlapping data and should be used to show relationships within the data set. Sequenced shapes can show progression and can more easily allow the reader to follow along. The timeline graphic in Figure 2 displays the progression of the automobile industry along the top half and the milestones for Gen Z and Millennials on the bottom.

this short excerpt? The same thing happens when stakeholders read our reports. They can instantly tell if you hit the mark. To that end, never bury the lede; key takeaways and implications should be up front. Tell your readers what they need to know in a unique, engaging voice. Readers don't want to be bored; they want clear, fresh perspectives that can help them grow their business. They also don't want to have to look at 40 slides before they land on the insights that address the business need.

By succinctly presenting your main idea up front, you will instantly instill confidence that you have a grasp of the business problem. You are telling your stakeholders that you have something interesting and insightful to say and have a point of view.

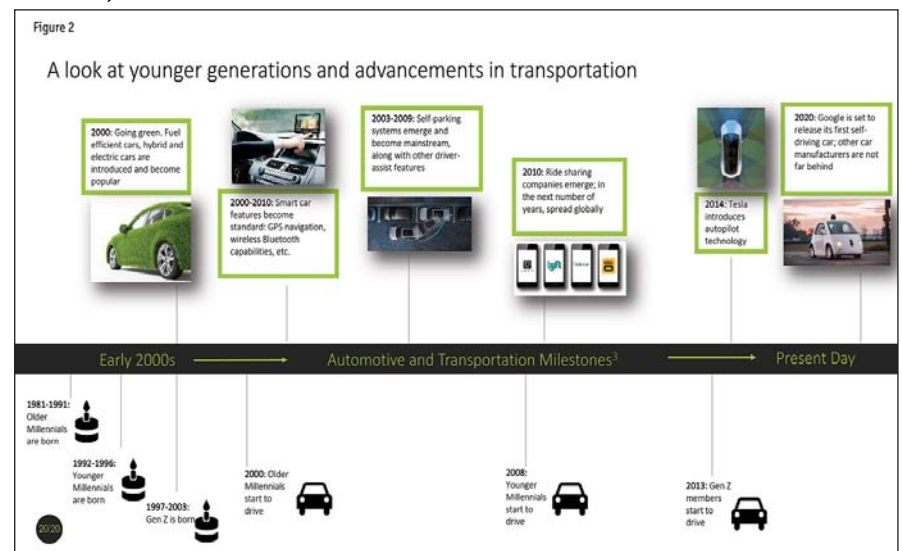
A guideline for limiting what goes into your executive summary is the rule of three. The rule of three is a practice that grew out of storytelling. Ever heard of the Three Little Pigs, the Three Blind Mice, Goldilocks and the Three Bears or the Three Musketeers? These follow the rule of three, highlighting three events or three characters to make the story more engaging. At the crux, the rule of three is about how our brains function and what we can recall.

For research, we can translate the idea into our reporting by simply thinking in threes in order to elevate, simplify and increase the reader's comprehension. As a guideline, try to not include more than

three big takeaways in your executive summary. Remember, if stakeholders can't recall your points, they are never going to act on them. In Figure 1, Key Takeaways, you can see how the insights were culled down to three succinct points and how color-blocking was used to give emphasis.

Visuals: functional and aesthetically pleasing

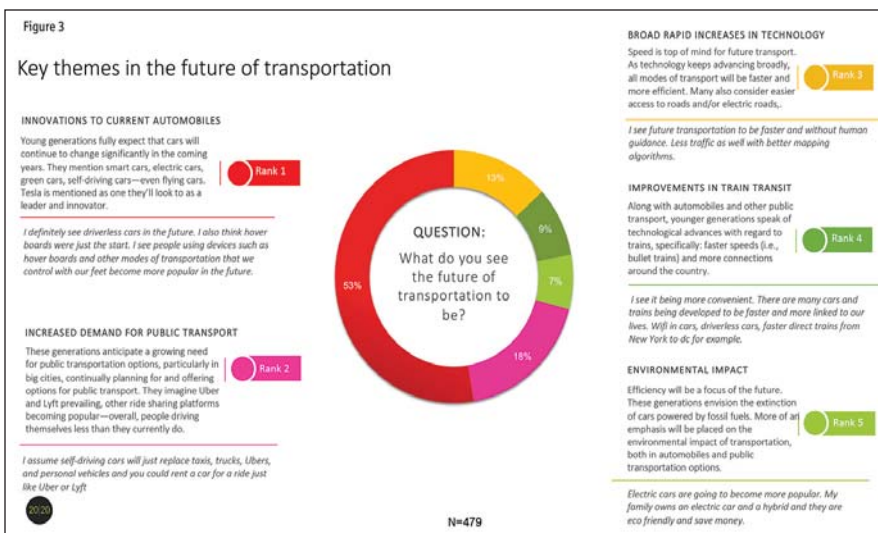
For many readers it's easier to ex-



tract information from something visual like an infographic, image or graph than it is from reading paragraphs of text. They can quickly look at an image or graphic and ascertain the main takeaway. In qualitative research especially (which tends to be very text-heavy), it is exceptionally important that we present data in a way that is easy to digest. Using

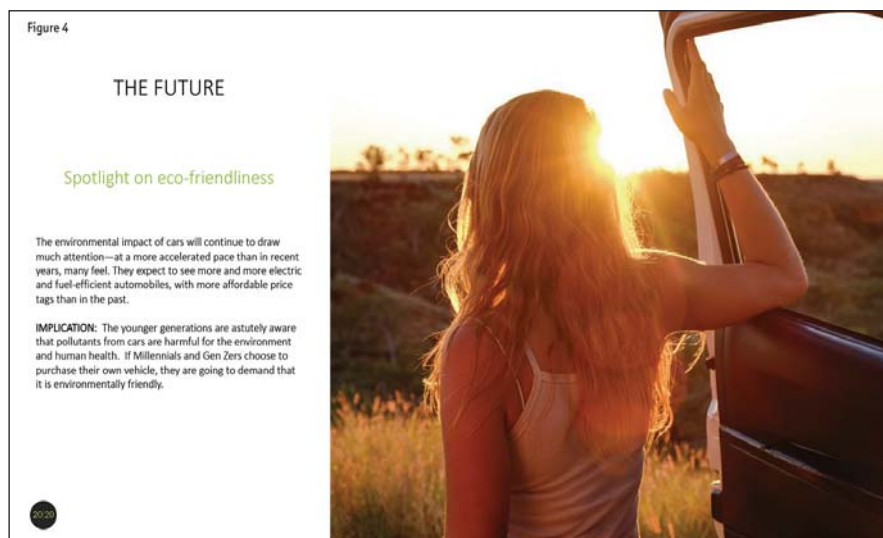
Z and Millennials on the bottom. This graphic lets the reader quickly see the relationship between the target audience and the timeline milestones.

- **Graphics:** Graphics can quickly show relationships that paragraphs of text simply cannot. The "future of transportation" graphic



and radiate on their own. If you are successful in using spacing correctly (vs. overcrowding each slide with text), your story will be better absorbed.

- **Color:** Be careful about what colors you use and how many colors are used together. When too many colors are used, the reader's eye will be pulled in many different directions making it difficult to focus. Think of the blocks of color as tools to add emphasis to text. This aesthetic separation gives our eyes a break from traditional bullets and overcrowded slides, letting readers take in the content without anything screaming at them. Using color correctly gives your report a sense of polish and sophistication.
- **Images:** Whether from stock or other sources, high-quality, professional images are a great way to elevate your report. Pairing an image with an insight (Figure 4) captures your audience and makes your point resonate. On the flipside, low-quality or plainly stock photos can diminish the quality of your report. Much like images captured in your research, you should focus on not overcrowding the slide and being strategic with your image selection.



in Figure 3 shows how the different themes relate and quickly lets the reader grasp the main points.

- **Shape:** Every shape is perceived differently – circles (soft, rounded edges) have a different tone/message than squares (rigid, defined). Gears suggest interplaying pieces that work toward a greater function. Arrows show movement and direction. Think about what message you are trying to send with your data and which shape(s) would be the most appropriate. Only use as many shapes as needed or the impact is lost.
- **Images and videos:** Qualitative research allows us to capture more than just text. We can also capture images and videos from the respondents. When using images and videos you still need to cull

through the data and select what will be the most impactful for your story. If you have hundreds of images, select the best few and make a collage. Or simply select the best photo and highlight it on a slide of its own. Videos should be clipped and succinct and only showcase the main points.

Aesthetics: Does this catch my attention and is it visually pleasing?

- **White/negative space:** Always strive to balance content and space. Too little space can feel constricting and busy and force the reader to work hard to determine the main point of the slide. Think about space as it relates to text boxes, images and other large items on the page. Be cognizant of your spacing, giving margins, text and photos a chance to breathe

Make the information stick

The starting point for your report should always be “What I am trying to say?” This sounds simple but if you don’t know what your intention is, how is your reader going to take action as a result? Distilling your data into meaningful insights is the first step. After this, you need to make sure that your reader understands the insights, will remember the information you are trying to tell them and will implement action because of it. Working together, the story and the visuals can make the information stick and allow your reader to take confident action. **1**

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••• youth research

Play to your audience

Global research with kids requires nuanced, culturally-aware approaches

| By Bianca Abulafia and Sarah Serbun



snapshot

The authors offer considerations in conducting research with children in collectivist vs. individualistic societies.

Kids are by nature honest, tiny beings (and sometimes brutally so!). Their candid thoughts are often very pertinent and revealing. But children in different cultures respond to research in different ways. So, how can we get them to really open up and provide this valuable insight for brands?

Most global CMOs of multinational companies want to nail a single global strategy which is implemented locally in the very different markets their consumers call home. But completing qualitative research across several markets without first understanding the cultural context can be rather ambitious. Mix this with the X factors that kids can be and you've got a whole new ball game.

The barriers to researching children across cultures go far beyond simply obtaining parental consent. So, before diving into a new culture and attempting to dig deep into the human behaviors and motivations across borders, take a (big) step back. Really explore and understand the cultural context and then tailor the learnings to the research design and techniques.

Children in different countries experience different living arrangements, educations and timelines for development – all of which help shape the way they develop their sense of self-expression. In the U.K., for example, kids are socialized into formal education at the age of 5, while in France, the U.S. and Singapore the age is 6 (plus they're put into much larger class sizes). In Indonesia and Sweden it's age 7.

Referencing cross-cultural theories and constructs published by academic researchers can strengthen our understanding of, and sensitivity to, cultural differences such as the above. One widely-cited construct in cross-cultural psychology compares individualist societies (like the U.S. and other Western countries) and collectivist societies (like China and other Eastern countries). Studies conducted by our teams across the globe have revealed several differences between these two societies that impact research design.



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In a collectivist society like Singapore, there is a strong focus on academic achievement. This translates over to the research setting, where kids are often afraid to get the answer “wrong,” so they tend to instead share the views of adults or what they believe to be the “correct” answer. To get to the real answers, the real insight, researchers should present a range of visual prompts – far more than usual – and use elevated play techniques to encourage kids to show rather than tell. This could be acting out a conversation or talking through a functional object together, like a lunch box at school. For example, a stationery brand doing research in Singapore asked kids to build a Lego scene of their classroom in order to spark conversations about how and when they used stationery materials in their classes. This technique was used to overcome the barrier in which study, rather than creativity, is celebrated in schools. Simply asking kids about the creative things they do at school and at home wouldn’t have worked, so these activities help to provide encouragement and contextual permission to

contribute thoughts and creativity.

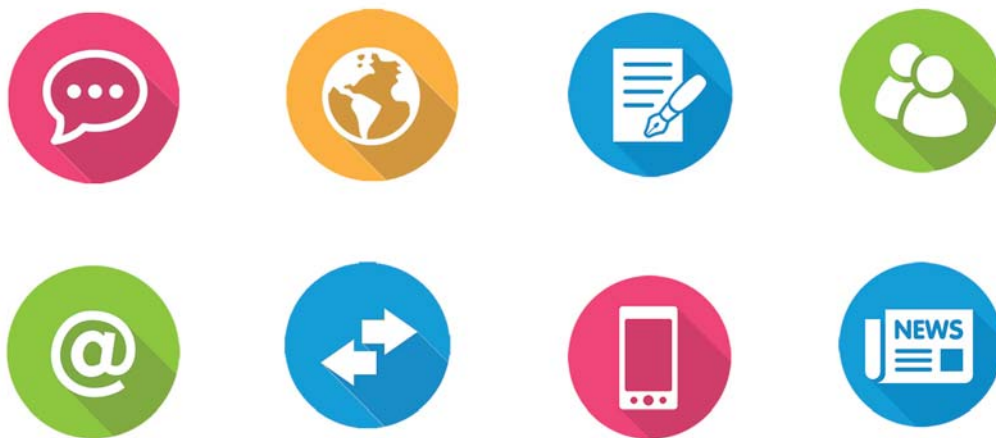
Another example comes from a study around online video content, where the kids were asked to act out a situation. In this case, the kids were asked to act out what they had seen on a screen in a video test. This revealed how the kids felt about the content they were viewing. Interestingly, the kids who enjoyed the video content were far more likely to want to act it out, while those who didn’t were a bit more hesitant.

Another tip is to consider a more junior research team, who are dressed down to appear accessible, to help the kids feel more comfortable and open up. In addition, if research codes and conduct allow it in the particular country, parents should be removed from the room so the kids don’t feel the need to please them around study vs. play. Check with the local recruiting firm on the country’s ethical standards to see if this is an option.

By contrast, in an individualistic society such as the U.S., kids tend to already be more comfortable in a research setting and open to shar-

ing their own views. Because group schoolwork is part of their grade, and because they are marked for class participation, they are taught to value and respect different perspectives as well as to express their own opinions. So, questions can be more direct to encourage an honest verbal response but the questions must be framed in context to keep them focused on the task.

For example, when a fashion brand needed to understand the drivers and motivations behind kids’ fashion choices in the U.S., the researchers were able to ask direct and literal questions such as, “How would you describe your fashion?” Following up with more indirect questions or projective exercises is also still necessary to reveal the underlying reasons why – which kids might not be immediately able to articulate. And since kids are often shy at first, it’s important to help them open up by first asking questions about the things they really enjoy talking about, such as their favorite hobby. Individualistic countries also work well with observational techniques, to assess kids’ reactions. And finally, unlike in Singapore, hav-



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ing parents present in the beginning can actually help to encourage kids to express themselves.

Cultural nuances

In any culture, qualitative researchers should partner with a local researcher or moderator for further insight into the cultural nuances and to help minimize cultural bias in analysis. A simple tweak to a discussion guide could make a big difference in motivating participation and capturing those honest (and sometimes brutal) responses from kids.

Age can also be a challenge regardless of the country so, to make sure the fragile adolescent years do not affect the insight, keep age ranges tight (less than two years) for groups. Try to also segment by grade in school not just by age. If necessary, two consecutive grades can be grouped together but aim for an even split to prevent younger kids from feeling intimidated. It is also helpful to segment focus groups by gender for kids as young as 8. For the older kids, use friendship pairs for teens who are more self-conscious of what they say in front of their peers and therefore less open and expressive compared to when they were younger, even in the most individualistic countries like France and the U.S.

To an extent, we also expect new technologies will help overcome some of these barriers. Kids in tech-centric countries like the U.S. are already very comfortable using smartphones and tablets to talk to others over FaceTime or Skype, so these tools can be used for research. In addition, passive tracking of devices can help to undercut the collectivist and individualist mind-set by allowing researchers to root conversations in the actual content kids have been viewing.

Different targeting and messaging

Different cultures have different decision makers, which means different targeting and messaging. Sometimes it's just the parents; sometimes the kids have more influence. In collectivist cultures parents influence how kids play, so they therefore lean toward toys that have educational benefits. A study for a toy company in China revealed a lot of kids actually own counterfeit versions of popular branded toys because


parents consider the third-party manufacturer's design to be more complex, offering more cognitive benefits. This means that in collectivist cultures, toy brands should also target parents and portray an educational benefit. Meanwhile, kids in individualistic cultures such as the U.S. are more independent; they pick out their own toys and are more likely to influence the decision, if not totally control it.

So, how do brands get through to kids across different cultures? Global brands must put in the legwork to become locally relevant. Fun and entertainment are key drivers for engagement with children across the globe but understanding cultural context is compulsory for any global strategy. For example, in one study we found that kids in the U.S. view their favorite brands as part of their own identity and they like to apply their own individual creativity to product development. The same study showed that in China kids place greater importance on a brand's ability to help them feel a sense of community, a way to fit in, and educational benefits like problem-solving and social skills. They also desire the limited edition, the new release and access to exclusive products.

Attitudes are different

Attitudes among children are also very different and worth considering before doing qualitative research. For exam-

ple, when using video content to target children, keep in mind the differences in what is considered cool. A study in the U.K. and France revealed that when watching certain types of video content online, French kids were much more likely to have more individualistic tastes; they were not concerned with what others thought of what they liked and they were not trying to appear to be cool. This contrasted enormously with kids in the U.K., although also an individualistic country, where the study showed a greater concern to be watching the "right" kind of content. So although a good start, it's necessary to understand the particular country's culture in greater depth beyond just the top-level individualistic versus collectivist differences.

Although conducting qualitative research with kids across borders can present a few challenges – beyond simply gaining parental consent – the value of the insights generated is helping brands understand how children think, behave and use their products across the globe – but only when the time is invested up front to design research that will be effective in each cultural context. 

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They got next

After the Millennials come the iGeners

| By Karin O'Neill



snapshot

Karin O'Neill says when it comes to researching and understanding the cohort following the Millennials, it's best to assume you know nothing.

Brace yourself: The “Millennials are turning 40” stories are coming. It might be a year, it might be a few years, depending on whose definition you believe, but it's time to stop thinking of them as kids. That distinction now falls to the generation coming in behind them, the oldest of whom are starting into their 20s now.

We know a fair amount about them – researchers like us have been talking and listening to this generation for many years already. But as they rapidly move through life stages, we need to keep researching because each new phase means previously accepted truths may be rendered obsolete. Even their name is still a debate, although we at Ipsos prefer iGen to the generic placeholder of Gen Z. So far, we know they have a worldview that is more fluid in every way than what we're used to, potentially because they're still growing into the people they'll be as adults.

“You might assume children are not the ones with the money. They're not the ones buying. But when we see the broader dynamics of the household, they wield an incredible amount of power in the parents' decision making,” says Victoria Guyatt, head of healthcare ethnography at Ipsos. “They do have a voice.”

So how do you research iGen? Start by considering both generational factors as well as the impact of maturity and grade level.

Assume you know nothing

According to qualitative strategist Andrea Greaves, the first step is to assume you know nothing. “[This] is the first generation that turns everything on its head. They are also the ones that are going to call it out if you get it wrong,” she says. In a recent study, a client asked iGen girls a question about how their boyfriends felt about something. Panel members jumped on the assumption that they had or wanted romantic relationships with boys, versus girls or not at all.



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One should be similarly cautious making assumptions about the social structures in schools. It's no longer like a 1980s movie, where there are popular kids and others who want to emulate them. iGeners are gravitating towards like-minded groups who share the same interests or mind-set. Brands should speak to iGeners interested in their brand and also consider which cohorts might offer an interesting outsider's perspective.

So, what defines them as a generation? We can speak in generalities, like the obvious fact that they're digital natives. They tend to value authenticity and social consciousness. But we should resist the urge to pin them down.

This was apparent in a recent conversation with our iGen teen panel. We asked them what myths they'd like to bust about their generation and they immediately went after the myth that their generation has short attention spans. At first, they denied it: "It's not that we have short attention spans. It's that we know how to use what little time we have. If it's not important, we're not going to pay attention."

During the day we spent with them, it's true that their focus was impressive at times on activities ranging from calculus to online gaming. But after further discussion, they conceded that there may be some truth to it. As one commented: "When we were in middle school, we would watch actual TV and sit through an hour-long show with commercials. Now we watch Netflix, which is shorter, no commercials. And my brother, he's 11 and all his friends watch almost just YouTube videos."

Next up was the myth that they're addicted to their phones. "I'm only on my phone when I want to be busy or when I'm purposefully trying to ignore someone ... If you have my attention, you have my attention." But later, some panelists admitted it was a crutch during moments of boredom "It's comforting ... It's not a healthy habit and I know that. I'm trying to cut down on it."

It's not that these notions are completely off base, it's just that there is some nuance to them – especially in the eyes of the iGeners themselves. Because they're not easily defined by statistics or generalizations, qualitative research gives the depth of understand-

ing needed to provide guidance to a brand or company.

Grade-level cohorts: it's not just about age

iGeners are still growing up and there is a big difference between a 10-year-old fifth-grader and an 18-year old high school senior. In research, iGeners should be segmented by grade, only combining within like grade-level cohorts: the older elementary cohort (typically third and fourth grade), early middle school (fifth and sixth grade), junior high (seventh and eighth grade), high school (ninth to 11th grade), seniors and college. This way, groups have a more similar level of cognitive and social development. They have shared experiences and can better relate to one another.

Anyone who has been through the U.S. school system knows that grade level matters. Our teen panelists, now seniors in high school, reinforce this point. One laughs: "Have you met a freshman? People change really fast in high school. Between freshman and senior year, there's a big difference. You walk in as a freshman bright-eyed and bushy tailed. And you leave as a senior and you're just dead inside."

This might be an exaggeration (we hope) but there are indeed significant differences in life experiences and maturity between cohorts. For example, we find rising seniors and seniors to be reflective about their high school experiences as they prepare to move to the next stage, while underclassmen are unable to distance themselves and provide the same perspective. Similarly, the mind-set of a fourth-grader on top of his elementary school is quite different from a fifth- or sixth-grader finding his way in a new middle school.

Research with younger iGeners: immerse and include

The youngest iGeners are in later elementary or early middle school years. Family and home life may play a relatively bigger role than with older teens, so an in-context ethnographic approach often yields rich insights. In a recent pediatric health care study, Victoria Guyatt and team spent five to seven hours with each family. They took an observationally led approach, asking questions when appropriate but

mainly letting daily family life unfold. For example, observing a homework session opened the door to insights about the child's school life, while dinner-time shed light on family dynamics. Spending a longer period of time makes the family more comfortable being themselves and opening up.

Friend groups are another option for research with younger iGeners. Recruiting the child's own friends increases the comfort level and encourages natural conversation. Ideally, they feel more like they're talking to each other than to a moderator. "You don't want them to feel like they're talking to their mom or dad," says Greaves.

Conventional wisdom would say to separate genders in group research with children but this is not the case with iGen. Researchers should understand the composition of a child's own friend groups when designing the research, without presuming genders should be separated. In fact, if groups are separated by gender, we would expect a question from one of the children about why the group is all boys or girls. We know this group is significantly less wed to binary gender views: Ipsos found that over half of iGeners (56 percent) know someone who uses non-gender-binary terms, seven in 10 feel it's important to provide gender-neutral bathrooms and they're less likely than previous generations to prefer gendered products.

Regardless of methodology, ensure they don't feel like an afterthought in an adult conversation. "You almost have to overdo this with iGen. It's almost about developing this connection, being very open, creating a safe space," says Greaves. Demonstrate that you're paying attention to the children and what they're doing. For example, if you sit with a child playing video games, he or she may open up about another topic like school. Similarly, spend time with parents out of earshot of children to encourage candor and a well-rounded perspective.

Finally, with younger iGeners, it's important to remember that they're still kids. Any interviewing or discussion should take place in shorter sessions that match attention spans. Researchers can employ exercises that address objectives and are fun and engaging at the same time, like projective techniques. The environment should be comfortable, ideally home or another

familiar environment, with opportunities for movement and play.

Research with older iGeners: friendly discussion and debate on their terms

As iGeners enter high school and college, they increasingly forge their own way outside the home. In the words of one of our teen panelists, “I’m never home. I have two jobs, school, extracurriculars ... I haven’t seen my mother in, like, three days.” As researchers, we need to meet these busy teens and young adults on their terms.

Ethnographic research can be challenging given schedules but worthwhile. In a recent study, Guyatt found an ethnographic approach with teens particularly insightful. “One thing that was surprising to the clients and the parents was how much the teens had to say,” she says. “They actually said a ton of things the parents had never heard, like where they were getting information about their [health] condition or worries parents hadn’t heard. They don’t tell mum because it would upset her. There’s something to be said for having the time and being in the right

space to get teenagers to open up.”

Friend groups are particularly effective with older iGeners. By this age, friendships are often well-developed, which enables natural conversation. We find that the moderator can often simply introduce a topic and the panel will take it from there, with friends probing and challenging each other. They’ll also take it in directions that reflect what they care about. It’s an engaging experience that they’re happy to repeat.


Older iGeners often have the maturity to interact with clients directly as part of a panel. Our Ipsos teen panel has taken questions directly from clients at major companies on a wide range of topics including feminine care, automotive, banking, tech, food, “vice” categories and more. They can also provide live reaction and interpretation for other iGen research. This type of advisory role may be motivating to them as a growth experience and résumé-builder. We find iGeners often not afraid to be opinionated and take a stand, so they’re more than happy to share their opinions directly with brands.

Of course, research schedules must

be congruent with their schedules and activities. Busy teens aren’t available 9 to 5 and simple steps like pre-calls can be difficult to schedule in a week filled with school, work and extracurriculars. For example, we found with our iGen panel that keeping pre-work light and via text was more successful than scheduling additional touchpoints.

It should be noted that, in addition to these considerations, all research with minors should follow ESOMAR standards, including parental consent and privacy rules.

Identify a path forward

Qualitative research with iGeners presents a unique set of challenges and opportunities but if designed and executed thoughtfully, it can help brands identify a path forward to win with this generation. And, of course, because they are fluid and still developing, this is not the type of research that is “one and done” but should instead be an ongoing conversation. 

Based in Cincinnati, Karin O’Neill is a vice president with Ipsos. She can be reached at karin.oneill@ipsos.com.



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I me mine

Gen Z and the challenges of the most individualistic generation yet

| By Kimberley Howard



snapshot

A look at three Gen Z trends and what they mean for brands and researchers.

Much has been said in recent years about the rapid rise of individualism. In March 2014, the very same month that the term “selfie” spiked on Google Trends, Ross Douthat, politics, religion and moral values columnist for *The New York Times*, wrote, “In the future, it seems, there will only be one ‘ism’ – Individualism – and its rule will never end.”

Douthat’s statement suggests individuality is only increasing and psychological research by Santos and Grossman (*Psychological Science*, July 2017) supports the claim. Data across 78 markets and 51 years reveals most countries are moving towards greater individualism and this is closely linked to increased socioeconomic development.

Individualism is on a continual upward trajectory – today’s young people, known as Gen Z, are the most individualistic generation yet. As analysts of human behavior, we questioned what this means for researchers and how we can help our clients tap into the individuality megatrend to make better business decisions.

We conducted a global study of individuality, combining survey data with qualitative interviews and in-depth desk research.¹ From this study, we’ve uncovered three global individuality trends for Gen Z, each with implications and opportunities for researchers, brands and marketers.

Trend 1: Defying the norms

Gen Z express their individuality through vocalizing their social and political opinions. They’re a generation looking to pioneer change but, contrary to teens past, they’re keen to work within the system rather than destroy it.

One key concern for Gen Z is ingrained cultural stereotypes and inequality. Prejudice towards LGBTQ+ people, gender inequality and racism rank higher in their concerns than they do for older generations. Gen Z want to break down the restrictive norms surrounding identity so that they have the freedom to express their individuality in a nuanced and “true” way.

Our own research found 70 percent of Gen Z agree traditional gender roles are outdated, com-

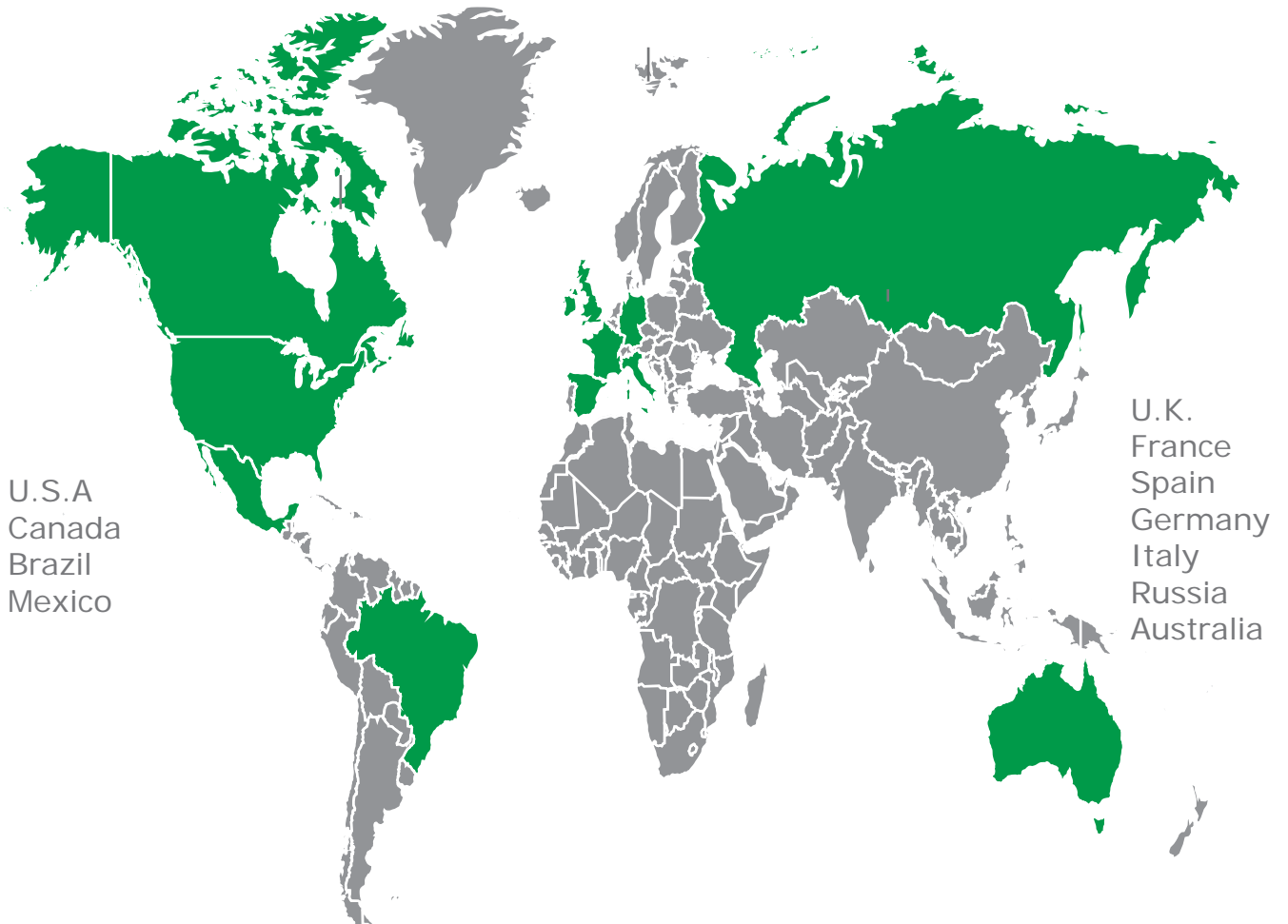


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pared with only 55 percent of Boomers.

But while Gen Z are looking to change society, they still value community. Seventy percent of Gen Z in our study agreed to the statement: “The wellbeing of society is much more important than my needs as an individual,” equal to 70 percent Boomers. This means they’re voicing their opinions in a way that’s bold but also considerate of others. It’s no longer about anarchy or destroying the system but more about intelligent discussion for long-term change.

An example of this is Indonesian

YouTubers the Cameo Project. Popular amongst Indonesian youth, they are pioneering change via their YouTube videos. They challenge existing Indonesian stereotypes through comedy in order to educate older generations in a respectful way, through humor and fun.

This research reveals Gen Z are passionate and driven but still respectful of society as a whole, which counters the wider reputation of them as “lazy” and “obsessed with social media.”² Gen Z’s fluid attitudes to gender, sexuality and race also have implications for researchers, as analyzing consumers in terms of gender, for example, will soon be problematic as people begin to fall outside of these categories. We will need to view consumers through a more varied lens as they begin to challenge the categories on which we build research. It’s also important to be aware of their liberal agenda. As they age, core issues such as sustainability, diversity and equality in marketing and employment, as well as having an ethical brand reputation, will all come further to the fore for our clients.

Trend 2: Pick ‘n’ mix culture

Gen Z express themselves through their friendship groups, which are more unique and more exclusive than subcultures of the past. This is largely caused by the amount of information accessible to us now via the Internet. Gen Z have been brought up with culture at their fingertips, able to research and discover niche interests, across boundaries and subcultures – a pick ‘n’ mix of style and culture, rather than subscribing themselves to one clique. They are forming new, even more unique tribes.

According to Ruth Adams of King’s College London, “It’s a lot easier to be promiscuous, subculturally speaking. The semiotic signs are not quite as hard-edged as they used to be.”³

Gen Z’s motivations for joining these tribes are also different. While previous subcultures were a way of rebelling against the mainstream and exerting your individuality against the norms, now the focus is on building closeness over unified interests. This comes off the back of rising youth anxiety and loneliness as they become more isolated behind their screens.⁴

These friendship communities often begin online, usually through invite-only groups with their own codes and norms.

An example of this is The Basement – a streetwear community consisting of over 70 thousand members.⁵ They brand themselves as a “family,” bonding over their unified passion of streetwear culture. A similar example is Sneakers – a positive environment for females to celebrate their love of sneakers. For these groups, it’s less about “us vs. the world” and more about building long-lasting friendships with people who are just as passionate as you are about a niche topic.

For researchers, being aware of these niche groups and how people are formulating identities now is key. They also give us direction on the types of brands successfully building these cult communities; innovative enough to convert a set of people into brand fans (and not just customers).

For brands and marketers, recognizing the desire young people have to connect with each other is important. Brands should facilitate this need for connection – set up groups, sponsor them and be part of the conversation. But be aware, diehard subcultures of the past are outdated. Individuality for this generation is more fluid. It’s less focused on restricting one’s interests to one subculture and instead is more experimental of different ideas, genres and tastes.

Trend 3: Genuine connections

Gen Z are open to brands that make an effort to relate to them and their individual interests – as long as it’s genuine. They’re quick to notice when marketers aren’t being authentic and quick to call them out on social media to damn their efforts.

Some celebrated examples of brands tapping into youth culture include Converse’s partnership with musician Tyler the Creator. For Gen Z, it was obvious this campaign was genuine, as Tyler was seen wearing Converse before the partnership began. Equally, Converse were seen to support a lesser-known artist – helping boost his career and therefore gaining respect from this generation. Another example is Nike’s partnership with female football club Romance FC, which was another instance of a big brand using its status to support grassroots movements relevant to its own values: football and sport.

However, there’s a fine line in winning the hearts of Gen Z. An example which received backlash is Puma’s House of Hustle,⁶ where the brand set

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up an event in London's SoHo, inviting people via a "burner" phone. The house itself was decorated with graffiti on the walls, dirty mattresses on the floor and blacked-out windows. Barbers, tattooists and jewellers offered their services, while DJs and acts performed. From the perspective of Gen Z, this event felt too forced and contrived. It had no real relevance to the brand and also came across as offensive, seen as glamorizing adolescent drug dealing during a period of fatal violent crime in the capital.

A Puma press release described the event as "designed to celebrate creative entrepreneurial pathways of young urban dwellers" but Gen Z saw through this and could see it was just a marketing initiative.

For marketers, Gen Z are open to brands looking to tap into their increasingly niche and individual tastes. Partnerships and collaborations are a great way to do this but brands need to ensure partners chosen are relevant to their own brand values. Respect is earned through helping these grass-roots movements to succeed, rather than simply appropriating youth culture in an obvious marketing ploy.

For researchers, this has implications for Gen Z as our respondents. Young people are keen to work with research agencies who truly want to understand and engage with their needs, so long as they're approached and briefed in an honest way and their opinions are listened to. For our study of Gen Z, we used our Illume Network – culturally savvy, leading-edge individuals tapped in to the world around them. Our Gen Z Illume Guides are keen to have their voices and opinions heard and consumer insight gives them an outlet to try and pioneer change from brands in a productive way.

A huge opportunity

Hyper-individuality is only increasing and while it poses some fundamental challenges to both brands and researchers, Gen Z's passion for individualism acts as a huge opportunity. A more experimental generation, they're open to trying new products and services, crossing categories to build their individual identities. If our clients can successfully target this generation, they have the chance to build not only loyal customers but loyal brand fans who will celebrate them on social media via engaged brand communities.

For researchers, Gen Z's vocal opinions and desire for change mean they're often keen to work with researchers to prepare brands for the future or, alternatively, they want to join our industry when they come of age to influence brands themselves. ¹

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Our passion is simplifying the creation of high-quality insights. Companies around the world rely on CMIX, a collaborative, all-in-one mix of the industry's easiest and most powerful tools, to tap into the minds of consumers, customers and employees. Unlike other DIY survey platforms, CMIX offers 24/7 support throughout the project lifecycle. Our always-available, experienced team is personally invested in providing the best customer experience. No matter the size or type of project, we anticipate your needs and provide thoughtful customer care. See why more companies are switching to CMIX for enterprise-level survey software, global target audiences and interactive data visualization. Contact us at simplify@criticalmix.com.

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Customer Lifecycle, LLC
inspiration • insight • innovation

Customer Lifecycle LLC

Founded 2008 | 16 employees
Karin A. Ferenz, CEO

In today's challenging marketplace, we at Customer Lifecycle help organizations do more with less. We are a global market research consultancy working with B2B/B2C companies to plan and conduct research to accurately identify and measure requirements for customer acquisition, satisfaction and loyalty, share-of-wallet growth and retention. With reach to about 3 million individuals in 160+ countries, we conduct strategic qualitative and quantitative research in multiple localized languages on a worldwide basis. We specialize in advanced quantitative analytic techniques. We help companies avoid costly mistakes by focusing on thorough front-end planning, appropriate support for research execution and action implementation at the back end.



Phone 630-412-8989
www.customerlifecycle.us



Digital Taxonomy Ltd

Founded 2016
Pat Molloy, CEO

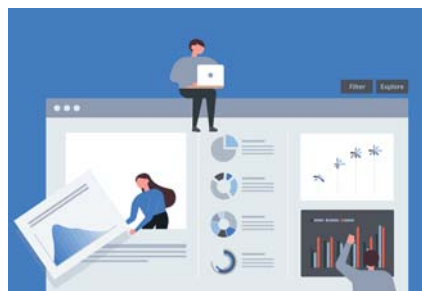
Digital Taxonomy Ltd. builds market research insight and productivity tools, utilizing leading-edge technologies. Our software enables market research companies to improve speed, enhance quality and reduce costs. Codeit is a free-text and open-ended verbatim coding tool, delivering unparalleled speed (up to 300 percent faster than legacy tools) from its unique blending of AI, machine learning, text analytics and human expert coders. Loadit – a “data wrangling” tool – automates data management and manipulation processes via an easy-to-use visual interface. Loadit simplifies importing multiple format data files, transforming their contents as required and delivering the output in the desired format, minimizing errors, maximizing re-use and accelerating project setup.



Phone 513-307-4925 (U.S.);
+44 (0)333 335 9965 (U.K.)
www.digitaltaxonomy.co.uk



Founded 2017 | 41 employees
Tim Bock, CEO



Clients demanding more than PowerPoint can provide? It's time to switch to online, interactive reporting with Displayr – the world's first complete all-in-one app designed for market researchers. While you're quickly discovering that “lightbulb” moment with Displayr's simple drag-and-drop interface, it's working behind the scenes on the latest machine learning and advanced statistical techniques for you. It's also never been easier to build and publish secure, interactive dashboards without being (or relying on) a computer programmer. Wow your clients by discovering the story and sharing the wisdom with Displayr – check out the link below.

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www.displayr.com



Focus Pointe Global

Founded 1988 | 480 employees
Laura Livers, CEO



FPG provides high-quality marketing research data collection services by leveraging new tools and technologies to make market insights more accessible, accurate and affordable. FPG Video Capture, powered by Living Lens, is a new offering that provides a rich data source to gather compelling qualitative insights. FPG's 1.6 million opt-in member panel, built for qualitative research, provides the articulate, engaged and committed participants required for any qualitative (online or in-person) or quantitative study. FPG owns and operates 20 premier focus group facilities in major U.S. markets. Over a 30-year history, FPG has been committed to providing its clients unrivaled research solutions with professional integrity and the highest level of service quality.

Phone 888-873-6287
www.focuspointeglobal.com





FOCUSVISION

FocusVision

Founded 1994 | 400 employees
Zlatko Vucetic, CEO



FocusVision is a full-spectrum human insights and analytics technology solutions provider. Established in 1992, it was the first company to live-stream focus groups. The company now offers premium software solutions to collect, analyze and share data for customer satisfaction surveys, brand tracking, focus groups, online communities, communications testing, segmentation, NPS, product testing and more. FocusVision has more than 400 employees globally, with offices in the U.S., U.K., Bulgaria and Singapore. Trusted by 18 of the Top 20 Fortune 100 companies and all 10 of the Top health care and CPG companies, FocusVision was honored for its outstanding innovation in customer experience management by the MarTech Breakthrough Awards in 2018.

Phone 844-712-6777
www.focusvision.com

FUEL CYCLE

Fuel Cycle

Founded 2009 | 75 employees
Eran Gilad, CEO

Fuel Cycle is the leading market research cloud that combines both qualitative and quantitative data to power real-time business decisions.



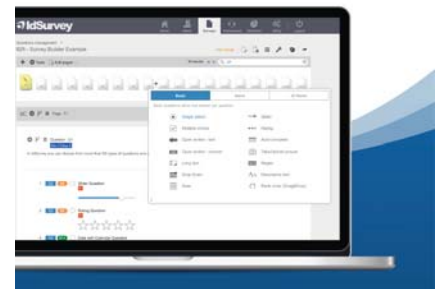
Through online communities, product exchanges, panels and more, Fuel Cycle offers the only all-in-one market research platform for brands to connect to their customers. With Fuel Cycle, organizations can quickly act upon reliable data to help predict the future of their industry and stay one step ahead of the competition. Headquartered in Los Angeles, Fuel Cycle powers the world's most customer-centric brands including Google, Hulu, Church & Dwight, AIG and more. Its partners include Salesforce, Marketo, SurveyGizmo, Voxpopme and many others across the MR ecosystem.

www.fuelcycle.com

IdSurvey

IdSurvey

Founded 2002 | 10 employees
Mr. Andrea Martinelli, CEO



IdSurvey is the definitive data collection software for telephone, Web and face-to-face offline interviewing. With its simple interface you easily design and manage surveys of any complexity. IdSurvey is a solution like no other thanks to its much-appreciated features. You can mix multiple methodologies in a single survey: one questionnaire, one sample, one final database. E-mail and SMS senders are also included to manage every step of the survey in the same interface. IdSurvey is more than a software: our team can also assist you on third-party integrations or complex survey project management.

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Lucid

Founded 2010 | 287 employees
Patrick Comer, CEO

Lucid unites buyers and sellers of survey sample in over 90 countries, bridging the divide between global questions and human answers. Every day, millions of questions are answered via Lucid's programmatic marketplace, enabling anyone in any industry to get real answers. Lucid's clients can ask questions of targeted audiences and measure the effectiveness of their advertising efforts. This authentic, first-party data drives powerful insights in real-time. Lucid is headquartered in New Orleans with offices in London, New York, Gurgaon, Sao Paulo and Sydney.



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luc.id



Marketing Systems Group

Founded 1987 | 60 employees
Gerald Oberkofler, CEO

Marketing Systems Group is a provider of technology products, services and information solutions customized for the survey, sensory and marketing research community. MSG provides full-service qualitative and quantitative global sampling and market research intelligence. MSG offers a package of expert market research tools that go beyond sampling, including comprehensive list enhancement products, an innovative automated feedback and panel management platform for recruitment, scheduling, data collection and custom reporting as well as research-predictive and TCPA-compliant dialing systems. MSG also offers a full suite of geographic information services. We are committed to delivering quality results for our clients – an ideal mix of expertise, service and innovation to make research easier and more responsive.



Phone 215-653-7100
www.m-s-g.com



Pegasus Self-Service Sampling Platform

Founded 2014 | 75 employees
Matt Dusig; Gregg Lavin; George Llorens, Co-Founders



With Pegasus you can easily specify, price and populate your research study with qualified survey respondents. Our second-generation platform provides access to high-quality, richly profiled respondents who match your exacting criteria. Save your company time and money. Manage sampling projects and control multiple supply sources. The platform is a multi-user solution that allows for sharing of responsibilities and visibility across project management teams. The key features and benefits of Pegasus are pricing and feasibility tools, flexible sourcing of vendors, deeper profiling and targeting of respondents, quota controls, compatibility with survey authoring platforms and no infrastructure or platform costs.

Phone U.S. 888-229-6664;
U.K. (+44) 020-8068-7070
PegasusMR.com



Q Research Software

Founded 2007 | 41 employees
Tim Bock, CEO



Most analysis tools make your job harder than it needs to be. Stressed? Wondering if you can get the job done on time? Not anymore. Q makes it easy for market researchers to find and report the stories in their data. You can do everything in Q from easily creating crosstabs, brand mapping, segmentation and max-diff to exporting beautiful charts to PowerPoint with one click. Even better? Q is easy to use (you can write code if you want but 98 percent of Q users don't feel the need – yep, we've measured this). Plus, we're here to coach you through everything with 24-hour support from experts who understand market research. Uncover why seven of the Top 10 market research companies are using Q to make their jobs easier by clicking on the link below.

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www.q-researchsoftware.com



Recollective®
RAMIUS CORPORATION

Recollective | Ramius Corporation

Founded 1998 | 20+ employees
Stephen Thompson, Executive Vice President

Ramius Corporation is the software company behind Recollective, an innovative, cloud-based online research platform. Recollective combines a fully-featured suite of qualitative and quantitative research tools with collaborative possibilities of the social Web and community-based research. Both asynchronous and real-time research can be conducted on Recollective using any mobile, tablet or desktop device. Its intuitive and elegant user experience makes online research easy – everything from three-day projects through to annual communities with thousands of participants can be accommodated. Complementing this industry-leading software, Ramius also offers services for training, panel provider integrations, study programming and more.



Phone 613-369-5233
recollective.com



Research Now SSI

Founded 1977
Gary Laben, CEO

Research Now SSI is the world's leading global provider of first-party consumer and professional data based on extensive, proprietary market research panels. Around this core asset of opted-in, managed data, the company has built innovative data services and solutions that bring the voice of the individual to the entire marketing spectrum, from research to marketing to advertising. Research Now SSI serves more than 5,800 market research agencies, media and advertising agencies, consulting and investment firms and health care and corporate customers in the Americas, Europe and Asia-Pacific. For more information about our range of data-driven offerings, go to www.researchnow.com and www.surveysampling.com.





Sawtooth Software

Founded 1983 | 30 employees
Bryan Orme, CEO



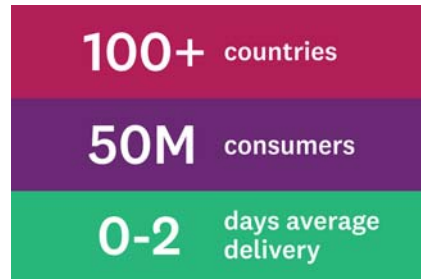
Simple rating questions can yield unreliable data. But when you ask respondents to make realistic trade-offs using methods like conjoint analysis and max-diff, you can uncover what they truly value. As the industry leader in choice analytics, Sawtooth Software's powerful tools are used by many of the world's most successful companies. You can survey your market, model people's preferences and simulate their choices, all within one easy-to-use survey platform. Users also gain free access to an amazing technical support team. Try the world's most powerful choice analytics software today! Request a demo or download a free trial at sawtoothsoftware.com.

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www.sawtoothsoftware.com



SurveyMonkey Audience

Founded 1999 | 700+ employees
Zander Lurie, CEO



SurveyMonkey Audience is the fastest DIY market research solution. Built right into the SurveyMonkey platform, we've integrated with panels in over 100 countries to enable global consumer research anytime, anywhere and for any budget. With SurveyMonkey Audience, you can find exactly who you need to reach with pre-profiled targeting options or custom screening questions. Audience is fully automated so you can instantly check project feasibility, get a cost estimate, launch your project with one click and order express delivery for even faster turnaround. "There's one time I targeted a survey right before leaving the office," says Anna Konopacz, consumer insights manager. "I was on the subway home and received a notification on my phone that the Audience results were already in. My survey was completed!"

audience@surveymonkey.com
surveymonkey.com/audience



Toluna

Founded 2000 | 1,000+/- employees
Frederic-Charles Petit, CEO

Toluna provides consumer insights designed to empower success in today's on-demand global economy. Powered by the perfect fusion of technol-



ogy, expertise and the largest global community of influencers at the ready, Toluna delivers rich, reliable, real-time insights to individuals and companies of all sizes. Toluna offers leading omnibus solutions powered by the company's automated insights platform. Clients can ask up to 30 questions and receive answers in minutes, on demand, in real-time, globally. Our automated consumer insights platform, TolunaInsights™ underpins everything we do. Clients can access the platform directly, leverage Toluna's managed services or create fully customized digital consumer insights programs via our engineered services.

Phone 203-834-8585
corporate.toluna.com





UserZoom

Founded 2007 | 170 employees
Alfonso de la Nuez and Dan Fishback, Co-CEO's



UserZoom is the world's most complete user experience (UX) research solution, allowing businesses to automate UX research for scale and speed. Through our all-in-one UX research platform and professional services, we empower businesses to generate the UX insights needed to design and deliver great digital experiences that impact the bottom line. Marketing research professionals use UserZoom's UX insights platform to quickly and easily understand the impact of UX and CX on brand perception, benchmark brand experience against competitors and combine quantitative and qualitative UX insights with analytics data to get the complete picture on their audiences.

Phone (U.S. head office): 866-599-1550
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Voxco Survey Platform

Founded 1976
Vincent Auger, VP of Sales



departments with a full multi-mode survey platform that includes options to collect and process respondent data any time and any place: device-responsive online surveys, over-the-phone interviews (CATI, IVR and dialers) or face-to-face mobile offline surveys. Voxco provides outstanding products and services to hundreds of customers in over 30 countries. The company has sales and support offices in Canada, USA, France, U.K., Germany and Australia. Additional information about Voxco can be found by visiting www.voxco.com.

Phone 514-861-9255
www.voxco.com

Voxco has been a global leader in survey software for over 25 years. It provides survey organizations and insights

Q

Names of Note

■ In Great Neck, N.Y., **Stuart Cohen** has joined **Lieberman** and **FRC** as vice president, business development.

■ Members of the **QRCA**, St. Paul, Minn., have elected a board of directors for the 2018-2020 term. The board members include: **Tom Rich** as president; **Kelly Heatly** as vice president; **Caroline Volpe** as treasurer; **Roben Allong** as secretary; and **Isabel Aneyba**, **Pam Goldfarb-Liss**, **Ilka Kuhagen**, **Janet Standen** and **Laurie Tema-Lyn** as directors.

■ *The Interactive Advertising Bureau (IAB)*, New York, has named **Susan Hogan** as senior vice president of research and measurement. She will be responsible for driving research initiatives and overseeing the IAB's development of media measurement best practices and guidelines.

■ Stockholm-based software company **Cint** has announced four new hires and an internal promotion. In New York, hires include **Katie Gross**, senior vice president of sales, Americas; **Andrew Harvey**, vice president of sales, East Coast; and **Marci DiGaetano**, director of client development. In San Francisco, **Lisa London** has been hired as director of client development and **Katie Nelson** has been promoted to vice president of partner success and supply operations.

■ **Brent Bernie**, general manager of **comScore Canada**, will step down from

the company effective Jan. 1, 2019. **Bryan Segal**, currently vice president of sales, will assume the general manager role.

■ *Simmons Research*, New York, has appointed **Dana Sergenian** as head of brand sales.

■ **Sandie Sparkman** has been appointed executive vice president, client solutions for Canada-based research firm **Leger**. In addition, five people have joined her client solutions and sales team: **Laurent Maruani** and **Mickael Lavergne** at the Montreal office; **Amber Persad** and **Philip Skladowski** at the Toronto office; and **Pardeep Sharma** for **Leger's** American office in Philadelphia.



Sparkman

■ Denver-based company **NextHealth Technologies** has appointed **Sonu Kansal** as chief product officer.

■ Warren, N.J., researcher **Lightspeed** has added **Jerrod Seaton** as account executive. He will be based in Nashville.



Seaton

■ **Shopper Intelligence**, a voice-of-the-shopper metrics company, has appointed **Jason Smith** to lead the growth of its U.S. business.

■ Branford, Conn., company **Touchstone Research** has promoted **Kate Franzis** to senior project director.

■ Canada-based company **Explorer Research** has appointed **Jonathan Asher** as executive vice president, based in Minneapolis.

■ Video technology company **Voxpopme** has appointed **Jon Carbone** as vice president of **VideoCX**, the company's video-first customer experience solution.

■ Branford, Conn., company **Touchstone Research** has promoted **Samantha Sproul** to qualitative research manager to oversee the company's online and mobile qualitative research division and **Kyle Morrison** to quantitative research manager to oversee the quantitative research division.



Sproul



Morrison

■ Nonprofit organization **Market Research Institute International**, Ann Arbor, Mich., has appointed **Jeffrey Henning** as executive director, effective Jan. 1, 2019. **Henning** replaces **Reg Baker**, who will retire on Dec. 31.

■ Toronto-based survey software company **Q-Fi Solutions** has appointed **Dan Jackson** as director of business development.

■ Encino, Calif., sampling company **InnovateMR** has hired **Jill Bonnett** as global panel recruitment director.

■ New York online sampling company **OvationMR** has appointed **Michel Jones** to the leadership team as general manager and people leader.



■ Panel company *Verve* has appointed **Rich Preedy, Tim Martin, Paul Lawson** and **Anna Williams** to its European executive team, while **Ron Orgiefsky** and **Jon Allison** will join **Marie Patenio** on the North American executive team. Additionally, **Nick Baker** has left the business for a new role.

■ Insight consultancy *Firefish* has appointed **Westin Grabow** as director in its U.S. office, based in Brooklyn, N.Y.



Grabow

■ U.K. research company *Maru Group* has appointed **Brian James** as chief client officer and president of consumer goods and services for its portfolio company *Maru/Matchbox*.

■ U.K. consumer insight agency *Join the Dots* has appointed two senior hires at its headquarters in Manchester: **Rory Corcoran** as research director and **Emily Goddard** as associate director and project lead.



Corcoran

■ Newton, Mass., research software firm *MarketSight* has named **Chris Modzelewski** as chief executive officer. Modzelewski, who will also join the company's board of directors, succeeds **Michael DeNitto**, who founded and served as CEO of the company.



Goddard

■ Digital data collection company *Light-speed* has promoted **Siddhartha Dutta** to managing director, Asia. Dutta will take overall responsibility for Singapore, India, Korea, Japan, Vietnam, Indonesia, Cambodia, Thailand, Malaysia and the Philippines.

■ Customer experience management firm *Medallia Inc.*, San Mateo, Calif., has promoted **Sophie Chesters** to CMO.

■ *Research America*, Philadelphia, has created four vice presidential management positions and has appointed the following to fill them: **Amy Benner** as vice president of the Detroit office and head of the retail and restaurant insights team; **Larry Durkin** as vice president in Philadelphia, leading the firm's health care insights team; **Jim Whalen** as vice president in Cincinnati, heading the consumer insights team; and **Will Krieger** as vice president in Cincinnati, leading the sales and marketing team.



Benner



Whalen

■ *IDC Financial Insights*, Framingham, Mass., has appointed **Rivka Little** as research director, worldwide payment strategies, replacing **James Wester**, who will transition to lead analyst for IDC's Worldwide Blockchain Strategies program.

■ *GfK*, Nuremberg, Germany, has appointed **Olivier-Thomas Wade** as vice president global retail management, re-

sponsible for developing the company's global retail strategy.

■ *Drive Research*, based in Syracuse, N.Y., has promoted **Emily Taylor** to senior research analyst.

■ **Kenneth Hamilton** has joined Branford, Conn., company *Touchstone Research* as senior survey programmer.



Hamilton

■ *Kantar Public*, the public policy consulting division of London-based research company *Kantar*, has appointed **Lucy Joyce** as chief client officer for the U.K.

■ *GfK MRI*, New York, has named **Maureen Doherty** to the newly-created role of vice president of commercial data partnerships.



Doherty

■ In London, customer data science company *dunnhumby* has made three appointments to its media business: **Jérôme Cochet** as global managing director for media; **Julie Jeancolas** as global head of media partnerships; and **Alexandre Cotarmanac'h** as global head of product media and customer engagement.

■ Costa Mesa, Calif., research company *J.D. Power* has hired **Kyle Schmitt** as managing director of its global insurance practice.

■ Santa Monica, Calif., music company *Universal Music Group* has appointed **Jaime Weston** as executive vice president of consumer marketing.

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Research Industry News

News notes

■ **Borderless Access**, based in India, has marked 10 years in the online and digital market research industry.

■ **LIM College**, a New York City-based college focused on the study of business and fashion, has received approval from the New York State Board of Regents to offer a Master of Science degree in consumer analytics. The degree program will launch in the fall of 2019.

■ **The University of St. Thomas** in St. Paul, Minn., has added a data analytics major to its curriculum.

■ **The Certification Institute for Research Quality**, an ISO audit and certification body and subsidiary of the Insights Association, has awarded certification to Portland, Ore.-based research company **Hansa|GCR** for compliance to ISO 27001. ISO 27001 provides a framework for companies to manage data security and establishes requirements for information controls to manage people, processes and technology.

Acquisitions/transactions

■ **Adobe** has agreed to acquire San Mateo, Calif., marketing software and solutions firm **Marketo** for 4.75 billion. Marketo's engagement platform will be added to Adobe Experience Cloud,

allowing Adobe to offer customer experience solutions across industries. The transaction is expected to close during the fourth quarter of Adobe's 2018 fiscal year. Until the transaction closes, each company will continue to operate independently. Upon close, Marketo CEO Steve Lucas will join Adobe's senior leadership team and continue to lead the Marketo team as part of Adobe's digital experience business.

■ New York research firm **Advanced Focus** has acquired **MarketView Research**, located in Danbury, Conn.

■ U.K.-based social intelligence company **Brandwatch** and Boston-based consumer insights company **Crimson Hexagon** have signed a merger agreement. The merger is expected to close in Q4. Work to integrate the company's products will begin immediately but both products will continue to be supported and operate independently for an extended period.

■ **Dentsu Aegis Network** has acquired U.K. research company **B2B International**. The financial terms of the acquisition were not disclosed. B2B International will become part of gyro, a full-service global agency dedicated to B2B marketing, and operate under the brand B2B International – a gyro company.

■ Paris-based researcher **Ipsos** has successfully completed the acquisition of the four global divisions of Nuremberg, Germany, research company **GfK's** custom research business (customer experience; experience innovation; health; and public affairs) for an enterprise value of €105 million.

■ Paris-based researcher **Ipsos** has acquired the mystery shopping staff, shoppers and clients of research company **Market Pulse International**. As part of the transaction, 30 people from Market Pulse International will join Ipsos in

Australia, New Zealand and Thailand. Ipsos' expanded Australian and New Zealand mystery shopping activities will be led by former Market Pulse International employee Shaun Hellyer as director, mystery shopping Australia and New Zealand. The Thailand mystery shopping operations will be led by former Market Pulse International Manager Witchaya Lekagul.

■ **Nielsen**, New York, has acquired Nuremberg, Germany, researcher **GfK's** pet specialty point-of-sale business. The investment doubles Nielsen's coverage of the pet specialty segment by adding neighborhood pet specialty and veterinary clinics to its retail roster. It will also provide retailers and manufacturers with a view of performance and competition across the retail landscape, inclusive of pet specialty stores, grocery stores and mass merchandisers, from a single source.

■ According to a statement by Mark Read, CEO of London-based communications firm **WPP**, the company's board has approved a formal process to review strategic options for market research company **Kantar**, including the possibility of a strategic or financial partner, with WPP remaining a share owner.

Alliances/strategic partnerships

■ London-based consumer electronics retailer **Dixons Carphone** and Nuremberg, Germany, research company **GfK** have signed a partnership to share physical and online sales information. Dixons Carphone will become part of GfK's point-of-sale tracking solutions for their sectors, which underpin GfK's prescriptive analytics around market insights, consumer insights, marketing effectiveness and sales effectiveness.

■ **InSites Consulting** has onboarded **Mentha Capital**, a private equity firm, to help it accelerate non-organic growth



www.quirks.com/articles/2018/20181214.aspx

through both regional expansion and the addition of strategic capabilities.

■ **Nielsen**, New York, and **Rakuten Intelligence** have entered into an agreement that combines Nielsen's online purchase data and product reference data with Rakuten Intelligence's consumer-sourced e-commerce panel. Released through Nielsen, the combined solution will provide a picture of the omnichannel retail landscape for the U.S. FMCG industry, giving a view into online and offline market performance and shopper behavior.

■ Los Gatos, Calif., TV streaming company **Roku Inc.** has announced a Measurement Partner Program to help brands and publishers quantify the impact of OTT advertising campaigns running on the Roku platform. The 11 partners include **Acxiom**, **comScore**, **Experian**, **Factual**, **IHS Markit**, **Kantar**, **Nielsen**, **Nielsen Catalina Solutions**, **Oracle Data Cloud**, **Placed** and **Research Now SSI**.

■ Costa Mesa, Calif., research company **J.D. Power** has formed an alliance with online reputation management platform **Reputation.com**. The alliance combines J.D. Power's consumer research, data analytics and advisory capabilities with Reputation.com's technology for capturing customer insights from social media and review sites to create a customer experience data solution for B2C enterprises.

Separately, **J.D. Power** has formed an alliance with customer experience analytics firm **ClickFox**. The alliance combines J.D. Power's consumer research, data analytics and customer experience advisory capabilities with ClickFox's customer journey analytics platform that analyzes cross-channel journey interactions at financial services, energy, retail, health care and insurance companies, allowing organizations to determine actual customer interaction paths.

■ **MFour Mobile Research**, Irvine, Calif., has partnered with Newton, Mass., data analytics platform **MarketSight** on a solution that gives users customizable options throughout the research process. Clients who use MFour's consumer data can export it in SPSS or Excel form to the MarketSight platform. Users can then create crosstabs and translate crosstabs into charts and other graphic representations.

Association/organization news

■ **The Advertising Research Foundation (ARF)**, New York, has acquired the **Coalition for Innovative Media Measurement (CIMM)**. Under the acquisition, CIMM will become a subsidiary of the ARF, focusing broadly on the advancement of media measurement. The new division, which will retain the CIMM name and logo, will be headed by current CIMM CEO and Managing Director Jane Clarke. The acquisition was approved by the boards of both organizations.

■ Members of the **QRCA**, St. Paul, Minn., have elected its board of directors for the 2018-2020 term. The board members include: **Tom Rich** as president; **Kelly Heatly** as vice president; **Caroline Volpe** as treasurer; **Roben Allong** as secretary; and **Isabel Aneyba**, **Pam Goldfarb-Liss**, **Ilka Kuhagen**, **Janet Standen** and **Laurie Tema-Lyn** as directors.

■ **The Marketing Research Education Foundation (MREF)** has developed a three-year strategic plan, which focuses on four key areas: financial resource development; providing service opportunities for research professionals such as trips to see the MREF's work in Haiti; creating leadership opportunities for researchers to gain experience as a member of a nonprofit board or committee; and

giving grants to nonprofits that are doing work that fulfills the MREF mission.

■ Nonprofit organization **Market Research Institute International**, Ann Arbor, Mich., has appointed Jeffrey Henning as executive director, effective Jan. 1, 2019. Henning replaces Reg Baker, who will retire on Dec. 31.

■ Industry practitioners from analytics and artificial intelligence have joined together to form the **Association of Data Scientists in India (ADaSci)**, a nonprofit organization for professionals in data science, analytics, big data, artificial intelligence and machine learning. Envisioned by Analytics India Magazine, ADaSci aims to foster collaboration among data science decision makers and stakeholders and serve as a forum for promoting research, empowering data scientists and enthusiasts and addressing the current challenges of data science faced by organizations.

■ The interim board of the **Canadian Research Insights Council (CRIC)**, the new industry association established in response to the MRIA's closure, has taken steps to formalize the association. The board voted in September to endorse the standards of ESOMAR and has also taken measures to ensure the continuation of the Certified Marketing Research Professional designation, voting to support an initiative spearheaded by Robert Wong, a fellow of MRIA, retired program coordinator of Georgian College's post-graduate research analyst program and principal of RMCG Inc. Steps have also been taken to ensure the continuation of the Survey Registration System, which allows members of the public to verify the legitimacy of research projects and to lay complaints. The board is aiming to hold its first formal open board meeting in the first quarter of 2019. Once incorporated and formalized, CRIC's membership will be

opened up to the broader industry. The interim board will remain in place until the association is formally established.

■ **The A to Z Communications Coalition** and **the Insights Association** have urged the Federal Communications Commission (FCC) to adopt an autodialer definition that is consistent with Congress' intent in 1991 rather than following the lead of a recent court decision that expands the definition of an autodialer to "equipment that does not possess random or sequential number generators" in violation of the original Telephone Consumer Protection Act (TCPA). The Ninth Circuit Court of Appeals recently ruled that the TCPA is ambiguous about whether the law's phrase "using a random or sequential number generator" affects the storage and production of such numbers, dismissing the court decision that triggered the current rewrite of TCPA regulation at the FCC and any regulations issued (or to be issued) by the FCC.

Awards/rankings

■ Los Angeles-based nonprofit **Women in Research** announced the winner of the Best Places to Work award, naming **Greenberg Strategy** in first place and acknowledging **EMI Research Solutions** as runner-up.

■ **Caroline Frankum**, CEO of Warren, N.J., researcher **Lightspeed**, and **Helene Silverman**, senior vice president of client relations in North America for Lightspeed, have been named **HERoes Champions of Women in Business 2018**, which recognizes female role models who are helping increase gender diversity in the workplace.

■ Oslo, Norway, research solutions firm **Confirmit** announced the winners of the 2018 AIR (Achievement in Insight and Research) Awards. **Roisin Cooke**, SVP Operations, **BuzzBack**, was named AIR Market Research Professional of the Year. Winners in the Agency category include **Beehive Research**, **B2B International**, **W5** and **2CV**, with **Join the Dots** winning Judges' Choice. In the Project and Innovation category, winners include **AND Agency** (for both text analytic project and multi-mode project), **Beehive Research**, **Delvinia**, **GMO Research** and **QRS Research**, with

Intu and **B2B International** winning Judges' Choice.

■ **Claire Sporton**, senior vice president of customer experience innovation at Oslo, Norway-based research technology company **Confirmit**, has been named a winner of the 2018 CX Impact Awards by the **Customer Experience Professionals Association**.

■ Research company **GfK** will hold its **NextGen Data Science Hackathon Competition** from Jan. 17 to Jan. 28, 2019. Undergraduate students will work to solve marketing problems supplied by GfK client mentors. GfK will provide access to consumer data for the students to analyze and interpret. On Jan. 28, participating teams will have 10 minutes each to present their findings and suggested actions. The winning team will receive a 5,000 award, meet remotely with client mentors to discuss their work and be featured in GfK publicity related to the event. The competition is open to undergraduates from any major attending schools in the U.S., Canada and Mexico.

■ Los Angeles-based nonprofit **Women in Research (WIRe)** presented the WIRe MRX Diversity Champion Award at The Market Research Event, recognizing **Babita Earle**, executive vice president of strategic partnerships at **ZappiStore**, as the first-place Gold award winner and **JD Deitch**, chief revenue officer at **P2Sample**, as the Silver award winner.

■ **Mario Xavier Carrasco**, co-founder and principal of Burbank, Calif., cultural insights agency **ThinkNow**, has received the 2018 Industry Change Agent of the Year award by the **Next Gen Market Research Group**. The award recognizes Carrasco's work to launch **ThinkNow ConneKt**, a planning and segmentation tool focused on the multi-cultural market.

New companies/new divisions/relocations/expansions

■ Research technology company **Georama** is rebranding as **QualSights**, a qualitative insights platform. **QualSights** offers software to conduct mobile ethnography, diary studies, remote in-depth interviews, focus groups (digital

or at a facility) as well as software to enhance in-person fieldwork.

■ Customer insights agency **SKIM** has opened a new office in Berlin, led by Julia Görnandt as country manager Germany. SKIM now has four offices across Europe and 10 worldwide.

■ U.K. research and UX viewing studio firm **i-view** is opening a new facility in Leeds City Centre, Yorkshire. The facility has four studios, including digital technology for UX testing, dial testing, eye-tracking, behavioral observation, emotional testing and neuromarketing.

■ **BDI Research**, a Spain-based research services provider owned by **Schlesinger Group**, has opened a new facility in Madrid. The facility includes three studios for focus groups, mini groups and in-depth interviews and product tests. Features include a four-room research suite, client lounges and high-specification technology.

■ **Lotus Research LLC**, based out of Los Angeles, is changing its company name to **Ready to Launch Research**.

■ Online research company **Rakuten Insight Global Inc.** has opened an office in Kuala Lumpur, Malaysia, its eleventh location and eighth office in the Asia region. The local team will be led by former Nielsen executive Collin Leow.

■ London-based company **Chime's Insight and Engagement Division**, which includes **Facts International** and **Opinion Leader**, has consolidated and restructured its agencies, rebranding the division under its customer experience consultancy **Watermelon Research**. Additionally, **Watermelon** has joined **VCCP**, an integrated creative agency group.

■ Software company **InsightsCentral** and consulting company **Olivetree Research** have merged to create **Olivetree Insights**, based in Cincinnati. The new company has launched a planning and management support system for scoping, prioritizing and measuring the success of insights projects. Carol Shea will act as president of Olivetree Insights.

■ U.K. research company **Liveminds**

has announced expansion plans, funded by triple digit revenue growth and a round of international private investment. The company has made several new hires in the behavioral recruitment, account management and development teams. The company has also announced new technical developments focused on expanding from Facebook into other advertising networks like GoogleAds, LinkedIn and Weibo and automation of the process to increase capacity for clients.

■ Denver-based research company **GeoPoll** has opened a new office in Johannesburg, allowing the company to further expand its public affairs portfolio. The company, which has been active in South Africa since 2014, has employees already based in the region and is in the process of hiring research support staff, media analysts and account executives. Over the coming years GeoPoll expects the office to grow further with business development, client services and operations staff.

■ London-based information company **Ascential** has merged its analytics businesses **Brand View**, **Clavis Insight**, **One Click Retail** and **PlanetRetail RNG** to form **Edge by Ascential**, a new business that provides e-commerce-driven data, insights and advisory services for brand manufacturers and retailers. Michael Lisowski has been named president of Edge by Ascential and Boren Novakovic has been named managing director. The business has over 400 employees in 10 offices across North America, Europe and Asia.

■ Research company **Q-insights**, Los Angeles, has launched **Driven by Q-insights**, a division dedicated to automotive research. The division's suite of solutions includes car clinics, usability tests, focus groups, online research, quantitative and qualitative telephone interviews, quantitative telephone-to-Web interviews and ethnographic in-home research.

■ Information, research and advisory firm **AOTMP** has launched new research practice areas for its global research and advisory business unit: new and emerging technologies, supported by Andrew Hartwyk, research and advisory senior research director; telecom expense man-

agement/enterprise mobility management, supported by Hartwyk and Scott Lawrence, analytics VP, performance insights; and market/industry, supported by Lawrence and Matt Swift, analytics performance expert.

Research company earnings/ financial news

■ **SVMK Inc.**, the parent company of San Mateo, Calif., survey software firm **SurveyMonkey**, closed its initial public offering of 17,250,000 shares of its common stock at a price of 12.00, which includes the full exercise of the underwriters' option to purchase 2,250,000 additional shares of its common stock. The shares began trading on The Nasdaq Global Select Market under the ticker symbol "SVMK" on Sept. 26.

■ U.K.-based video insight firm **Voxpopme** has received a £1.5 million follow-on investment from investment group **Mercia Technologies PLC**. Mercia first invested in the company in Oct. 2017, making its first direct investment in March 2018. Voxpopme says the

investment will support the expansion of its technical and commercial teams with new hires in its offices across the U.K., U.S. and Australia.

■ Research software company **Qualtrics**, co-headquartered in Provo, Utah, and Seattle, has filed for a 200 million IPO with the U.S. Securities and Exchange Commission. The company has applied to list its Class B common stock on the Nasdaq Global Select Market under the ticker symbol "XM" but did not list how many shares it would offer or the anticipated price per share.

■ **Nielsen**, New York, reported revenues of 1.6 billion for the third quarter of 2018, down 2.5 percent compared to the third quarter of 2017.

■ Paris-based researcher **Ipsos** reported revenue of €427.9 million for third-quarter 2018, down 1.4 percent compared to €434 million in third-quarter 2017. The company reported revenue of €1.21 billion for the first nine months of 2018, down 4.3 percent compared to €1.27 billion in 2017.



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ESOMAR will hold its Client Summit on **December 12-13** at the PepsiCo Inc. HQ office in **Purchase, N.Y.** Visit www.esomar.org.

Insights Association will hold its 2019 CEO Summit on **January 21-23** in **Miami**. Visit bit.ly/2JuaZhw.

MREF will be taking a vision trip to Haiti to visit the Joseph School on **January 24-27**. Visit mrgivesback.org.

IQPC will hold its Chief Data and Analytics Officer Exchange on **January 27-29** in **San Diego**. Visit bit.ly/2zfREvZ.

KNect365 (IIR) will hold its Media Insights and Engagement Conference on **January 29-31** in **Los Angeles**. Visit bit.ly/2eyPzmx.

QRCA will hold its 2019 annual conference on **January 30 - February 1** at the Hyatt Regency Savannah in **Savannah, Ga.** Visit bit.ly/2m68CGV.

Corinium Global Intelligence will hold its Chief Customer Officer, USA event on **February 5-6** at the Grand Hyatt Buckhead in **Atlanta**. Visit bit.ly/2Q5KKAe.

Pharma Market Research Conference USA will be held on **February 6-7** in **Newark, N.J.** Visit bit.ly/1Sh6Yhi.

Quirk's will hold the 2019 Quirk's Event – London on **February 12-13** at the Intercontinental O2 in **London**. Visit www.thequirksevent.com.

IQPC will hold its Market Research Innovation event on **February 13-14** in **Sydney**. Visit bit.ly/2PtfheD.

Worldwide Business Research will hold its eTail West 2019 event on **February 19-22** at the JW Marriott in **Palm Springs, Calif.** Visit bit.ly/2pLP4cx.

Merlien Institute will hold its MRMW APAC 2019 event on **February 20-21** in **Singapore**. Visit apac.mrmw.net.

AMA will hold its 2019 Winter Academic Conference on **February 22-24** at the Hilton Austin in **Austin, Texas**. Visit www.ama.org.

Southwest, Northwest, Southeast and Southern California Chapters of the Insights Association will host the 2019 Las Vegas Joint Chapter Conference on **February 27 - March 1** at Caesars Hotel and Casino in **Las Vegas**. Visit bit.ly/2CQyZu1.

IQPC will hold its Customer Contact Week Australia event on **February 28 - March 1** in **Queensland, Australia**. Visit bit.ly/2JHmSB1.

Quirk's will hold the 2019

Quirk's Event – New York on **March 5-6** at the Marriott Brooklyn Bridge in **Brooklyn, N.Y.** Visit www.thequirksevent.com.

Pharma CI Europe Conference and Exhibition will be held on **March 5-6** in **Basel, Switzerland**. Visit bit.ly/2xSy2N7.

Centaur Media will hold the Insight Show on **March 6-7** at Olympia Central in **London**. Visit www.insightshow.co.uk.

2019 Global Data Summit will be held on **March 7-8** in **Golden, Colo.** Visit bit.ly/2sRIeoM.

CX Talks: The Customer Experience Summit will be held on **March 11** in **Dallas**. Visit cxtalks.org.

Market Research Society will hold its Annual Conference on **March 12-13**. Visit bit.ly/2IIEiWf.

NMSBA will hold the Neuromarketing World Forum on **March 13-15** in **Rome**. Visit bit.ly/2zy4MwG.

IQPC will hold its Customer Contact Week Asia event on **March 19-20** in **Singapore**. Visit bit.ly/2D5Q9Ed.

Merlien Institute will hold its Qual360 NA event on **March 20-21** in **Washington, D.C.** Visit na.qual360.com.

IQPC will hold its Customer Contact Week Executive Exchange event on **March 31 - April 2** in **Miami Beach, Fla.** Visit bit.ly/2quQ1X3.

Quirk's will hold its 2019 Quirk's Event – Chicago on **April 2-3** in **Chicago**. Visit www.thequirksevent.com.

ESOMAR will hold its Latin America 2019 event on **April 7-9** in **São Paulo**. Visit www.esomar.org.

KNect365 will hold its FUSE 2019 event on **April 8-10** at the Radisson Blu Aqua in **Chicago**. Visit bit.ly/2vpqRB.

Merlien Institute will hold its MRMW NA event on **April 10-11** in **Cincinnati**. Visit na.mrmw.net.

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

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Simplifying the Complex: A Practical Guide to B2B Customer Journey-Mapping


Simon McEvoy, U.K. Head of Strategy • Omobono

Many B2B organizations are trying to improve their CX by mapping out customer journeys but how do you actually go about doing it? In this talk, Simon McEvoy, head of strategy at B2B creative agency Omobono, will walk you through a practical, step-by-step guide to mapping customer journeys, touching on: How to demystify complex buying journeys and multiple customer types; how you can identify a manageable number of persona types, unlock hidden opportunities in customer pain points and create experience maps that get internal buy-in; and how to make the task more manageable and focused on tangible deliverables. You'll come away able to start mapping out customer journeys in your business and finding new opportunities to delight customers!



Insights in the Digital Age: Mapping Respondents to Online Behaviors

Jessica Wong, Senior Research Manager • CBS Interactive

Surveys  CBS Interactive are a commonly used research tool to learn more about human behavior but often rely on self-reported data. By linking survey responses with online behaviors, we can get a deeper understanding of our users to discover insights and help solve business problems. This presentation will show various examples of how mapping respondents to their digital behaviors helps inform audience growth, editorial content and product development strategy.

Digitally Transforming Your Insights Function

Natalia Lumpkin, Director of Insights for EMEA • Mars PetCare
Kristi Zuhlke, CEO • KnowledgeHound

Today our businesses are moving dramatically faster than they ever have before. Hear how Mars is partnering with technology companies to digitally transform their Insights function to deliver insights faster than they ever have before.



Anywhere in the World: The Complexity of Brand Research at Virgin

Thom Stebbings, Group Consumer Insight Lead • Virgin Group

How a one-person research function faces the challenges of a unique brand structure at Virgin.



End-to-End Automation: Have a Look Behind the Scenes!

Dezső Karasszon, Owner, CEO • DataExpert
Zsolt Apponyi, Innovation Specialist • DataExpert

Maximizing the ROI from Qualitative Research

Bruce Ferguson, Vice President Qualitative Research • SIRS (QRCA)
Chelle Precht, President • Complete Research Connection (QRCA)

The Folly of Misunderstanding Youth

Jennifer Robertson, Managing Director • respondi
Michael Brown, Head of Insight • UMWW

Gamifying Qualitative Research – It's A Lot More than Just Playing Games

Susan Fader, Strategist, Qualitative Researcher and Moderator • Fader & Associates

Research and the Elusive Generation Z

Holly Carter, Director of Product Marketing • Confirmit

Buyer Beware: A Critical Look at Automated Survey Research Platforms

Speaker TBD • P2Sample

Millennial Parenting: The New Family Dynamic

Allison O'Keefe Wright, EVP, Managing Director of Research and Strategy • Open Mind Strategy

'To Hell with Facts! We Need Stories!': The Power of Storytelling in Research

Conor Wilcock, Director • B2B International

Customer Experience from Talk to Action: An Interactive Workshop



Lori Laflin, CCXP, Customer Experience Champion • Cargill Texturizers and Specialties

Voice of the customer input is only as good as the action it creates. Companies and brands that listen but do nothing with the data and insights are wasting time and money.



The good news: It can be much easier than you think to foster positive (and profitable) change in your organization using VOC. Join us for this session where Customer Experience Champion Lori Laflin shares tips and tricks for taking action with your data. Regardless of the role you play in customer engagement/service or the model your team uses for research and sharing insights, this workshop will arm you with practical suggestions for moving the work beyond presentation mode.

Overcoming Inevitable Fieldwork Challenges with Health Care Professionals



Lynn Welsh, Chief Strategy Officer • Olson Research Group
Amanda Lipski, Director, Analytics • Olson Research Group

It has never been more challenging to field research with health care professionals than it is today. Criteria to reach the desired respondents is nuanced, timelines are aggressive and results that stem from the research must be immediately actionable. Fortunately there are several areas where researchers have the opportunity to mitigate the effects of fieldwork challenges and ensure a successful outcome. This session will identify these stumbling blocks and articulate ways to overcome them.



Layered Learnings: Stretching a Single Research Project Across Multiple Modes to Satisfy a Plethora of Internal Information Needs



Marion Boeri, Global Lead of Thought Leadership Research • Spotify USA
Jillian Kramer, VP Research • Ypulse

Are demands on your team growing while budgets are being cut? Hear how Spotify layered insights to motivate and inspire advertisers, develop partners, retain listeners, innovate products and communicate thought leadership.



New Tools for Market Segmentation



Steven Cohen, Partner and Co-Founder • in4mation insights
Stuart Schwartz, Managing Director, Client Growth • in4mation insights

Video Won't Kill the Research Star: How to Get the Most from All Past Research



Carl Wong, CEO • LivingLens
Elizabeth Morgan, SVP Marketing • Market Logic

Memory Reconstruction Interviews: Revealing what People Can't (or Won't) Say in Conventional Interviews



Doug Grant, Managing Director • Inqui Research

Square Peg, Round Hole: What Are We Missing?



Jenny Karubian, CEO, Founder • Ready to Launch Research
Kerry Hecht Labsuirs, Founder, CEO • Echo Qualitative Support

CLEAR M&C Saatchi Brand Experience Gap Results



Ki Choi, Executive Director • CLEAR M&C Saatchi
Rhonda Hiatt, Chief Strategy Officer • CLEAR M&C Saatchi
Geraint Jones, Global Marketing Director • CLEAR M&C Saatchi

The Experience Gap:

The gap between brand promise and reality. Which brands are getting it right, which brands are getting it wrong and how much is it costing them?



How to Build a Market Intelligence Organization that Matters: A Case Study



Silvana Amparberg, Research Manager • Worldpay
Sharon Brant, Head of Global Market Intelligence • Worldpay

Companies don't always use their market research organization in the most effective way. Many times the research team is relegated to "order takers" or perceived as a "nice-to-have" function or, even worse, used to prove a decision the company wants to make. With the support of our new executive team, the Worldpay Market Intelligence organization is trying to change that perception.



Deep Dive on Purchase Behavior Influencers



Martin Oxley, Managing Director, Europe • BuzzBack
Silvena Milenkova, Chief Research Officer • BuzzBack
Tatiana Gormley, VP, Research • BuzzBack

Does Creative Effectiveness Matter?



Richard Butwinick, President • SellCheck

Digitally Transforming the Corporate Insights Function

Reed Cundiff, General Manager, Customer and Market Research • Microsoft

Reed Cundiff, general manager of Microsoft's customer and market research team, will take you on the journey his team has been on to build a digitally-transformed insights function. Follow the team's path from early vision to first steps to lessons learned. This topic is a critical conversation for leaders who are interested in evolving their insights teams to deliver maximum business value in the current digital age. Growth mind-set required!



What Consumers Say Isn't Always What They Mean

Adrienne Carter, Managing Director • D-Coded Insights

Asking consumers about their behaviors and preferences is a dangerous route to take as they often don't know the answer. Learn of ways to engage with consumers to get to the heart and truth of their actions and choices to take insight to a level that can be used throughout your business. Brands we have worked with to do this successfully: pladis, New York Bakery Company, Premier Foods, Unilever, Harry Ramsden, Belvoir and Now TV.



The Future of Brewing

Serena Smith, Category Manager • Molson Coors

Is change coming or is it here already?



Looking at the trends in the market to ensure relevancy for today's and tomorrow's consumer.

Making a Difference for the Business: Key Drivers of Success

Michael Rosenberg, Managing Director • J.P. Morgan

The research organization exists to inform the business and to enable enhanced decision-making that will ultimately drive growth. At the same time, researchers often struggle with how best to make a difference within their respective organizations and how to attract the right level of attention. This session will focus on some of the leading challenges and pitfalls that researchers may confront within their organizations and highlight how best to overcome them through a number of actionable case studies.



From the Weeds to the Stars: How and Why to Think About Bigger Problems

David Boyle, Customer Insights Director • Harrods

Too many brilliant analytical minds are wasted on interesting but ultimately less impactful problems. They are stuck in the weeds of the data or the challenges of our day to day. Too few ask what it means to reach for the stars – the big, shiny, business-changing issues. David Boyle explains why you must start asking bigger questions and making a bigger difference.



Disrupting the World of MR

Adele Gritten, Managing Director - U.K. • Future Thinking

It's Not Just About if You Like it: A Reasoned Action Approach to Predicting Consumer Behavior

Julia Maier, Analytics Associate • KJT Group Inc.

Experience the New Generation of NPS Platforms

Frank Buckler, Ph.D., Founder and CEO • Success Drivers

Maurice Gonzenbach, Co-Founder • codit.co
Pascal de Buren, Co-Founder • codit.co

Why Don't They...? Using Narrative Economics to Better Understand People

Susan Fader, Strategist, Qualitative Researcher and Moderator • Fader & Associates

Fixing Research Pain Points: How Blockchain Will Shape the Industry

Henry Chan, CEO • PREDIQT

Future Feedback: The Necessity of Rethinking How We Ask Questions

Andrew Grenville, Chief Research Officer • Maru/Matchbox

Putting Patients Front and Center in Health Care Research

Matt Marontate, SVP Sales • LivingLens
Sally Udayakumar, Fieldwork Consultant | Global • Just Worldwide

Defensive Development: Using Mobile Behavioral Research to Create Competitive Products

Kyle Gollins, VP of Sales • Pollfish
Simon Doolin, UX Researcher • Microsoft

In a competitive marketplace, it's hard to decide which features should take priority in your product road map. Microsoft shares how they targeted a competitor's customer base using mobile behavioral data and gained insights based on activities, rather than self-reported data, to learn about the impact and engagement of specific features and measured levels of satisfaction and interest to ensure the development of a compelling alternative product.



Breaking Down the Product Silos in Brand Health Tracking

Mona Stronsick, Director of Market Research • Progressive Insurance
Michael Franke, Senior Market Research Analyst • Progressive Insurance
Glenn Staada, Senior Vice President • Radius Global Market Research

Historically, Progressive has tracked the health of its products one by one. However, our brand tracker strategy needed to evolve to understand the consumer's "garage" and how it and everything in it is insured. We needed a way to measure how our brand is perceived on a holistic basis – not losing our view of product-specific markets but diving deeper into how the array of products we offer are all connected and reflected in the Progressive brand. Progressive will explain its design for a brand tracker evolution from product-specific to a more holistic measurement.



Developing a Customer-Obsessed Culture: How Insights Transformed Salesforce

Jacob Ayoub, Senior Director, Customer and Market Insights • Salesforce

Insights-driven businesses will take \$1.2 trillion in revenue per year by 2020. Why should you care? Because these insights-driven businesses are coming after your customers and your top line. The secret to success is putting the power of customer insights to work. Jacob Ayoub will highlight the seven decisions Salesforce made to transform into a customer-obsessed culture. A culture that puts customers at the center of all strategic initiatives – from the next breakthrough innovation to the corporate narrative shared on the Dreamforce stage. A culture that acts on 98 percent of research studies.



The Power of Real-Time Behavioral Data in the Subscription Video-on-Demand Era

Adam Portner, Vice President, Client Solutions • ProdegeMR
Chris Havemann, CEO • RealityMine

Subscription video-on-demand has emerged in the last decade as a preferred way to consume media and it's only expected to increase from here. ProdegeMR and RealityMine partnered over the holiday season to tune in to some of the watching habits of a global panel offering to reveal unique insights from real-life consumer behavior.



How and When to Use Online Qual for Designing Successful Consumer Studies

Ray Fischer, CEO • Aha! Strategic Online Qual Platform

Personas vs. Segments: Why not Knowing the Difference can Cripple Your CX Program

Eric Hunter, VP Strategy • Russell Research

Decoding Disruption: Understanding Consumer Expectations for Brands

Isaac Rogers, CEO • 20|20 Research
Sonya Turner, Senior Director of Insights • 20|20 Research

You're Boring Me: How Story Structure Keeps People from Tuning Out

David Rothstein, CEO • RTi Research
David Intrator, Chief Meaning Officer • RTi Research

AI You Can Drive My Car: Consumer Emotion, Identity and the Future of Self-driving Vehicles

Chris Neal, VP, Tech + Telecom • Chadwick Martin Bailey

Imagine That! How to Unlock Prospective Thinking for Insight and Inspiration

Karen Lynch, Senior Director, Qualitative Research • InsightsNow

Customer Experience – Case Studies in Science-based CX

Peter Simpson, Principal • xspient | Segmedica



Getting to Know You: Alternate Stakeholders in Your Organization

Steve Seiferheld, Director, Market Research • Swedish Match

Marketing research professionals continue to fight for influence in their organizations. Did you know you might have allies in unlikely places? Don't let the word "marketing" limit you to just that department. This talk will discuss how research can offer great impact for colleagues outside of marketing.



Research, Meet Communications: How Insights Teams Can Drive PR Coverage

Kyle Gollins, VP of Sales • Pollfish
Michael Moschella, Director • DKC Analytics
Harro Cyranka, Senior Data Strategist • DKC Analytics

Communicating and Persuading via Stories from the Conference Room to the Boardroom and Beyond

Jeri Smith, CEO • Communicus

Six Principles for Six-Second Advertising

Ashley Shelley, Research Director • Ameritest
Amy Shea, Brand Experience Director • Ameritest

The Peaks and Pitfalls of Max-Diff at Procter & Gamble

David Hengehold, Consumer Research Statistician • Procter & Gamble
Megan Peitz, Ingenuity Ambassador • Sawtooth Software

Hitch a ride as we explore the max-diff landscape at P&G. Max-diff is just the ticket for product benefit/claim screening, package designs and product development for CPG. We'll show how max-diff works with simple math (counting and averages). No proprietary software necessary! What are your preferences for ice cream flavors? We'll take a quick survey together, get real time results and see that max-diff gets us more than the standard five-point rating scale.



Get to Know Your Customer – How to Uncover Qualitative Insights that Have Maximum Strategic Impact

Barbara Giaimo Rice, Director, Market Research • TechStyle Fashion Group
Aditi Sahni, Senior Manager, Member Insights • TechStyle Fashion Group

TechStyle Fashion Group leverages rich data to best serve the customers of its five successful e-commerce brands – JustFab, ShoeDazzle, Fabletics, FabKids and Savage x Fenty. But data and numbers only tell one side of the story. TechStyle has a unique customer relationship where employees within each brand can interact face-to-face with real customers across the country. Learn how TechStyle leverages these interactions to uncover insights that inform strategic business decisions across the organization.



Conquering E-Commerce by Capturing Consumers' Gut, Heart and Mind

Ericca Dennehy, VP of Account Management • AcuPOLL Precision Research
Jeff Goldstein, President • AcuPOLL Precision Research
George Brown, VP - Client Business Development • AcuPOLL Precision Research

Research on Research: The Evolving Respondent

Peter Manickas, Director • Comcast
Scarlet Wynns, Ph.D., Senior Director • Comcast
John Schiela, President, Phoenix Converged Technology & Media • Phoenix Marketing International

Comcast teamed up with Phoenix MI to explore how the rapidly evolving world is affecting the way research surveys are taken and the impact those changes can have on the information collected. Gain insight into best practices in sampling (including combating fraudulent sample), the impact on scale setup and form in factor results, the impact on device type used in surveys, visual graphics vs. textual graphics in presentations and explicit vs. implicit questioning.



Accelerate Relevance – Making Insights Sticky in Slippery Times

Kelley Styring, Founder and Principal Researcher • InsightFarm Inc.

'Alexa, Order Heineken.' Voice and the Digital Assistant: A Wake-up Call for Marketing

Speaker TBD • SKIM

The Role of Segmentation in the Fight to End World Hunger

Andrew Willard, Partner • W5
Gemi Hartojo, Relationship Marketing Manager • Rise Against Hunger

Learn how Rise Against Hunger and W5 leveraged segmentation to understand key Rise Against Hunger audiences – volunteers, corporate decision makers and donors – to increase brand awareness, engagement and funding to create a movement to end world hunger. This case study presentation will highlight the benefit of applying research methodologies to address a global nonprofit's future brand marketing and operational focus, how to leverage internal stakeholders and methods to ensure a smooth adoption and implementation process.



Improving Research By Doing Research: Learning from Market Research Participants

Amanda Stockwell, UX Consultant/Researcher • Stockwell Strategy
Renee Wyckoff, Research Design Engineer • L&E Research

Enabling Breakthrough Ideas through Innovation Pipeline Sprints

Jason Hauer, Co-CEO • The Garage Group

Permission to Launch: Why Insight and Research is the Missing Ingredient in Successful Social Media Creative

Babita Earle, EVP Strategic Partnerships • Zappi

How to Optimize Co-Creation!

Julie Loving, Director, Insights • TherapeuticsMD
Susan Robertson, Principal • Sharpen Innovation

Listen In: How Podcasts Can Deliver Engaging Insights for Marketing Research

Casey Bernard, Founder • Nimble MR (QRCA)

Has Anyone Ever Asked You What it Feels Like to be You?

Teresa Faust, Senior Manager, Research and Metrics • United Methodist Communications
Kalinda Fisher, Founder/Managing Partner • Advocate Market Research

Broaden Your Agile Skill Set: How to Combine Consumer Insights and Experience Design Approaches to Get Deeper Insights Faster

Jane Roach, Digital Customer Research Scientist • American Family Insurance
Monika Wingate, CEO and Co-Founder • Digsite

Experience design (XD) researchers were early adopters of agile principles, using specialized methodologies to iteratively design and test solutions while exploring behaviors and attitudes in-context. As marketing and product teams look to be more agile, what can we learn from XD approaches? American Family Insurance Research Scientist Jane Roach and Digsite CEO Monika Wingate will discuss how to merge XD principles with customer insights while illustrating how XD approaches help companies get deeper insights.



Increasing Research Rigor with Hybrid QualQuant Survey Research

Kimberly Marsh, Co-Founder/SVP • QualQuant Signals

How Video Among Engaged Respondents Can Bring Consumer Insights to Life

Adam Portner, Vice President, Client Solutions • ProdegeMR
Matt Marontate, SVP Sales • LivingLens

How a Creative Research Approach is Helping the Scripps National Spelling Bee Explore Expansion

Corrie Loeffler, Director, Editorial • Scripps National Spelling Bee
Roula Constantine, Research Director • MarketVision Research
Suzanne Beane, Client Director • Landor Associates

The National Spelling Bee first started in 1925 when nine newspapers joined together to host a spelling bee. This year marks nine decades of the spelling bee. The purpose of the spelling bee is and has always been to help students improve their spelling, increase their vocabularies, learn concepts and develop correct English usage that will help them. The Scripps Spelling Bee is exploring expansion both domestically and internationally and utilized a creative research approach.



Stretching a Start-Up's Pre-launch Research Budget

Jessica Spilman, Senior Research Director • KJT Group Inc.
Katie Strother, VP, Medical Education • Cartiva Inc.

Using Segmentation to Drive CX Transformation

Marc Goulet, Vice President • Russell Research

Taking Care: What Research with Extraordinary People Can Teach Us About Being Extraordinary Researchers

Barbara Zamolsky, Senior Director • Smarty Pants

Winning Casual Dining with Today's Teens

Mary McIlrath, Senior Vice President/Partner • C+R Research
Nina Guest, Manager, Consumer Insights • Olive Garden

Olive Garden teamed up with C+R Research's YouthBeat® analytics group to understand what is driving special occasion dining options for today's teens. Utilizing their language (social media, photos, videos and imagery) and trending YouthBeat® data from when Millennials were teens, Olive Garden sought out to understand what drives their restaurant selections. They were also able to understand how these young consumers are different – and similar – and to formulate strategies for how to best serve them.

C+R
RESEARCH

Olive
Garden
ITALIAN KITCHEN



How Zappos Uses Conjoint Analysis for Superior Insights and Customer Segmentation

Sourav Bhuyan, Senior User Experience Researcher • Zappos
Bryan Orme, President • Sawtooth Software

Join Sourav and Bryan as they showcase how choice-based conjoint studies provide rigorous insights to companies like Zappos to better understand customer preferences around product concepts and offerings. You'll not only learn the building blocks of a conjoint study but also the impact it brought to Zappos via a case study. We'll take a quick online conjoint questionnaire and provide an intuitive example using simple math (counting and averages) to show how conjoint analysis works.

Zappos
.com
POWERED by SERVICE™

Sawtooth
Software

Culture, Codes and Cognac: How We Used Semiotics to Reinvigorate Grand Marnier's Global Brand Assets and Enrich Mental Availability

Sarah Jane Johnson, Principal • Athena Brand Wisdom
Camila Rossetti, Global Consumer Insights Director • Campari Group

This presentation will discuss how a global semiotic study helped Grand Marnier modernize its brand positioning by identifying the visual and symbolic "signifiers" that were most relevant in its key global markets. Unlike traditional positioning research, which focuses on developing a single-minded brand promise, semiotic analysis can help develop a matrix of what Byron Sharp calls the "memory nodes" that support "mental availability": colors, imagery, tonality, etc. The brand communications developed from this study strongly leverage multiple semiotic cues identified as both highly resonant with its target audience and ownable by Grand Marnier.

ATHENA
BRAND WISDOM
CAMPARI
GROUP

Building an Insights Engine to Understand Today's and Tomorrow's Demand for Pork

Paul Metz, Executive Vice President/Partner • C+R Research
Speaker TBD • The National Pork Board

The Power of Play: Unlock Prospective Thinking with a PlayFULL Research Technique

Karen Lynch, Senior Director, Qualitative Research • InsightsNow

Rise Up! The Manifesto for Revolutionary Marketing

Priscilla McKinney, CEO • Little Bird Marketing

Growing Up

Ruth Ingram, Senior Vice President, Research and Strategy • Insight Strategy Group

Levels of DIY: Take Control Without Overwhelming Yourself

Colson Steber, Co-CEO • Communications for Research
Jenny Mays, Insights Manager, Market and Customer Insights • The Climate Corporation

Shifting from CX to HX: 3 Guidelines for Aligning Human Experience and Brand Experience

Jim Chastain, Human Insight Strategist and Co-Founder • RealityCheck
Jim White, Human Insight Strategist and Co-Founder • RealityCheck

Hooked on a Feeling: An Empirically-Derived Model of the Emotions that Brands Can Use to Reel in Customers and Create Brand Loyalty

Anne Beall, CEO • Beall Research Inc.

Operational Metrics Integration and Case Studies

Karin Ferenz, Principal • Customer Lifecycle LLC

Agile Insights in Action: Inspire Your Growth

Thomas Fandrich, Co-Founder and COO • quantilope
Peter Aschmoneit, Co-Founder and CEO • quantilope

Mission Impossible: Making a Client-Ready Dashboard in 30 Minutes

Russ Budden, Director of Sales and Marketing
• E-Tabs

Using Social Media Data to Predict New Product Success

Mark Garratt, Partner and Co-Founder • in4mation insights
Stuart Schwartz, Managing Director, Client Growth • in4mation insights

Bringing a DIY Online Community to Life: The 9-Year Success Story of voicesHUB by Experian

Tiffany Ng, Sr. Manager, Consumer Insights • Experian
Holly O'Neill, Chief Insights Officer • Talking Business LLC

In the fast-changing categories of managing credit reporting and identity protection, consumer insights agility is paramount. That's why Experian launched voicesHUB nine years ago. voicesHUB works because we continually innovate – making and keeping our customers center stage. Fielding over 1,000 research topics, we leverage an agile but repeatable model. Hear Experian highlight how voicesHUB fuels business growth by uncovering actionable findings that drive product relevance and increase brand affinity year after year.



Enabling Breakthrough Ideas for Kraft Heinz through Innovation Pipeline Sprints

Stacey Cox, Consumer Insights Leader • Kraft Heinz
Erin Faulk, Vice President of Lean Growth • The Garage Group

Hear behind-the-scenes lessons learned from the trailblazing teams at Kraft Heinz who leveraged a five-day innovation pipeline sprint approach to revitalize their portfolios and fill their three-year innovation pipelines with meaningful, consumer-driven ideas. With iterative input from constant consumer touchpoints over five days, the teams transformed their historically linear process. The team will share the overall approach they took, key enablers that led to their success and lessons they plan to apply to future growth challenges. Courageous minds only.



The No. 2 Ranked Pediatric Hospital Leverages a Community to Learn from its Patients

Dave Krier, Vice President, Access Services and Family Relations • Cincinnati Children's Hospital Medical Center
Colleen Hennegan, Vice President • MarketVision Research

Cincinnati Children's Hospital Medical Center puts the patient and families at the heart of everything they do and their recognition as the No. 2 pediatric hospital reflects their purpose. Understanding the emotional and physical facility needs to create better experiences can be challenging but work in an online community opened the doors to insights. Stories from research will highlight their patient-first approach with research and how it's made a difference in providing better experiences.



Building Insight-Led Strategy and Activation through Agile Qualitative

Monika Wingate, CEO and Co-Founder • Digsite
Carrie Ericksen, Director of Consumer and Shopper Insights • Tillamook

Making consumer insights central to organizational decisions isn't easy, especially with the accelerated pace of marketing and product development. Tillamook Director of Consumer and Shopper Insights Carrie Ericksen and Digsite CEO Monika Wingate will discuss how to make consumer insights more central to today's agile marketing and product development teams. They will also share how Tillamook leveraged agile qualitative approaches to increase sales of their shredded cheese products by 25 percent.



Portfolio Re-Engineering: Go Beyond Price and Size with Brand Equity and Gamification

Saurabh Aggarwal, Managing Director • Knowledge Excel Services
Shahbaz Singh, Research Lead • Knowledge Excel Services
Mohit Shant, Product Lead • Knowledge Excel Services

Bringing Up Baby in 5 Languages: Using Mobile and Ethnography to Understand Differences in Global 'Mommy Culture'

Claire Brooks, President • ModelPeople Inc.

THE QUIRK'S EVENT

FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS



INTRODUCING

INTERACTIVE SMART BADGES

Klik's interactive badges allow for easy and fast networking all in one place. Attendees in close proximity can quickly exchange information simply by both pressing and holding down the bottom of the badge. Bright LEDs will illuminate and flash, letting you know that the information has been exchanged. Attendees can also receive content from speaking sessions without having to wait until after the event. During a session, simply click your badge and any materials the presenters make available will download and be accessible in the app. The Klik badge puts you in charge of the content you receive and connections you make!

With the Klik app you can:

- Chat with other attendees and even request meetings
- View profiles of exhibiting firms and request meeting times with particular vendors
- Store your connections and event materials
- Keep track of all personal meetings and events

SPECIAL EVENTS IN EACH LOCATION



OPENING NIGHT

Cocktails with Quirk's

We've had a blast hosting Cocktails with Quirk's in the past and The Quirk's Event wouldn't feel complete without everyone enjoying a few cocktails on us! After the first day of the show is done, mingle and network in the expo hall, enjoy free drinks and appetizers and take in the experiences with other attendees.

FOLLOWED BY...

Opening Night After Party

After dinner, join other attendees to discuss the day's events and have a nightcap with Quirk's. Enjoy a relaxing evening with cocktails, music and conversation.



THE NIGHT BEFORE THE EVENT

Women in Research Networking Event

Women in Research (WIRe) will be hosting a complimentary, pre-conference networking event for Quirk's Event attendees of all genders. Enjoy cocktails, canapés and conversation while networking with market research industry leaders. WIRe is a non-profit organization that champions diversity in the marketing research industry by arming women with the tools to develop professionally, build connections and stay inspired.



EVENT CLOSING

Expo Hall Happy Hour

After the sessions end, grab a beer and stroll through the expo hall to learn and experience all of the latest and greatest the industry has to offer.

THANK YOU TO OUR GREAT SPONSORS

LEGACY SPONSOR



PLATINUM SPONSORS



GOLD SPONSORS



SILVER SPONSORS



OTHER SPONSORS



EVENT PARTNERS



AN ACTIVE EXPO, WITH EXPERIENCES

LONDON
ENGLAND
FEBRUARY 12-13, 2019

BROOKLYN
NEW YORK
MARCH 5-6, 2019

CHICAGO
ILLINOIS
APRIL 2-3, 2019

20|20



THAT DRIVE YOUR MARKETING RESEARCH FORWARD



THE QUIRK'S EVENT

FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS

TheQuirksEvent.com

YOU'LL BE IN GOOD COMPANY...

Below is a list of just some of the corporate brands attending The Quirk's Event this year.

AARP • **AB InBev** • AIG • Aimia • Allstate • **American Express** • American Greetings • AmeriFirst Home Mortgage • AMOREPACIFIC • Archer Daniels Midland Co. • AstraZenica • **Barclays** • Beiersdorf • Bizzabo • Blue Diamond Growers • **BP** • BulletinHealthcare • Burrell Communications • **BuzzFeed** • California Association of REALTORS® • Cancer Research UK • Caravan and Motorhome Club • Caterpillar Inc. • **CBS** • Cerner • Citi • Clarks • Clear M&C Saatchi • Columbia • Conagra • Concordia Plan Services • Conde Nast • **Coty** • Crayola • De Volksbank • **Diageo** • Dish Network • Dyson • ElAraby Group • Emory Health Care • Estee Lauder • Etsy • Expedia • Experian • **Facebook** • Fiskars Brands • **Fuji Film** • Gaska Tape • **GSK** • H.D. Smith • Hachette Publishing • Harley-Davidson Motor Company • Heineken • Home Instead, Inc. • Houghton Mifflin Harcourt • HSBC • Hu-Friedy • **Hyatt Hotels** • IBM France • IBM UK • IBM US • IDEXX • IEEE • IFPI • IGT • Ingredion • ISACA • Johnson & Johnson • **JP Morgan Chase** • Kraft Heinz • Land O'Frost, Inc. • Lavazza • **L'Oreal** • Mars Wrigley • Materne North America • McDonald's • McKee Foods • Medela • Medtronic • Microsoft • Milwaukee School of Engineering • **Molson Coors** • **Mondelez** • MTD Products • National Cattlemen's Beef Association • Newsday • Novartis • NPR - National Public Radio • Omobono • Ookla • **Pandora** • Paramount Pictures • PepsiCo • **Porsche Cars** • Progressive Insurance • Project Lead The Way • Prudential • R.R. Donnelley • RBS • Revlon • Rotary International • RSA Insurance • **Salesforce** • ServiceNow • Stanford Alumni Association • Stanley Black & Decker • Stemilt Growers • Stryker • Swedish Match • TechStyle Fashion • **Tesco** • The AA • **The Coca-Cola Company** • The Wm. Wrigley Jr. Company • TherapeuticsMD • TJX • Toronto Blue Jays Baseball Club • True Value • Trunk Club • Turkcell • **Uber** • UBS • UK Greeting Cards • Ulta • **Unilever** • United Biscuits • United Methodist Communications • UPS • USG Corporation • **Virgin Group** • Vodafone • Walgreens Boots Alliance • WarnerMedia • Weber-Stephen Products • Wilko • Wipfli LLP • Worldpay UK • Worldpay US • **Yamaha Motors**



LONDON
ENGLAND

FEBRUARY 12-13, 2019

BROOKLYN
NEW YORK

MARCH 5-6, 2019

CHICAGO
ILLINOIS

APRIL 2-3, 2019

CHOOSE THE DATE AND LOCATION THAT WORKS FOR YOU



Q

2019

Focus

Group

Facility

Directory

Welcome to our annual directory of focus group facilities. Conducting focus groups at a quality research facility gives you the convenience of having a designated location, trained and professional researchers and the latest research technology all in one place. Here is a list of nearly 300 facilities worldwide.

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



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



Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Arizona

Phoenix



C&C Market Research

C&C Market Research - Phoenix Metro/Desert Sky
 Desert Sky Mall
 7611 W. Thomas Road, Suite 118
 Phoenix, AZ 85033
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC
 5x7 2 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



C&C Market Research

C&C Market Research- Tempe
 Arizona Mills Mall
 5000 Arizona Mills Circle, Suite T-546
 Tempe, AZ 85282
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC
 15x15 6 Conference
 15x15 6 Conference

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Fieldwork Phoenix

7776 Pointe Parkway W., Suite 290
 Phoenix, AZ 85044
 Ph. 602-438-2800
 info@phoenix.fieldwork.com
 www.fieldwork.com
 Clay Turner, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, CUL, 1/1, 1/10, WC
 19x23 14 Conference
 22x24 20 Conference
 22x25 15 Conference
 23x25 28 Conference
 11x16 10 Conference

Fieldwork Phoenix offers both the setting and service to make for an unforgettable research study. Located in the heart of a renowned resort area, we have 5 research suites with the ability to accommodate multiple set-ups and group sizes. Step outside to our balcony and enjoy the beautiful weather and gorgeous views of Phoenix. Our on-site recruiting team is the most experienced in the area and our client service staff is efficient and committed to service. Along with a variety of recording options, we have FocusVision 360-degree video with streaming. (See advertisement on p. 15, 25 and back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Phoenix

1225 W. Washington, Suite 113
 Tempe, AZ 85281
 Ph. 602-914-1950 or 888-873-6287
 phoenix@focuspointeglobal.com
 www.focuspointeglobal.com
 Shiela Mezulis, Facility Director
 Location: Office building
 Distance from airport: 7 miles, 5 minutes
 CL, CUL, TK, VC, WC
 21x20 14 Multiple
 18x21 12 Multiple
 21x17 18 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)



Plaza Research-Phoenix

2575 E. Camelback Road, Suite 800
 Phoenix, AZ 85016
 Ph. 602-381-6900 or 800-654-8002
 kharman@plazaresearch.com
 www.plazaresearch.com
 Kendra Harman, Director
 Location: Office building
 Distance from airport: 10 minutes
 CL, CUL, 1/1, 1/10, TK, WC
 15x20 15 Conference
 14x19 10 Conference
 16x23 15 Multiple

The nation's premier network of focus group facilities!
 Plaza Research offers multi-city project coordination in

14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option. (See advertisement on p. 105)



SCHLESINGER GROUP

Schlesinger Group Phoenix

2355 E. Camelback Road, Suite 800
 Phoenix, AZ 85016
 Ph. 602-366-1100
 phoenix@SchlesingerGroup.com
 www.schlesingergroup.com/en
 Garth Friedrich, VP, Qualitative Solutions
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 20x15 12 Multiple
 24x17 10 Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)



WestGroup Research

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

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

Arkansas

Fort Smith



C&C Market Research

C&C Market Research - Fort Smith
Central Mall
5111 Rogers Ave., Suite 40C
Fort Smith, AR 72903
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmrmarketresearch.com
Location: Shopping mall
Distance from airport: 3 miles, 10 minutes
CL, CUL, 1/1, PTL, TK, VC, WC
4 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



C&C Market Research

C&C Market Research - Fort Smith
Essex Mall
1115 S. Waldron Road, Suite 207
Fort Smith, AR 72903
Ph. 479-785-5637 or 877-530-9688
bids@ccmar.com
www.ccmrmarketresearch.com
Location: Shopping mall
Distance from airport: 3 miles, 10 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
4 Conference
16x20 10 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



C&C Market Research

C&C Market Research - Northwest Arkansas
Northwest Arkansas Mall
4201 N. Shiloh Drive, Suite 1820
Fayetteville, AR 72703
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmrmarketresearch.com
Location: Shopping mall
Distance from airport: 25 miles, 30 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
20x15 6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

Little Rock



ShareView Research

301 N. Shackleford Road, Suite E2
Little Rock, AR 72211
Ph. 501-225-9959 or 501-666-2281
asmith@fieldmanagementspecialists.com
www.shareviewresearch.com
Anne Smith
Location: Office building
Distance from airport: 15 miles, 20 minutes
1/1, VC
17x17 12 Multiple

ShareView Research is Little Rock's largest full-service focus group facility. We are affiliated with Field Management Specialists, Inc., a market research company equipped with a veteran team skilled in recruiting, interviewing, and research methodologies that has been operating for more than 20 years. Our respondent database is the largest in the Little Rock area. Field Management Specialists, Inc. can help you meet your market research needs by providing off-site focus groups anywhere in the state, multi-city facility coordination, facility services, field management, and more.

California

Los Angeles (See also Orange County)



Adler Weiner Research Los Angeles, Inc.

10960 Wilshire Blvd., Suite 1250
Los Angeles, CA 90024
Ph. 310-440-2330
info@awrla.com
www.adlerweiner.com
Michael Willens, Managing Director
Location: Office building
Distance from airport: 11 miles, 20 minutes
CL, CUL, VC
14x15 10 Conference
18x18 15 Conference
18x18 15 Conference
16x20 15 Conference

Adler Weiner Research Los Angeles is located in the heart of diverse and historic Westwood, near the University of California at Los Angeles. This pristine qualitative center has four large conference rooms with client viewing, client lounges with stunning views of Los Angeles and the foothills, a fully equipped prep and service kitchen, and state-of-the-art audio and visual components such as digital audio and video recording HD video, wall mounted LCD televisions, and an in-house streaming service. There is also a fifth room, a non-viewed IDI space, ideal for a small breakout interview or as a supplementary room for a second moderator. Two of our focus group rooms open into a singular spacious, double-viewed focus room perfect for mock-juries, classroom, and theater-style studies. With a keen attention to detail and a goal to deliver only the finest work, Los Angeles Adler Weiner will inspire return visits.



C&C Market Research

C&C Market Research - Northridge
Northridge Fashion Center
9301 Tampa Ave., Suite 69A
Northridge, CA 91324
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmrmarketresearch.com
Location: Shopping mall
Distance from airport: 28 miles, 60 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



C&C Market Research

C&C Market Research -LA Palmdale
 Antelope Valley Mall
 1233 Rancho Vista Boulevard, Suite 505
 Palmdale, CA 93551
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com

Location: Shopping mall
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 12x14 4 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.
 (See advertisement on inside back cover)



Focus & Testing, An Insights Center Facility

5016 Parkway Calabasas, Suite 101
 Calabasas, CA 91302
 Ph. 818-347-7077
 spence@focusandtesting.com
 www.focusandtesting.com

Spence Bilkiss, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 35x24 15 Multiple
 22x20 15 Conference
 22x20 15 Conference
 20x18 12 Conference

Built in 2010, this 12,500-sq.-ft. premier taste test and focus group facility is designed with your comfort and research needs in mind. With three large focus suites, a 1,250-sq.-ft. commercial test kitchen, residential kitchen, CLT room that seats up to 50 with dividers and three separate waiting areas to prohibit respondent mingling, this facility is plush, accommodating, contemporary and affordable. An extensive database representative of LA County allows for bilingual, B2B and medical and thorough follow-up reduces the risk of no-shows and helps deliver qualified respondents.



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Los Angeles

400 Corporate Pointe, Suite 855
 Culver City, CA 90230
 Ph. 310-260-8889 or 888-873-6287
 la@focuspointeglobal.com
 www.focuspointeglobal.com

Donna Flynn, Executive Director
 Location: Office building
 Distance from airport: 8 miles, 25 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 22x24 20 Multiple
 20x22 20 Multiple
 20x22 20 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ.
 (See advertisement on p. 3)



House of Marketing Research

2555 E. Colorado Blvd., Suite 205
 Pasadena, CA 91107
 Ph. 626-486-1400
 amy@hmr-research.com
 www.hmr-research.com

Amy Siadak, President
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, CUL, 1/1, VC, WC
 20x20 30 Multiple
 12x11 7 Conference

Where do you go when you're looking for a leading focus group facility in Los Angeles? House of Marketing Research is LA's premier focus group facility. Our multi-farious database, recruiting staff and expert moderators bridge a wide range of "languages" to effectively communicate with your target market. From Cantonese to consumer products ... Hispanic to high-tech ... Mandarin to medical ... we talk your customer's language. HMR's superlative facility combines modern with comfort. We are your research partner not just a supplier. Begin your research at www.hmr-research.com.



Jackson Adept Research - Beverly Hills

345 N. Maple Drive, Suite 325
 Beverly Hills, CA 90210
 Ph. 310-279-4600
 ALorinchak@adeptresearch.com
 www.adeptresearch.com

Angela Lorinchak, President
 Location: Office building
 Distance from airport: 13 miles, 25 minutes
 CL, 1/1, 1/10, TK, VC, WC
 18x17 15 Conference
 19x15 13 Conference
 22x21 25 Conference
 21x14 13 Conference
 21x16 13 Conference
 22x21 13 Conference
 19x16 13 Conference

Our six spacious suites a few blocks from Rodeo Drive with tiered seating (for up to 25 clients) sets Jackson

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



Jackson Adept Research Encino/Los Angeles

16130 Ventura Blvd., Suite 200
 Encino, CA 91436
 Ph. 310-279-4600 or 818-325-3200
 ALorinchak@adeptresearch.com
 www.jacksonadept.com

Angela Lorinchak, President
 Location: Office building
 Distance from airport: 11 miles, 20 minutes
 CL, 1/1, 1/10, TK, VC, WC
 34x32 25 Conference
 21x20 20 Conference
 20x16 18 Conference
 20x16 12 Conference

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



Plaza Research-Los Angeles

6053 W. Century Blvd., Suite 100
 Los Angeles, CA 90045
 Ph. 310-645-1700 or 800-654-8002
 ahaley@plazaresearch.com
 www.plazaresearch.com
 Amy Haley, Director

Location: Office building
 Distance from airport: 1 minute
 CL, CUL, 1/1, 1/10, TK, TKO, VC, WC
 16x22 20 Conference
 16x18 20 Conference
 16x19 12 Conference

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option.
 (See advertisement on p. 105)



Schlesinger Group Los Angeles

10880 Wilshire Blvd.
Los Angeles, CA 90024
Ph. 310-295-3040
LA@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/los-angeles
Scott Baker, SVP, Client Solutions
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10, PTL, VC, WC

21x18	14	Multiple
20x19	14	Multiple
20x19	14	Multiple
24x18	16	Multiple
18x18		Conference
10x18		Conference

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)



Test America, a division of CRG Global

Westfield Santa Anita Mall
400 S. Baldwin Ave., Suite 104-L
Arcadia, CA 91007
Ph. 800-831-1718
crgsales@crgglobalinc.com
www.crgtestamerica.com
Jennifer Schwartz, Director of Field Operations
Location: Shopping mall
Distance from airport: 34 miles, 40 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

Test America, the data collection division of CRG Global, offers consumer testing facilities that are characterized by the highest in quality standards and are positioned in high traffic retail locations throughout the U.S., providing virtually unlimited access to the consumer. Specifically designed for conducting product level research, our sites are equipped to conduct the most complex tests. We specialize in CLTs, HUTs, focus groups, mobile research, and more. Select facilities include sensory booths, fragrance evaluation rooms, test kitchens, laundry rooms, and focus and viewing rooms.

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 Verdoia, Facility Director
Location: Office building
Distance from airport: 2 miles, 10 minutes
CL, CUL, VC

17x19	15	Multiple
17x21	15	Multiple
17x21	15	Multiple
17x15	10	Multiple

Adler Weiner Research Orange County is located in Irvine, California, right off of the freeway and less than five minutes from the Santa Ana Airport and UC Irvine. This tranquil and spa-like facility has four beautiful conference rooms with client viewing, remote viewing ability in client lounges with available work stations, and a stunning fully-equipped prep and service kitchen in a modern home design. Two of our focus group rooms open into a singular spacious, double-viewed focus room perfect for mock-juries, classroom and theater-style studies. Premier audio visual abilities are available: digital audio and video recording, HD video and wall mounted LCD televisions and an in-house streaming service. Orange County's service excellence combined with recruit and project management support from the Los Angeles office, means close, unique attention to every project detail enabling achievement of goals and project success.



Fieldwork L.A. - Orange County

2030 Main St., Suite 300
Irvine, CA 92614
Ph. 949-252-8180
info@losangeles.fieldwork.com
www.fieldwork.com
Kami Celano, President
Location: Office building
Distance from airport: 1 miles, 5 minutes
CL, CUL, 1/1, 1/10, TK, WC

9x23	12	Conference
22x32	50	Conference
19x21	12	Conference
22x20	18	Conference
22x20	18	Conference

Fieldwork OC is located in Irvine, California, just 5 minutes from the Orange County Airport. Commitment to quality is our number one priority. Our facility offers 5 spacious research suites ready for set up in any configuration. Large viewing rooms have comfortable tiered seating with attached lounges. We offer a variety of recording options and immersive 360-degree video with streaming provided by FocusVision. After a long day of research, you have quick access to fine restaurants, shopping, the beach and Disneyland. (See advertisement on p. 15, 25 and back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Irvine
Jamboree Center
5 Park Plaza, Suite 200
Irvine, CA 92614
Ph. 949-251-1122 or 888-873-6287
irvine@focuspointeglobal.com
www.focuspointeglobal.com
Ingrid Robertson, Facility Director
Location: Office building

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)

San Diego



Flagship Research

1011 Camino Del Rio S., Suite 405
San Diego, CA 92108
Ph. 619-849-1111 or 888-949-4827
russell@flagshipresearch.com
www.flagshipresearch.com
Russell Duong
Location: Office building
Distance from airport: 1 miles, 5 minutes

18x22	10	Multiple
19x19	15	Conference
20x16	15	Conference

"It's all about quality recruiting. Flagship records every recruiting call. A full-time staff member listens to and archives each recording as validation of the recruit. These recordings are available to you at any time, before and after your groups, and you are welcome to share them with your client. This can be very helpful when clients are concerned about the qualifications of a respondent or when a respondent from a client list has complained about the recruiting call. We now have the ability to host and recruit projects nationwide, as well as specialize in medical recruiting.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Plaza Research-San Diego
 9339 Genesee Ave., Suite 100
 San Diego, CA 92121
 Ph. 858-200-3000 or 800-654-8002
 skaplan@plazaresearch.com
 www.plazaresearch.com
 Sasha Kaplan, Director
 Location: Office building

Distance from airport: 11 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, WC

15x20	15	Conference
15x20	15	Conference
16x22	15	Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our newly renovated (late 2017) focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option.
 (See advertisement on p. 105)



Taylor Research, Inc.
 6602 Convoy Court, Suite 210
 San Diego, CA 92111
 Ph. 858-810-8400 or 858-810-8420
 kris@taylorresearch.com
 www.taylorresearch.com
 Kris Arcediano, Vice President of Operations
 Location: Free standing facility
 Distance from airport: 12 miles, 15 minutes
 CL, CUL, 1/1, 1/10, VC

20x13	8	Conference
18x14	10	Conference
24x19	12	Multiple
29x23	18	Multiple

Since 1957, Taylor Research has prided itself in delivering a level of expertise, professionalism, and quality that is unrivaled. We understand that quality respondents are essential to the success of your project. That's why, with over 60 years in the industry, Taylor Research has the unique expertise, attention to detail, and holistic approach, that allows us to deliver quality results that will exceed your expectations every time. From consumer and medical recruiting to B2B and low-incidence targets, we have you covered! With one of the most professional, modern and adaptable research facilities in the nation, we help respondents and clients feel at ease, allowing for more free-flowing and productive conversations. Our research facility consists of four

expertly designed research suites, each with their own discussion/interview room, observation room, and client lounge. In addition, our CLT room consist of 33 testing stations and our test kitchen can accommodate almost any need. Our over-sized room is one of the largest in SoCal and can accommodate large scale tests, mock trials, and dial test. Let us show you why the industry has counted on us for more than 60 years.

San Francisco Bay/San Jose



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

19x21	20	Multiple
18x21	11	Multiple
20x22	25	Multiple
20x21	9	Multiple

Fieldwork San Francisco is ideally located downtown in the vibrant South of Market (SOMA) district – within an arm's reach of world class hotels and restaurants. Our location affords us beautiful views of Mission Bay, Yerba Buena Gardens, and the rolling hills beyond the city. Inside are 4 beautifully modern research suites with a variety of recording options, and FocusVision 360 degree video with streaming. Our respondent database reflects the rich diversity of this beautiful city by the bay. Come see why Fieldwork San Francisco offers the best research by the Bay.
 (See advertisement on p. 15, 25 and back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.
Focus Pointe Global – San Francisco – Post
 201 Post St., 6th Floor
 San Francisco, CA 94108
 Ph. 415-285-9300 or 888-873-6287
 sf@focuspointeglobal.com
 www.focuspointeglobal.com
 Reka Kunos, Area Director
 Location: Office building

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco – Post, Teaneck NJ.
 (See advertisement on p. 3)



DEEPER CONNECTIONS. DEEPER INSIGHTS.
Focus Pointe Global - San Francisco - Sansome
 450 Sansome St., 8th Floor
 San Francisco, CA 94111
 Ph. 415-392-6000 or 888-873-6287
 sf@focuspointeglobal.com
 www.focuspointeglobal.com
 Reka Kunos, Area Director
 Location: Office building
 Distance from airport: 15 miles, 35 minutes
 AU, CUL, 1/1, 1/10, TK, VC, WC

18x18	12	Multiple
19x20	15	Multiple
17x21	6	Multiple
17x21	6	Multiple
19x20	12	Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco – Post, Teaneck NJ.
 (See advertisement on p. 3)



Intact Qualitative Research
 599 Third St., Suite 104
 San Francisco, CA 94107
 Ph. 415-400-5945
 rich@iqrsf.com
 www.iqrsf.com
 Richard Ngo, Partner
 Location: Free standing facility
 Distance from airport: 13 miles, 15 minutes
 CL, CUL, PTL, TK, TKO, VC, WC

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



Schlesinger Group San Francisco
 150 California St., Suite 800
 San Francisco, CA 94111
 Ph. 415-781-2600
 SanFrancisco@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/san-francisco
 Pam Lintner, VP, Qualitative Solutions
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, PTL, VC, WC

20x15	16	Multiple
22x17	16	Multiple
20x16	10	Multiple
20x16	10	Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions

team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)



VuPoint Research - San Francisco

395 Oyster Point Boulevard, Suite 209
South San Francisco, CA 94080
Ph. 650-238-3683

info@vupointresearch.com
www.VuPointResearch.com
Jack Dunigan, Facility Manager
Location: Office building
Distance from airport: 5 miles, 10 minutes
AU, CL, 1/1, 1/10, PTL, TK, WC
20x38 14 Multiple
16x25 8 Multiple
11x13 12 Multiple

Top Rated focus group facilities over 15 years. On the bay in South San Francisco (the heart of the biotech/pharma industry), sweeping views of Oyster Point Marina, only 7 minutes from SF Airport—easy-in, easy-out. Largest focus group room in the Bay Area and only facility w/free parking (respondents & clients). Spacious view rooms w/viewer-controlled audio, FocusVision, closed circuit TV. We work closely with our sister companies VuPoint—Portland (focus group facility), MDC Research (full-service primary market research), and VuPoint Research in New Mexico (108-seat quantitative call center).

Colorado

Colorado Springs



Elevated Insights

525 N. Tejon St.
Colorado Springs, CO 80903
Ph. 719-590-9999
allena@elevatedinsights.com
www.elevatedinsights.com
Allena Nimetz, Marketing and Facility Director
Location: Free standing facility
Distance from airport: 13 miles, 20 minutes
CL, 1/1, 1/10, VC, WC
21x21 30 Multiple
11x21 25 Multiple
12x8 23 Multiple

A brand new facility in the Pikes Peak region featuring three spacious research suites with private client lounges. A flexible space that inspires creativity—great for focus groups, IDIs, usability testing, co-creation, off-site ideation/brainstorming, mock juries and more. Colorado Springs is home to a diverse mix of people including: military personnel, outdoor enthusiasts, politically-minded individuals, religious groups, and suburban families. Capabilities include: custom recruiting, moderation, digital audio and video recording, video, streaming and more. Located an hour south of Denver.

Denver



AccuData Market Research, Inc. (Br.)

14221 E. Fourth Ave., Suite 126
Denver, CO 80011-8701
Ph. 800-808-3564 or 303-344-4625
denver@accudata.net
www.accudata.net
Shannon Hendon
Location: Office building
Distance from airport: 13 miles, 20 minutes
CL, 1/1, 1/10, TK, VC, WC
21x15 15 Conference
19x14 15 Conference

Fastidious recruiting is the hallmark of Accudata Facilities (Denver, Orlando). In Orlando we have Four spacious focus room suites carefully designed to meet your requirements with guaranteed recruiting and experienced top-quality staff. Large kitchen with over 25 feet of counter space, plus double ovens and six microwaves to meet all your food-testing needs. Closest facility to the airport and downtown, plus the fastest access to the attractions. We offer videoconferencing with Focus Vision, and video-streaming.



Fieldwork Denver

Wells Fargo Center
1700 Lincoln St., Suite 3050
Denver, CO 80203
Ph. 303-825-7788
info@denver.fieldwork.com
www.fieldwork.com
Nikki Darré, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, TK, TKO, WC
16X20 10 Conference
16X20 10 Conference
23x20 18 Conference
18x25 15 Conference
19x21 15 Conference
24X25 15 Conference

Fieldwork Denver is the ideal location for your mile-high market research needs. Our new 10,000+ square foot facility is conveniently located in the heart of downtown Denver. Our consistently growing database allows access to thousands of diverse respondents from the Denver metro area and beyond. All 6 of our versatile conference rooms have generous, well-planned viewing rooms and attached lounges. Along with a variety of recording options, we offer FocusVision 360 degree video with streaming. Our dedicated and experienced staff is sure to make your next project in the Rockies a success. (See advertisement on p. 15, 25 and back cover)



Plaza Research-Denver

1200 17th St., Suite 800
Denver, CO 80202
Ph. 303-572-6900 or 800-654-8002
klamb@plazaresearch.com
www.plazaresearch.com
Kris Lamb, Director
Location: Office building
Distance from airport: 45 minutes
CL, CUL, 1/1, 1/10, TK, TKO, VC, WC
15x20 20 Conference
15x20 20 Conference
15x20 20 Multiple
15x20 20 Conference

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option. (See advertisement on p. 105)

Connecticut

Bridgeport



C&C Market Research

C&C Market Research - Milford, CT Metro
Connecticut Post Mall
1201 Boston Post Road, Suite 2067
Milford, CT 06460
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmktresearch.com
Location: Shopping mall
Distance from airport: 60 miles, 65 minutes
CL, 1/1, PTL, TK, VC, WC
4 Multiple

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Danbury



Advanced Focus - The Facility, Danbury

26 Mill Plain Road, FL 2
 Danbury, CT 06811
 Ph. 203-791-1644
 saraw@advancedfocus.com
 www.advancedfocus.com
 Location: Office building
 Distance from airport: 8 miles, 15 minutes

17x24	15	Multiple
19x14	12	Multiple

Advanced Focus Danbury (formerly Marketview Research) offers a microcosm of the country, honest to goodness Middle America, an hour outside of NYC. Offering 2 spacious suites with oversized lounges (undergoing renovations in 2017/2018) and easy access to major highways, trains and hotels this location can accommodate all of your research needs. Visit our other traditional facilities in NYC and Westchester, NY or our non-traditional Loft space also located in NYC.

Hartford



Connecticut Connection - Hartford Research

17 Talcott Notch Road
 Farmington, CT 06032
 Ph. 860-677-2877
 director@connecticutconnection.com
 www.connecticutconnection.com
 Marsha Myers, Research Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes

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

Connecticut's top rated focus facility and recruiting service newly expanded into Western Massachusetts. Respondent database refined by over 35 years of research in health care, finance, insurance, mock juries, usability studies, shop-alongs, online bulletin boards and focus groups, and C-Suite interviews. Our director and staff are committed to recruiting precisely the right respondents for your study, people motivated to express their opinions, whether they are post-graduates, have less than a high school education, or Spanish as their sole language. We welcome you to our facility with 3 focus group suites, 2 kitchens, and 50 seat amphitheater - plus usability lab and low-cost video streaming.

Stamford



RazorFocus

1351 Washington Blvd., Suite 600
 Stamford, CT 06902
 Ph. 203-504-3240 or 203-504-3241
 paul@RazorFocus.net
 www.RazorFocus.com
 Paul Jacobson, Owner and CEO
 Location: Office building
 Distance from airport: 32 miles, 40 minutes

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

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

District Of Columbia

Washington



MARKET RESEARCH

Area Wide Market Research, Inc.

16017 Comprint Circle
 Gaithersburg, MD 20877
 Ph. 301-590-1160
 amktres@aol.com
 www.areawidemarketresearch.com
 Ann Weinstein, President
 Location: Office building
 Distance from airport: 20 miles, 35 minutes

AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC		
14x17	10	Conference
14x17	10	Conference

Area Wide Market Research consistently delivers even the hardest-to-find respondents. We offer over 30 years of marketing research experience. Located in the heart of Montgomery County, we recruit from all over the metro D.C. area. We offer two focus group rooms, test kitchen with four ovens, in-house recruiting and an experienced, professional, friendly staff. We focus on service. For fieldwork, we have the largest field staff in the Washington, D.C., area, covering D.C., Maryland and Virginia.



EurekaFacts, LLC

51 Monroe St., Suite Plaza East 10
 Rockville, MD 20850
 Ph. 240-403-4800 or 301-610-0590
 info@eurekafacts.com
 www.eurekafacts.com
 Alison Wurzel
 Location: Office building
 Distance from airport: 27 miles, 35 minutes

CL, CUL, 1/1, 1/10		
40x21	30	Multiple
21x24	20	Multiple
21x16	20	Multiple
8x13	5	Conference
8x13	5	Conference

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



Shugoll Research

1800 Diagonal Road, Suite 300
 Alexandria, VA 22314
 Ph. 301-656-0310
 rseale@shugollresearch.com
 www.ShugollResearch.com
 Rick Seale, Executive Vice President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes

CL, CUL, WC		
20x46	15	Conference
20x26	15	Conference
20x20	11	Conference
20x20	10	Conference

Shugoll Research is the premier qualitative research facility in the Washington, D.C. area. We are committed to providing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio/video recording and staff who are dedicated to anticipating your needs and going beyond expectations. We have two beautiful facilities in the D.C. area and the only 920-sq.-ft. super-room in the market, seating up to 72 respondents theater-style. Our range of locations allows you to reach everything from suburban consumers to the most influential opinion leaders in the country.



Shugoll Research
 7475 Wisconsin Ave., Suite 200
 Bethesda, MD 20814
 Ph. 301-656-0310
 rseale@shugollresearch.com
 www.ShugollResearch.com
 Rick Seale, Executive Vice President
 Location: Office building
 Distance from airport: 12 miles, 35 minutes
 CL, CUL, 1/1, 1/10, VC, WC

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

Shugoll Research is the premier qualitative research facility in the Washington, D.C. area. We are committed to providing our clients the highest-quality recruiting, a beautiful high-tech facility with all-digital audio/video recording and staff who are dedicated to anticipating your needs and going beyond expectations. We have two beautiful facilities in the D.C. area and the only 920-sq.-ft. super-room in the market, seating up to 72 respondents theater-style. Our range of locations allows you to reach everything from suburban consumers to the most influential opinion leaders in the country.

Florida

Daytona Beach



CRG Global, Inc.
 3 Signal Ave., Suite A
 Ormond Beach, FL 32174
 Ph. 800-831-1718
 csssales@crgglobalinc.com
 www.crgglobalinc.com
 Jennifer Schwartz, Director of Field Operations
 Location: Free standing facility
 Distance from airport: 14 miles, 21 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

30x18	12	Conference
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CRG Global is a vertically integrated company that offers extensive capabilities, unequalled savings, and advanced technologies to support your business initiatives. We provide full service research solutions worldwide with our 18 U.S. facilities, online panel of 400k+ members, and long-term global partnerships. We offer advanced technologies including eye tracking, QualTopics IDI software, and 300+ laptops/tablets for large session and offsite testing. With experience in most research methods, CRG Global has the resources necessary to execute even the most complex of testing protocols.



CSS/datatelligence, a division of CRG Global
 3 Signal Ave., Suite B
 Ormond Beach, FL 32174
 Ph. 866-209-2553
 csssales@crgglobalinc.com
 www.cssdatatelligence.com
 Jennifer Schwartz, Director of Field Operations
 Location: Free standing facility
 Distance from airport: 14 miles, 21 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

30x18	12	Conference
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CSS/datatelligence, a division of CRG Global, offers capabilities across most methodologies, unequalled savings, and the benefit of working with one supplier for your research needs. CSS offers everything from initial test design to data collection, processing, analysis, and recommendations. We specialize in CLTs, HUTs, focus groups, eye tracking, & facial coding. Our U.S. capabilities combined with long-term international partners gives us a worldwide reach to conduct projects across the globe in a wide range of categories including fragrance, health & beauty, food & beverage, and more.

Fort Lauderdale (See also Miami)



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

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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option.
 (See advertisement on p. 105)



Miami
786-364-2272

Ft. Lauderdale
945-722-5101

WAC of Fort Lauderdale
 1475 W. Cypress Creek Road, Suite 203
 Ft. Lauderdale, FL 33309
 Ph. 954-772-5101
 wacflorida@aol.com
 www.wacresearch.com
 Gary Altschul, Partner
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 CL, CUL, TK, VC

25x26	20	Conference
26x20	15	Conference
19x20	12	Conference

WAC Research has been a leading market research firm since its inception in 1972. Our research capabilities range from the more technical on-line, mobile and usability research to the more traditional focus groups, legal studies, medical studies, product and taste tests and in-person or telephone interviews with all demographic groups. WAC owns two of the top rated focus group facilities in the country and has the capability and experience to field manage your projects placing them in cities all over this country as well as South America and Europe.

Jacksonville



Concepts In Focus (aka RDTeam-South)
 1329 Kingsley Ave., Suite A
 Jacksonville, FL 32073
 Ph. 904-264-5578
 info@conceptsinfocus.com
 www.conceptsinfocus.com
 Kathy Hayman, Research Director
 Location: Free standing facility
 Distance from airport: 30 miles, 35 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

22x16	6	Conference
20x20	12	Conference

Jacksonville and north Florida's "Top Rated" facility by Impulse! Two focus group suites designed with your comfort and needs in mind. Outstanding recruiting with high show rates of qualified participants. Complimentary videotaping, DVDs, MP3s. Recent upgrade to metro ethernet over fiber for high speed access to for web usability testing and ease of use. Large kitchen area for taste tests. Privately owned and operated. Designed by moderators for moderators. Attention to detail with an emphasis on quality. True Southern hospitality focusing on your needs so you can focus on your clients' needs.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Miami
 (See also Fort Lauderdale)



Ask Miami
 2121 Ponce De Leon Blvd., Suite 230
 Miami, FL 33134
 Ph. 305-448-7769
 info@askmiami.com
 www.askmiami.com

Adrian Ladner, President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 22x18 12 Multiple
 18x15 8 Multiple

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



C&C Market Research
 C&C Market Research - Miami
 Broward Mall
 8000 W. Broward Boulevard, Suite 1124
 Plantation, FL 33388
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 11 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 17x15 3 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.
 (See advertisement on inside back cover)

20|20

Nashville | Charlotte | Miami

20|20 Research - Miami
 8350 N.W. 52nd Terrace, Suite 420
 Doral, FL 33166
 Ph. 866-960-8269 or 786-594-3740
 natalie.ogando@2020research.com
 www.2020research.com/miami
 Natalie Ogando, Facility Director
 Location: Office building
 Distance from airport: 8 miles, 20 minutes
 CL, CUL, VC, WC
 19x20 10 Conference
 22x28 12 Conference
 19x21 9 Conference

Miami is a lively, multi-cultural city and thriving international business hub. Fully renovated in 2016, the facility boasts three modern rooms and is located in downtown Doral, 20 minutes from the airport. Miami's accessible by direct flight from over 40 cities. Serving the industry since 1986, 20|20 is your trusted, highly rated fieldwork partner in Miami with quality metrics and top-notch amenities to back it. From cutting edge-technology to high-end hospitality services, bi-lingual support, and one of the most experienced teams in the industry, we have everything you'd want in a facility.



Miami 786-364-2272 Ft Lauderdale 945-722-5101

WAC of Miami
 8300 N.W. 53rd St., Suite 403
 Miami, FL 33166
 Ph. 786-364-2272
 myoung@wacresearch.com
 www.wacresearch.com
 Mayling Young, Field Director
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, TK, VC
 27x26 20 Conference
 22x20 15 Conference
 18x20 12 Conference
 11x15 5 Conference

WAC Research has been a leading market research firm since its inception in 1972. Our research capabilities range from the more technical on-line, mobile and usability research to the more traditional focus groups, legal studies, medical studies, product and taste tests and in-person or telephone interviews with all demographic groups. WAC owns two of the top rated focus group facilities in the country and has the capability and experience to field manage your projects placing them in cities all over this country as well as South America and Europe.

Orlando



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

Fastidious recruiting is the hallmark of Accudata Facilities (Denver, Orlando). In Orlando we have Four

spacious focus room suites carefully designed to meet your requirements with guaranteed recruiting and experienced top-quality staff. Large kitchen with over 25 feet of counter space, plus double ovens and six microwaves to meet all your food-testing needs. Closest facility to the airport and downtown, plus the fastest access to the attractions. We offer videoconferencing with Focus Vision, and video-streaming.



C3RLabs
 7560 Red Bug Lake Road
 Oviedo, FL 32765
 Ph. 407-542-7751
 Ccannizzaro@c3research.com
 www.c3rlabs.com
 Location: Office building
 Distance from airport: 20 miles, 20 minutes
 CL, CUL, 1/1, 1/10, VC, WC
 19x19 12 Conference
 18x15 10 Multiple
 28x24 8 Conference

Located in sunny Orlando, FL, C3RLabs is a 6,000 sq. ft. state-of-the-art focus group facility offering full service recruiting and moderation. Our location houses multiple focus group rooms of varying sizes to fit your research needs. For larger or specialty studies, a 24-seat group / computer usability lab is available with setup capabilities for mock juries as well as mock retail stores. With access to our modern research suites and spacious client lounges, it has never been easier to get the research you need. C3RLabs provides the most innovative yet easy to use technologies in research: ranging from virtual reality devices to biometric equipment, eye tracking software, and much more. For more traditional studies, our real time tablet communication and interactive projectors make it easy to get the most from your sessions. With crisp audio/visual data capture and webcasting available to those off-site, C3RLabs is the ideal location for your next project. An experienced member of C3RLabs will be there to guide you, and client confidentiality is always maintained. We make research affordable and fast for any size company, so come to C3RLabs to find your solution today!



ClearView Research - Orlando, Inc.
 5450 Lake Howell Road
 Winter Park, FL 32792
 Ph. 407-671-3344
 Jeni@clearvieworlando.com
 www.clearviewresearch.com
 Jeni Marsh, Managing Director
 Location: Office building
 Distance from airport: 14 miles, 20 minutes
 AU, CL, 1/1, 1/10, TK, VC, WC
 23x22 20 Multiple
 18x26 20 Multiple

ClearView Research- Orlando is Central Florida's Top Rated qualitative facility, giving clients the highest level of service has been our goal since 1996. In response our clients have consistently rated ClearView Research-Orlando #1 in Central Florida. We are newly renovated, adding two spacious client lounges and test kitchen all equipped with closed-circuit viewing. We have in-house staff to recruit only qualified respondents to your specifications. We will complete every project on time and within budget with a management team ready to give 110%. Doesn't your next project deserve the best?



Schlesinger Group Orlando

Maitland Green II
 2290 Lucien Way, Suite 180
 Maitland, FL 32751
 Ph. 407-660-1808
 orlando@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/orlando
 Stephenie Gordon, Vice President
 Location: Office building
 Distance from airport: 21 miles, 25 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 16x20 12 Multiple
 16x20 12 Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE.
 (See advertisement on inside front cover)

Tallahassee



C&C Market Research

C&C Market Research - Tallahassee
 Governor's Square Mall
 1500 Apalachee Parkway, Suite 1005
 Tallahassee, FL 32301
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmaketresearch.com
 Location: Shopping mall
 Distance from airport: 8 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 4 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.
 (See advertisement on inside back cover)

Tampa/St. Petersburg



C&C Market Research

C&C Market Research - Tampa Metro
 Westfield Countryside Mall
 270010 US Hwy 19 N., Suite 1001
 Clearwater, FL 33761
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmaketresearch.com
 Location: Shopping mall
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 5 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.
 (See advertisement on inside back cover)



Herron Associates, Inc.

Opinion and Marketing Research
 600 N. Westshore Blvd., Suite 702
 Tampa, FL 33609
 Ph. 800-392-3828 or 813-282-0866
 tampa@herron-research.com
 www.herron-research.com
 Sue McAdams, President
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 15x20 12 Multiple
 15x20 12 Multiple
 24x28 14 Multiple
 18x19 12 Multiple
 10x13 2 Conference

Experienced and reliable. Herron Associates is focused on Qualitative, Quantitative and mixed methods research in our Indianapolis and Tampa locations or any market your research takes you. Trust a team with a proven record and expertise to deliver services ranging from data collection to full-service research and design. Best-in-class service and premium amenities in Tampa with oversized well-appointed suites, large viewable CLT and a test kitchen along with Hispanic/Latino capabilities. Let Herron simplify your project and become an extension of your team. We believe that "only the best will do" and that our clients should never settle for "good enough".



L&E Research

5110 Sunforest Drive, Suite 300
 Tampa, FL 33634
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Lisa McGary, Client Relationship Manager
 Distance from airport: 5 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC
 32x22 20 Multiple
 20x17 14 Multiple
 19x17 8 Multiple

Tampa, Florida bills itself as "The Next Great American City" and L&E's Tampa facility is way ahead of it. We

offer a first-class experience in the heart of a major metropolitan city, and yet only 10 minutes away from Tampa International Airport (TPA.). From the facility space to the nearby food options, you can be sure you will have a top notch experience. L&E Tampa offers three spacious suites, large conference rooms and a staging area. With our sunny Tampa hospitality, L&E will put your mind at ease, expertly manage your project and help you focus on clients.



Plaza Research-Tampa

4301 Anchor Plaza Parkway, Suite 150
 Tampa, FL 33634
 Ph. 813-769-2900 or 800-654-8002
 lprice@plazaresearch.com
 www.plazaresearch.com
 Lindsay Price
 Location: Office building
 Distance from airport: 5 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, VC, WC
 15x20 20 Conference
 15x20 20 Conference
 16x22 20 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option.
 (See advertisement on p. 105)



Test America a division of CRG Global

Tampa, FL
 WestShore Plaza
 256 WestShore Plaza, Suite WW8
 Tampa, FL 33609
 Ph. 800-831-1718
 crgsales@crgglobalinc.com
 www.crgtestamerica.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 14 miles, 20 minutes
 1/1, 1/10, TK, VC
 30x18 15 Conference
 24x12 12 Conference

Test America, the data collection division of CRG Global, offers consumer testing facilities that are characterized by the highest in quality standards and are positioned in high traffic retail locations throughout the U.S., providing virtually unlimited access to the consumer. Specifically designed for conducting product level research, our sites are equipped to conduct the most complex tests. We specialize in CLTs, HUTS, focus groups, mobile research, and more. Select facilities include sensory booths, fragrance evaluation rooms, test kitchens, laundry rooms, and focus and viewing rooms.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Georgia

Atlanta



C&C Market Research

C&C Market Research - Atlanta
 Perimeter Mall
 4400 Ashford Dunwoody Road, Suite 2670
 Atlanta, GA 30346
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmaketresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 40 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 14x19 8 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.
 (See advertisement on inside back cover)



Compass Marketing Research

3725 DaVinci Court, Suite 100
 Norcross, GA 30092
 Ph. 770-448-0754
 info@cmrcompass.com
 www.compassmarketingresearch.com
 Steven Wyatt, Vice President
 Location: Free standing facility
 Distance from airport: 30 miles, 45 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 16x24 12 Conference
 16x20 12 Conference

Confidently place your research project with Compass, client-centric and flexible research facilities for your qualitative and quantitative studies. Best-rated recruiting with excellent show rates. Renown for our strong competency with food and beverage research, including a complete commercial test kitchen. Strategically located in North Atlanta with easy access and central to diverse demographics. Excellent Hispanic/Latino research services. Genuine hospitality and professional support services. Top-rated value in the market place. Multimarket facility relationships. Reputable since 1981.



Fieldwork Atlanta

200 Galleria Parkway, Suite 1600
 Atlanta, GA 30339
 Ph. 770-988-0330
 info@atlanta.fieldwork.com
 www.fieldwork.com
 Kate Krohn, President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, CUL, 1/1, 1/10, WC

20x32	15	Conference
22x24	18	Conference
29x19	16	Conference
29x19	25	Conference
25x20	12	Conference
53x19	37	Conference

Atlanta boasts world-class businesses and attractions. As part of this growing metropolis, Fieldwork Atlanta provides sophisticated services for research of any kind. This newly remodeled facility features 5 spacious conference rooms, including a large room that can seat up to 100 respondents. Along with a variety of recording options, we have FocusVision 360-degree video with streaming. Fieldwork Atlanta's expansive database covers a wide region, with urban, suburban and rural consumers and professionals. Come experience our unique balance of southern hospitality and modern efficiency.
 (See advertisement on p. 15, 25 and back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Atlanta (Buckhead)

Monarch Plaza
 3414 Peachtree Road N.E., Suite 800
 Atlanta, GA 30326
 Ph. 678-298-9222 or 888-873-6287
 atlanta@focuspointeglobal.com
 www.focuspointeglobal.com
 Ron Livers, Area Director
 Location: Office building
 Distance from airport: 18 miles, 23 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

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

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ.
 (See advertisement on p. 3)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Atlanta (Clairmont)

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

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

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ.
 (See advertisement on p. 3)



Jackson Associates Research, an Insights Center

Facility
 1180 Peachtree St., Suite J
 Atlanta, GA 30309
 Ph. 770-394-8700
 mpope@jacksonassociates.com
 www.jacksonassociates.com
 Marisa Pope, President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 CL, 1/1, 1/10, VC, WC

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

Located in the heart of midtown Atlanta, this facility consists of three trendy, sophisticated studios boasting the latest technology, including our Instant Update™ and Instant Access™ tablets that automatically connect clients with copies, coffee and more. Studios are professionally decorated and boast digital whiteboards in each focus room. Private second-floor access and 12-ft. ceilings make this the perfect choice for high-profile projects. Intimate and warm, this sophisticated space is 12 miles from the airport and is surrounded by four- and five-star restaurants, hotels and the arts.



Jackson Associates Research, an Insights Center Facility

6105 Peachtree Dunwoody Road, Suite D-135
Sandy Springs, GA 30328
Ph. 770-394-8700
mpope@jacksonassociates.com
www.jacksonassociates.com
Marisa L. Pope, President
Location: Free standing facility
Distance from airport: 20 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

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

Five luxurious focus suites including 1,200-sq.-ft. auditorium with viewing, ramp for vehicles and large displays. Largest commercial test kitchen in Atlanta. Walk-in and upright coolers and freezers, heavy electrical, holding cabinets, heat lamps, commercial and residential ovens, fryers, microwaves and 5 quick connect gas lines. 240,000+ consumer, medical B2B database. Multiple CLT labs with laptops and wireless, private entrances and reception seating 25+. Tiered viewing rooms seat 12-15; 6-10 in adjacent lounges. Internet, CC viewing, Instant Update™ and Instant Access™ (that automatically connect clients with copies, coffee and more) workstations, conference tables and Wi-Fi. On-site IT and A/V techs. Streaming available.



Plaza Research-Atlanta

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

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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option. (See advertisement on p. 105)



PVR Research, Inc.

11445 Johns Creek Parkway
Johns Creek, GA 30097
Ph. 770-813-4916 or 770-232-0322
vcansler@pvr-research.com
www.pvr-research.com
Valerie Cansler, President
Location: Office building
Distance from airport: 35 miles, 40 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO

20x22	18	Conference
16x22	15	Multiple
38x24	8	Multiple
35x30	10	Multiple

Atlanta's premier field research provider for quantitative and qualitative projects. Two luxurious focus group rooms and two CLT rooms with viewing and seating for up to 75 respondents. Large commercial test kitchen has walk-ins, ample power and open design to accommodate any setup. Electronic data collection. In-house recruiting and 70,000 respondents consistently provides the best recruits (consumer, B2B, Hispanic and medical). Professional results with an emphasis on Southern hospitality and exceptional service.



SCHLESINGER GROUP

Schlesinger Group Atlanta

5909 Peachtree Dunwoody Road
The Palisades Complex, Suite 950
Atlanta, GA 30328
Ph. 770-396-8700
atlanta@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/atlanta
Stephanie Gordon, VP, Client Solutions
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC

16x20	12	Multiple
16x20	12	Multiple
20x18	15	Multiple
25x16	10	Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)

Hawaii

Honolulu



WARD RESEARCH INCORPORATED

Ward Research, Inc.

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

14x24	15	Conference
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With over 38 years of experience in the Hawaii market, a database of over 12,000 respondents statewide and our reputation for quality recruiting and top-notch customer service, we will work closely with you to recruit the respondents you need. We also have one of Hawaii's premier moderators on staff and offer one of the most spacious facilities in Hawaii.

Illinois

Chicago



Adler Weiner Research Chicago, Inc.

875 N. Michigan Ave.
John Hancock Center, Suite 3260
Chicago, IL 60611
Ph. 312-944-2555
info@awres.com
www.adlerweiner.com
Andrea Weiner, Managing Director
Location: Office building
Distance from airport: 15 miles, 45 minutes
CL, CUL, VC

17x15	15	Conference
24x16	15	Conference
19x17	12	Conference
20x17	15	Conference
19x17	12	Conference

Adler Weiner Research's Chicago marketing research offices are located on the 32nd floor of the John Hancock Building on the fabulous Magnificent Mile downtown. This luxurious urban facility has five large conference rooms, with gorgeous views of the city and Lake Michigan. Each room has direct client viewing, client lounges. Designed for comfort and exclusivity, this is the ideal Chicago location, accommodating every client need and delivering an amazing experience for your focus group. Premier audio visual abilities are available: digital audio and video recording, HD video and wall mounted LCD televisions and an in-house streaming service. With over 60 years of experience we know the importance of communication and standards.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Adler Weiner Research Lincolnwood, Inc.

6500 N. Lincoln Ave.
 Lincolnwood, IL 60712
 Ph. 847-675-5011
 info@awres.com
 www.adlerweiner.com
 Amber Nikkel, Project Director
 Location: Free standing facility
 Distance from airport: 15 miles, 30 minutes
 CL, CUL, VC

24x23	25	Conference
21x23	25	Conference

This is a spacious suburban facility located just north of Chicago. We are on the ground floor and perfect for recruiting elderly, children and consumers in the North Suburbs of Chicago while also being able to draw from the city itself. Featuring oversized focus group and client rooms, we also offer premier audio visual capabilities: digital audio and video recording, HD video and an in-house streaming service.



C&C Market Research

C&C Market Research - Chicago
 North Riverside Mall
 7501 W. Cermak Road, Suite M-15A
 North Riverside, IL 60546
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmaketresearch.com
 Location: Shopping mall
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

12x12	6	Conference
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C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.
 (See advertisement on inside back cover)



ClearView Research, Inc.

10600 W. Higgins, Suite 100
 Rosemont, IL 60018
 Ph. 847-827-9840 or 877-286-8439
 betty@clearviewresearch.com
 www.clearviewresearch.com
 Betty Holm, Vice President
 Location: Office building
 Distance from airport: 1 miles, 5 minutes
 AU, CL, VC, WC

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

Established in 1996, ClearView Research Inc. started as a small recruiting company and in 1999 grew into a three focus group room facility. Our largest focus group room is spacious enough to seat 50 respondents theatre style. ClearView Research Inc. has an experienced staff on-hand to recruit only qualified respondents to your specifications. Our in-house recruiting is of the highest quality for both consumer and business recruiting. We believe in keeping our clients updated throughout the process and will provide you with a current respondent summary every morning.



Fieldwork Chicago-Downtown

111 E. Wacker Drive, Suite 200
 Chicago, IL 60601
 Ph. 312-565-1866
 info@chicagodowntown.fieldwork.com
 www.fieldwork.com
 Megan Pollard, President
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, TK, TKO, WC

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

Fieldwork Chicago-Downtown is located in the heart of the city featuring spectacular views of Michigan Avenue and the Chicago River. You will love the easy access to hotels, restaurants, and shopping. In addition to top-notch recruiting and customer service, we offer a variety of recording options and immersive 360-degree video with streaming provided by FocusVision. Our five conference suites vary in size for your convenience, and each comes with ample viewing area and separate private lounges. Come see why Chicago is your kind of town and Fieldwork Chicago-Downtown is your kind of facility!
 (See advertisement on p. 15, 25 and back cover)



Fieldwork Chicago-O'Hare

8420 W. Bryn Mawr Ave., Suite 200
 Chicago, IL 60631
 Ph. 773-714-8700
 info@ohare.fieldwork.com
 www.fieldwork.com
 Kate Albert, President
 Location: Office building
 Distance from airport: 3 miles, 5 minutes
 CL, CUL, 1/10, TK, WC

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

Fieldwork Chicago-O'Hare is 12,000 square feet of elegantly modern research space, nestled in between Chicago and surrounding suburbs. Our facility is just 3

miles from O'Hare International Airport, 10 miles from downtown and is conveniently located adjacent to public transportation and major expressways. Our 5 room facility includes a number of amenities like spacious lounges, a large kitchen, and a beautiful multi-purpose space and patio. All rooms are equipped with a variety of recording options and FocusVision 360-degree cameras. Come to Chicago O'Hare for luxury and convenience.
 (See advertisement on p. 15, 25 and back cover)



Fieldwork Chicago-Schaumburg

425 N. Martingale Road, Suite 2000
 Schaumburg, IL 60173
 Ph. 847-413-9040
 info@schaumburg.fieldwork.com
 www.fieldwork.com
 Karyn Picchiotti, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, WC

20x25	6	Conference
22x19	6	Conference
25x20	20	Conference
17x20	15	Conference
20x20	15	Conference

Fieldwork Chicago-Schaumburg offers 5 premier conference suites, seating anywhere from 12 - 40 respondents with viewing for up to 20. All are complimented by views of the Chicago skyline, lakes and woods. Our in-house recruiting team boasts a large database, and our client services and management team has over 50 years of combined experience. Along with a variety of recording options, we have FocusVision 360-degree video with streaming. We are located less than 30 minutes from O'Hare and 1 block from shopping/restaurants. Come see why Fieldwork Chicago Schaumburg is the Midwest at its best.
 (See advertisement on p. 15, 25 and back cover)



Fieldwork Flex

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

29x29	Multiple
21x16	Conference
21x13	Conference
16x14	Multiple
11x16	Multiple

Fieldwork Flex, a brand new creative research space in downtown Chicago, was designed to be an inspirational place for researchers and participants. Flex provides an atmosphere that elicits insights and creativity with a large, open versatile room, and 4 spacious break out rooms with flexible set ups. It is located in the heart of downtown, convenient for respondents and clients. You can also expect Fieldwork quality hosting, recruiting and project management services.
 (See advertisement on p. 15, 25 and back cover)



Focus Centre of Chicago, Inc.

211 E. Ontario, Suite 400
Chicago, IL 60611
Ph. 312-628-7171
info@focuscentre-chicago.com
www.focuscentre-chicago.com
Lynn Rissman, President
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL, VC, WC

23x30	18	Multiple
18x30	18	Multiple
18x30	18	Multiple
18x15	12	Multiple

Prestigious facility in downtown Chicago just steps from North Michigan Ave. Four luxurious suites with spacious group rooms, tiered observation rooms with floor-to-ceiling mirrors, luxurious client lounges, massage chairs, zoned temperature/volume controls and closed-circuit viewing. Large all-purpose room for juries, or any audience or classroom set-up needs. Expert recruiting for business, medical and consumer studies. Experienced project management to meet all your research needs.



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Chicago

645 N. Michigan Ave., Suite 600
Chicago, IL 60611
Ph. 312-924-0114 or 888-873-6287
chicago@focuspointeglobal.com
www.focuspointeglobal.com
Samir Ali, Area Director

Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC

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

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Chicago (Oak Brook)

2311 W. 22nd St., Suite 100
Oak Brook, IL 60523
Ph. 630-990-8300 or 888-873-6287
oakbrook@focuspointeglobal.com
www.focuspointeglobal.com
Jill Tagas, Facility Director

Location: Office building
Distance from airport: 15 miles, 25 minutes
CL, CUL, TK, VC, WC

18x30	20	Multiple
20x18	10	Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities,

video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)



FOCUSCOPE, Inc.

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

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

Two spectacular facilities (Chicago and Oak Brook), all Impulse "Top Rated". Chicago facility Newly Remodeled. We have the industry's most complete database, worked by our experienced, well-supervised recruit staff. Precise quality control; attentive, proactive service at every level; superb cuisine options; and every available technological resource. Capabilities include: online community platforms, panel development, field management, central location testing, online surveys, usability testing, ethnographies, shop-a-longs, ethnic recruiting, online community recruiting, mock juries. (See advertisement on p. 93)



FOCUSCOPE, Inc. (Br.)

One Oakbrook Terrace, Suite 320
Oakbrook Terrace, IL 60181
Ph. 708-386-5086
krooney@focuscope.com
www.focuscope.com
Kevin Rooney, President
Location: Office building
Distance from airport: 15 miles, 30 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

29x14	12	Conference
21x23	12	Conference
21x23	12	Conference

Our newest and most spacious location, Oak Brook. Pulling from the rapidly growing and popular western suburbs, Oak Brook is located 20 miles directly west of downtown Chicago. Located just 15 miles from O'Hare and 20 miles from Midway it is conveniently located for you and your clients to easily get to. Convenient parking feet from the entrance. (See advertisement on p. 93)

WE REALIZE THAT IT'S
"LOCATION, LOCATION, LOCATION".
SO WHICH LOCATION DO YOU PREFER?

(A) THE CONVENIENT DOWNTOWN
CHICAGO LOCATION

(B) THE ORIGINAL OAK PARK FACILITY

(C) THE NEWEST OAK BROOK FACILITY

CHICAGO | OAK PARK | OAK BROOK

708.386.5086
WWW.FOCUSCOPE.COM

PROUD MEMBER OF

FIRST CHOICE
FACILITIES

Come see for yourself why Impulse Survey consistently rates Focusscope as having some of the world's best research facilities.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Plaza Research-Chicago
 8725 W. Higgins Road
 Chicago, IL 60631
 Ph. 773-714-9600 or 800-654-8002
 strace@plazaresearch.com
 www.plazaresearch.com
 Susan Trace, Director
 Location: Office building
 Distance from airport: 5 minutes
 AU, CL, CUL, 1/1, 1/10, TK, TKO, VC, WC
 18x33 17 Multiple
 16x24 17 Conference
 16x22 17 Multiple
 17x24 25 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. Five minutes to Rivers Casino or Fashion Outlets of Chicago in Rosemont. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house video-streaming option. Renovated in 2018 (See advertisement on p. 105)



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

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



R5 Research
 1046 W. Kinzie, Second Floor
 Chicago, IL 60642
 Ph. 312-327-1709
 rebecca.spooner@r5chicago.com
 www.r5chicago.com
 Rebecca Spooner, Research Manager
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 CL, 1/1, VC
 24x20 15 Multiple
 12x12 15 Multiple
 12x8 15 Multiple

Located in Chicago's West Loop and just 5 minutes from downtown, R5's facility consists of flexible and versatile spaces. Our research suite consists of a customizable 3-in-1 focus group room with breakout spaces and a spacious observation room that comfortably seats 20. In addition to our research suite, we also house a 3500 square foot gallery--a flexible space, perfect for co-creation, ideation sessions after consumer learning, or building out your unique research project. Our gallery space can be used for a variety of functions including events, workshops, or meetings.



SCHLESINGER GROUP
Schlesinger Group Chicago
 625 N. Michigan Ave., Suite 2600
 Chicago, IL 60611
 Ph. 312-587-8100
 Gina.Jaeger@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/chicago
 Gina Jaeger, VP Client Solutions
 Gina Jaeger, Account Director
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 19x19 12 Multiple
 21x19 12 Multiple
 19x19 12 Multiple
 19x19 12 Multiple
 21x19 12 Multiple
 19x19 12 Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)

Indiana

Indianapolis



Herron Associates, Inc.
 Opinion and Marketing Research

Herron Associates, Inc.
 The Idea Center
 6049 Lakeside Blvd.
 Indianapolis, IN 46278
 Ph. 317-882-3800 or 800-392-3828
 indy@herron-research.com
 www.herron-research.com
 Sue McAdams, President
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 AU, CL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 21x24 15 Multiple
 20x23 15 Multiple
 16x20 8 Multiple
 34x39 14 Multiple

Experienced and reliable. Herron Associates is focused on Qualitative, Quantitative and mixed methods research in our Indianapolis and Tampa locations or any market your research takes you. Trust a team with a proven record and expertise to deliver services ranging from data collection to full-service research and design. Best-in-class service and premium amenities in Indianapolis with oversized well-appointed suites, large viewable CLT and a 960 square foot commercial test kitchen. Let Herron simplify your project and become an extension of your team. We believe that "only the best will do" and that our clients should never settle for "good enough".



IndyFocus, Inc.
 1314 N. Meridian St., Suite 100
 Indianapolis, IN 46202
 Ph. 317-644-5300
 quote@indyfocus.com
 www.indyfocus.com
 Beth Brown
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 CL, VC
 23x21 12 Multiple
 17x17 12 Multiple
 11x11 12 Multiple

Centrally headquartered in Indianapolis, with partner facilities in top U.S. markets - New York, Los Angeles, Chicago, Dallas, Atlanta, southern Florida and Phoenix - IndyFocus can quickly and effectively coordinate research with a single phone call. Our in-house, global recruiting and fielding for hard-to-find respondents ensures the respondents you need to gather meaningful data - even on complex, tight-timeline projects.

Iowa

Des Moines



Essman Research, a Division of SPPG, LLC

2910 Westtown Parkway, Suite 302
West Des Moines, IA 50266

Ph. 515-237-0324

d.stearns@essmanresearch.com

www.essmanresearch.com

Deborah Stearns, Marketing Research Director

Location: Office building

Distance from airport: 10 miles, 12 minutes

1-Jan

25x19 15 Conference

For nearly 40 years, Essman Research has provided full-service custom-designed qualitative and quantitative research services. On May 1, 2017, State Public Policy Group (SPPG), located in West Des Moines, Iowa, acquired Essman Research. Our new state-of-the-art focus facility, now located in West Des Moines, Iowa, offers digital audio and video recording, FocusVision, tiered seating for 15 observers, in-house moderators, and a professional and responsive research staff. Our experienced moderators conduct focus groups at our facility in West Des Moines, in rural communities and metropolitan areas across the country.



Mid-Iowa Interviewing, Inc.

1239 73rd St., Ste. B

Des Moines, IA 50324

Ph. 515-225-6232 or 888-425-6232

dougb@midioawainterviewing.com

www.midioawainterviewing.com

Doug Brown, President/Owner

Location: Office building

Distance from airport: 10 miles, 15 minutes

1/1, 1/10

20x13 7 Conference

MIIinc is a locally owned and managed field service since 1971. Focus facility, recruiting, one-on-one interviewing, CAPI, store audits, on-site interviewing, off site test kitchen and project management throughout the state.



Revelations Research Solutions

501 S.W. Seventh St., Suite M

Des Moines, IA 50309

Ph. 515-243-0785 or 877-800-0785

tgrantham@revelationsresearchsolutions.com

www.revelationsresearchsolutions.com

Teresa Grantham, President of Operations

Location: Office building

Distance from airport: 4 miles, 10 minutes

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

28x18 12 Conference

28x18 12 Multiple

Full-service marketing research facility offering quantitative and qualitative expertise. Revelations is the Midwest's premier facility for on-site and Web-based focus group interviewing and research design. Revelations offers two state-of-the-art focus group suites, with floor-to-ceiling glass, three cameras, client lounges, in-depth interviewing facilities, video-streaming and a state-of-the-art test kitchen. Revelations also offers a full complement of quantitative analysis, offering survey and research design and development, advanced statistical techniques, analysis and online

surveying.

Kansas

Wichita



WICHITA STATE UNIVERSITY

THE RESEARCH PARTNERSHIP

The Research Partnership at Wichita State University

1845 Fairmount Box 31

Wichita, KS 67260-0031

Ph. 316-978-5465

robin.mishler@wichita.edu

www.trp-ict.com

Robin Mishler, Research Director

Location: Office building

Distance from airport: 12 miles, 15 minutes

CL, 1/1, 1/10

26x27 14 Multiple

The Research Partnership at Wichita State University includes a spacious focus group facility with projection screen, HDMI hook ups and a cable pass through for dial testing. The viewing room will accommodate up to 14. Our staff includes professionally trained interviewers for mystery shopping, intercepts, telephone surveys and focus group recruitment. Additional rooms are available for recording with closed circuit television for live viewing. All methodologies are utilized including telephone/online surveys, focus groups, mystery shopping, jury studies, intercepts and music studies.

Louisiana

New Orleans



New Orleans Perspectives

1340 Poydras St., Suite 1440

New Orleans, LA 70112

Ph. 504-291-1844 or 504-291-1845

ccantrall@nolapersonpectives.com

www.neworleansperspectives.com

Location: Office building

Distance from airport: 14 miles, 16 minutes

CL, 1/1, 1/10

18x44 30 Conference

18x22 15 Multiple

18x22 15 Multiple

12x18 9 Living

New Orleans Perspectives is a full-service recruiting and focus group facility servicing Louisiana and the Gulf Coast. We understand the nuances associated with each recruit and work with the client to make sure the recruiting process is optimized for our unique region. With expertise in marketing, law, and economics, New Orleans Perspectives was founded from a passion for social science. Services include, but are not limited to: focus group recruiting, fieldwork and conventions, qualitative and quantitative reports, and more. Our new 4,100 sq. ft. facility opened in October 2018.

Maine

Portland



Critical Insights, Inc.

a division of Digital Research Group
172 Commercial St.

Portland, ME 04101

Ph. 207-772-4011 or 207-985-7660

bob.domine@digitalresearch.com

www.drgonline.com

Location: Free standing facility

Distance from airport: 10 miles, 5 minutes

1/1, 1/10, VC, WC

25x15 8 Multiple

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

Maryland

Baltimore



Baltimore Research

8320 Bellona Ave., Suite 210

Baltimore, MD 21204

Ph. 410-583-9991

info@baltimoreresearch.com

www.baltimoreresearch.com

Heather Collins, PRC, Director of Operations

Location: Office building

Distance from airport: 21 miles, 30 minutes

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

17x20 18 Multiple

17x21 18 Multiple

24x15 14 Multiple

20x40 20 Multiple

20x40 15 Multiple

12x7 Conference

Baltimore Research features 5 research studios plus SmartSuite virtual room, chic client lounges, 2 test kitchens, private bathrooms, onsite catering and free client parking. Suites have the latest technology to deliver high-quality research: FocusVision HD and proprietary 360° SmartSuite streaming and digital recording, content-on-demand playback, fiberoptic Wi-Fi, usability lab with eye-tracking technology, perception analyzer dials and mobile data collection tools. Recruitment is done by a highly-experienced team. We also have moderators on staff who provide value-added insight to the research findings.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Market C&C Research

C&C Market Research

C&C Market Research - Baltimore
 Arundel Mills Mall
 7000 Arundel Mills Center, Suite 324
 Hanover, MD 21076
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmaketresearch.com

Location: Shopping mall
 Distance from airport: 9 miles, 15 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 10x6 6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.

(See advertisement on inside back cover)

Observation Baltimore

Experienced Recruiting Makes the Difference

Observation Baltimore

5520 Research Park Drive
 Six minutes to BWI airport and AMTRAK
 Baltimore, MD 21228
 Ph. 410-332-0400
 karly@obaltimore.com
 www.observationbaltimore.com
 Karly Richins, Account Executive

Location: Office building
 Distance from airport: 5 miles, 6 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
 19x21 12 Multiple
 20x21 12 Multiple
 23x25 15 Multiple
 32x35 50 Multiple

At Observation Baltimore, Experienced Recruiting Makes the Difference. As the premier focus group facility in Maryland, we offer precise recruiting of consumers, physicians, health care professionals, and business professionals. Our experienced recruiting is the foundation of our mission, as well as courteous and pro-active hospitality and client services. Just six minutes from BWI Airport and Amtrak, our Baltimore research facility has a great location. Most importantly, we understand market research.

Massachusetts

Boston



AnswerQuest, an Insights Center Facility

110 Cummings Park Drive
 Woburn, MA 01801
 Ph. 781-897-1822
 jmiller@answerquestresearch.com
 www.answerquestresearch.com
 Location: Free standing facility
 Distance from airport: 9 miles, 15 minutes
 CUL, TK, TKO, VC, WC

Our 9,000 sf office was built with flexibility and comfort in mind. Largest commercial test kitchen in the NE (900 square feet) includes ventilation, walk-in cooler and freezer, commercial gas ovens, adjustable electrical and plenty of stainless prep. The adjacent computerized CLT lab can seat up to 50, and offers viewing for up to 15 clients. Our oversized focus room also offers viewing for 15, and quali-quant clients can watch both at once. A second residential kitchen, CLT lab that seats up to 35, and full sized focus room with viewing for 12 make AnswerQuest the most adaptable facility in Boston. WiFi, streaming (in-house and industry) Instant Update™ and Access™.



Cambridge Focus

Two Clock Tower Place
 Maynard, MA 01754
 Ph. 617-494-0310
 details@cambridgefocus.com
 www.cambridgefocus.com
 Lloyd Simon, Director
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 AU, CUL, 1/1, 1/10, VC, WC
 20x17 12 Conference
 60x40 40 Multiple

More than 20 years experience recruiting and managing focus groups, ethnography, shop-a-longs, telephone interview appointments, conferences, auditorium tests, usability labs, jury testing, product placement, etc. Local and national field management. State of the art facility on the campus of Bentley University includes standard focus group rooms and unique tiered digital theater. Can accommodate up to 40 participants and observers.



Center for Marketing Technology

175 Forest St.
 Waltham, MA 02452-4705
 Ph. 617-494-0310
 details@cambridgefocus.com
 www.bentley.edu/cmt
 Lloyd Simon, Managing Principal
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
 20x17 40 Conference
 60x40 12 Multiple

The Center for Marketing Technology, located on the campus of Bentley University in Waltham, Mass., offers state-of-the-art resources and expert assistance not available elsewhere. Ideal for B2B, consumer, social, government, nonprofit, Gen Y. Standard focus rooms plus on-site, tiered "smart theater." Five minutes from Marriott, Doubletree and Hilton. Thirty minutes from Logan International and Amtrak. Participants recruited

from throughout the Boston metropolitan area in partnership with Cambridge Focus.



Copley Focus Centers

20 Park Plaza, Suite 620
 Boston, MA 02116
 Ph. 617-421-4444
 frank@copleyfocus.com
 www.copleyfocus.com
 Frank Amelia, Partner
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, CUL, 1/1, 1/10, VC, WC
 33x17 12 Multiple
 17x17 8 Multiple
 17x17 10 Multiple
 16x23 16 Multiple

Copley Focus Centers offers a unique experience. We never wanted to be a "typical" market research company. By focusing on strong recruiting and nurturing our relationships with our clients, we have continued to grow to be largest facility in downtown Boston. We have recently undergone our 4th expansion and renovation and are thrilled to offer a super-sized room that is 16 X 32', perfect for mock trials. Copley Focus is staffed with true, local Bostonians. We understand the Boston marketplace and are committed to enhancing the Boston research experience. We continually manage to recruit the best consumers, business to business professionals, and medical executives in our market.



Fieldwork Boston

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

Fieldwork Boston was planned and designed with the client in mind. Your special requests are always handled courteously, and quality recruiting is our number one priority. We offer 6 spacious conference rooms, including the largest conference room in the Boston area, all with adjacent viewing and separate client lounges. Along with a variety of recording options, we have FocusVision 360-degree video with streaming. Staffed with fully trained professionals, you'll get the efficiency, attention to detail and commitment to quality you expect.

(See advertisement on p. 15, 25 and back cover)



Focus On Boston - Suburban

10 Forbes Road
Braintree, MA 02184
Ph. 800-699-2770
Larry@focusonboston.com
www.focusonboston.com
Larry Jenkins
Location: Office building
Distance from airport: 8 miles, 20 minutes
AU, CL, TK, VC
20x20 16 Multiple
20x20 16 Multiple

Located in the heart of Boston's suburbs, our Braintree-suburban facility is ideally situated at the crossroads of three major highways and just 8 miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city. We offer two spacious conference rooms with luxurious client lounges and provide unmatched recruiting in the Northeast with an extensive, diverse database. Our show rates are among the best in the industry!



Focus On Boston - Waterfront

30 Rowes Wharf (Adjacent to Boston Harbor Hotel)
Boston, MA 02110
Ph. 800-699-2770
Larry@focusonboston.com
www.focusonboston.com
Larry Jenkins
Location: Office building
Distance from airport: 5 miles, 10 minutes
AU, CL, 1/1, 1/10, TK, VC, WC
20x20 14 Conference
20x22 15 Conference
20x20 20 Conference
12x08 8 Conference

Located on Boston's beautiful waterfront, Focus On Boston offers three spacious conference rooms with luxurious client lounges as well as an IDI suite. We provide unmatched recruiting in the Northeast with an extensive and diverse database that is continually updated and expanded. We have state-of-the-art audio/visual equipment and are proud to be a member of the FocusVision Network. Our Boston location is adjacent to the four-star Boston Harbor Hotel with special rates. Our show rates are among the best in the industry!



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Boston

18 Tremont St., Floor 11
Boston, MA 02108
Ph. 617-573-0808 or 888-873-6287
boston@focuspointeglobal.com
www.focuspointeglobal.com
Aurora Choi, Facility Director
Distance from airport: 2 miles, 15 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)

National Field & Focus, Inc.

205 Newbury St., Suite 301
Framingham, MA 01701
Ph. 508-370-7788
info@nff-inc.com
www.nff-inc.com
Location: Office building
Distance from airport: 18 miles, 35 minutes
CL, 1/1, 1/10, TK, VC
32x18 15 Conference
19x15 15 Conference
24x15 15 Conference
24x15 15 Multiple



SCHLESINGER GROUP

Schlesinger Group Boston

31 Saint James Ave., Suite 930
Boston, MA 02116
Ph. 617-542-5500
boston@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/boston
Terri-Lyn Hawley, VP, Client Solutions
Location: Office building
Distance from airport: 4 miles, 15 minutes
CL, 1/1, 1/10, PTL, VC, WC
16x20 15 Multiple
16x20 15 Multiple
16x20 15 Multiple
14x16 12 Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE.

(See advertisement on inside front cover)

Michigan



C&C Market Research

C&C Market Research - Detroit
Laurel Park Place Mall
37700 W. Six Mile Road, Suite 690A
Livonia, MI 48152
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmaketresearch.com
Location: Shopping mall
Distance from airport: 22 miles, 30 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
4 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

C&F Market Research

24301 Telegraph Road, Suite 100
Southfield, MI 48033
Ph. 248-352-0434
mbrodsky@candfmarketresearch.com
www.candfmarketresearch.com
Melissa Brodsky, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, CUL, 1/1, PTL, TK, VC, WC
30x20 12 Multiple
20x16 8 Conference

We have "Creative" out of the box problem-solving skills. We are "Focused" on our client needs. Our dedicated staff is well trained, experienced and will exceed all expectations. Newly renovated facility (Oct 2017) is modern and elegant. Large 20x30 focus room and second 20x16 focus room both with client observation (seats 6-12) and lounge attached. Our facility has a private entrance, Wifi, free digital video and audio, Focus Vision, private restrooms, and large (25x17) test kitchen. We complete both qualitative and quantitative research: business-to-business, medical, legal, political, product placement, CLT's, taste tests, dial tests, sensory tests, usability labs, on-site interviewing, audits, radio tests, telephone interviewing, and on-line interviewing. We are centrally located to pull from across the metro area. An extensive database with 20,000+ households.



Cypher Research

2365 S. Haggerty Road, Suite 300
Canton, MI 48188
Ph. 734-397-3400
contact@cypherresearch.com
www.cypherresearch.com
Location: Free standing facility
Distance from airport: 9 miles, 9 minutes
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
15x25 10 Multiple
15x25 10 Multiple

Quality recruiting done in house by recruiters with minimum five years of experience, 100% validation. Facility redesign in late 2017 to "Creative space" environment. Closest facility to airport, 10 min. Corporate rates with new Westin at DTW. Detroit and Ann Arbor both in primary recruiting zone. High speed, stable internet, Wi-Fi, tech support on staff. Focus groups, CLT, dial tests, radio tests, product placements. Most representative demographic area in MI. We take pride in what we do. Our Impulse Survey ratings speak for themselves.



Emicity

5455 Corporate Drive, Suite 120
Troy, MI 48098
Ph. 866-952-1600
quotes@emi.city
www.emi.city
Melanie Imbrunnone, Project Manager
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL
20x14 10 Conference

A moderator-designed, upscale, single-suite facility. Focus group room features leather swivel seating, elevated chair rails, and two-tiered lighting. Expanded viewing room & lounge with widescreen LCD monitor, WiFi, & separate HVAC. A 65" LCD TV enables video, computer and Web-based content to be wirelessly controlled via Client's laptop. Digital recording via flash drive or FTP. Web based video-streaming available. Located in the heart of northern Oakland County—within an upscale area, near the blue-collar workforce of Macomb County, and the corporate & technical ranks of Automation Alley.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Michigan Market Research
 23800 W. Ten Mile, Suite 102
 Southfield, MI 48033
 Ph. 248-569-7095 or 734-516-9314
 roxanne@mimarketresearch.com
 www.mimarketresearch.com
 Roxanne Naszradi, President
 Location: Free standing facility
 Distance from airport: 20 miles, 30 minutes
 AU, CL, CUL, 1/1, PTL, TKO, VC, WC
 25x21 Multiple
 20x20 18 Conference

Brand new Focus Facility May 2015! Michigan Market Research is centrally located in the Detroit Metro area, making it easy to reach affluent, blue collar and urban respondents. Two spacious focus suites with additional third breakout area available (viewing by CCTV) for mock trials. Oversized viewing areas for comfort. Large test kitchen, 25' X 21', with 220V service for sensory studies. With over 30 years' experience, our staff pays close attention to detail while understanding the urgency of each project. In-house web streaming and FocusVision available. Formerly known as Crimmins and Forman.



Shifrin-Hayworth
 26400 Lahser Road, Suite 430
 Southfield, MI 48033
 Ph. 248-223-0020
 research@shifrin-hayworth.com
 www.shifrin-hayworth.com
 Arlene Hayworth-Speiser, President
 Location: Office building
 Distance from airport: 22 miles, 25 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, WC
 22x16 10 Multiple
 27x17 15 Multiple

Industry recognized as an exceptional focus group and recruiting facility in metro Detroit. Centrally located. Can recruit from the counties that drive the Motor City including Wayne, Oakland, Macomb and others. Recruiting of consumers and professionals. Well-trained staff always on-site. Comfortable, sophisticated facility. Two focus group rooms, two viewing rooms, one-way mirrors, client office, client lounge, kitchen and an extra breakout/group room viewed via closed-circuit. High-speed Internet/Wi-Fi, color printing, digital A/V recording. FocusVision and Shifrin-Hayworth video-streaming.

Minnesota

Minneapolis/St. Paul



Ascendancy Research

Ascendancy Research - Your Inner Circle Partner
 5775 Wayzata Blvd.
 Minneapolis, MN 55416
 Ph. 952-544-6334 or 612-801-3194
 info@ascendresearch.com
 www.ascendresearch.com
 LynMarie Winner, President
 Location: Office building
 Distance from airport: 15 miles, 21 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 24x21 16 Conference
 20x14 10 Conference
 23x15 10 Conference

Ascendancy Research is the premier provider of qualitative research environments to companies who want to take customer insights to the decision makers - online, onsite, infield. The highest multi-rated facility in Minneapolis/St. Paul, we are known for providing fast, fresh and on-the-mark recruiting, concierge-level client services and delightful food offerings. Your choice of three spacious viewing rooms along with interchangeable conference rooms enhances your research experience. Technologies include videostreaming, MobiLab, high-speed wireless, DVD and digital (MP3) recording/archiving.



Fieldwork Minneapolis
 7650 Edinborough Way, Suite 700
 Edina, MN 55435
 Ph. 952-837-8300
 info@minneapolis.fieldwork.com
 www.fieldwork.com
 Denise Duncan-Foldery, President
 Location: Office building
 Distance from airport: 7 miles, 15 minutes
 CL, CUL, 1/1, 1/10, TK, WC
 29x25 20 Conference
 18x22 25 Conference
 25x20 25 Conference
 23x21 25 Conference
 22x19 10 Conference
 17x12 15 Conference

Fieldwork Minneapolis offers 8,000 square foot of premier space just seven miles from the Minneapolis-St. Paul International Airport. Our 5 research suites will accommodate multiple set-ups and group sizes. Our brand new viewable test kitchen is the only one of its kind in the area. Along with a variety of recording options, we have FocusVision 360-degree video with streaming. Fieldwork Minneapolis is located in the heart of shopping bliss; we are five miles from the Mall of America and walking distance to two other shopping areas plus numerous hotels and restaurants.
 (See advertisement on p. 15, 25 and back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.
Focus Pointe Global - Minneapolis
 7300 Metro Blvd., Suite 250
 Minneapolis, MN 55439
 Ph. 952-858-1550 or 888-873-6287
 minneapolis@focuspointeglobal.com
 www.focuspointeglobal.com
 Chris Tucker, Regional VP
 Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, TK, VC, WC
 22x22 10 Multiple
 42x21 16 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ.
 (See advertisement on p. 3)



L&E Research
 Two Meridian Crossings, Suite 430
 Minneapolis, MN 55423
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Lisa McGary, Client Relationship Manager
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC
 21x27 20 Multiple
 20x20 16 Conference
 20x20 16 Conference

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



Leede Research
 5401 Gamble Drive, Suite 100
 Minneapolis, MN 55416
 Ph. 612-314-4402
 dseim@leederesearch.com
 www.leedemn.com
 Deborah Seim, Vice President
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC
 22x28 14 Multiple
 16x15 12 Multiple

A new beautifully designed focus group and a built-in HD usability lab conveniently located in the West End area of St. Louis Park. We are located minutes from downtown Minneapolis and within 20 minutes of the airport. Leede Research provides outstanding recruitment for any qualitative and quantitative methodology.

We are a full service market research firm with extensive experience with usability testing, qualitative research, and ethnographic research.

Missouri

Kansas City

Market C&C Research

C&C Market Research

C&C Market Research - Kansas City
Independence Mall

18813 E. 39th St. S., Suite 1026
Independence, MO 64507
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com

www.ccmarketresearch.com
Distance from airport: 40 miles, 35 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

FPG Focus Pointe Global

DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Kansas City

9233 Ward Parkway, Suite 150
Kansas City, MO 64114
Ph. 816-361-0345 or 888-873-6287
irvine@focuspointeglobal.com
www.focuspointeglobal.com

Jim Finke, Facility Director
Location: Office building
Distance from airport: 30 miles, 40 minutes
CL, CUL, TK, VC, WC
20x19 18 Multiple
21x21 10 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)

St. Louis

Market C&C Research

C&C Market Research

C&C Market Research - St. Louis
St. Louis Galleria
1155 St. Louis Galleria, Suite 1133
Richmond Heights, MO 63117
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmarketresearch.com

Location: Shopping mall
Distance from airport: 8 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
4 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

FPG Focus Pointe Global

DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - St. Louis

1650 Des Peres Road, Suite 110
St. Louis, MO 63131
Ph. 314-966-6595 or 888-873-6287
stlouis@focuspointeglobal.com
www.focuspointeglobal.com

Tarin Stuenkel, Facility Director
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC
18x22 14 Multiple
19x22 14 Multiple
20x23 23 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)



SCHLESINGER GROUP

The Insight Lab

In Affiliation With Schlesinger
900 Spruce St., Fourth Floor
St. Louis, MO 63102
Ph. 314-269-1560
StLouis@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/managed-labs/the-insight-lab
Tim Sauer, SVP, Client Solutions
Location: Office building
Distance from airport: 17 miles, 20 minutes
CL, 1/1, 1/10, PTL, VC, WC
19x15 8 Multiple
19x23 15 Multiple

Schlesinger is the exclusive facility and recruiting partner for The Insight Lab. This ultra-contemporary space within a historic building provides truly sophisticated comfort. The Soulard Room inspires creativity as a spacious, contemporary focus group studio. The Clarke Room offers cutting edge usability and eye tracking equipment that provides digital viewing via dual-screen capture of both the participant and the media. It is ideal for real time usability, messaging and creative studies in either an IDI, dyad or triad setting. The lab can test all types of digital stimuli on any device. (See advertisement on inside front cover)

L&E research

L&E Research

10403 Clayton Road, Suite 115
St. Louis, MO 63131
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Client Relationship Manager
Location: Office building
Distance from airport: 15 miles, 20 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
26x20 8 Multiple
17x16 5 Multiple

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

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Lucas Market Research, LLC

4101 Rider Trail N., Suite 100
 St. Louis, MO 63045
 Ph. 314-344-0803 or 888-978-4101
 sechelmeyer@lucasresearch.net
 www.lucasresearch.net

Suzanne Lucas Echelmeyer, Vice President

Location: Free standing facility

Distance from airport: 7 miles, 15 minutes

AU, CL, 1/1, 1/10, TK, VC, WC		
22x18	12	Conference
22x16	12	Conference
40x25	12	Multiple
20x12	12	Conference

Lucas Market Research LLC. Family Owned Client Focused Service Driven. Consistently rated #1 in St. Louis for Best Value/Quality Service. Guaranteed to exceed your expectations with quality recruiting, experienced staff, 98% show rates. The comprehensive design includes three spacious/contemporary client suites, private entry/restrooms, tiered viewing, closed-circuit, high-speed wireless Internet, FV and in-house streaming, DVD recording, flat screens/ VGA/HDMI access throughout, test kitchen, on-site recruiting, ideal space for CLTs, legal studies, mock trials, 50 classroom/theater style.



Peters Marketing Research, Inc.

12400 Olive Boulevard, Suite 225
 St. Louis, MO 63141
 Ph. 314-469-9022
 jennifer@petersmktg.com
 www.petersmktg.com

Jennifer Peters Scott, VP Operations

Location: Office building

Distance from airport: 9 miles, 12 minutes

CL, CUL, 1/1, 1/10, PTL, VC, WC		
20x16	14	Multiple
18x16	12	Multiple
20x12	10	Multiple
21x28		Multiple

We offer the latest technology and amenities for qualitative/quantitative studies! For 60+ yrs., we've been one of the best research services in town! Qualitative facility has three suites with three rooms. Conference Room: HD cameras and HD FocusVision, display ledges and need-based settings. Viewing Room: well-lit desks, one-way mirror and two-tier seating. Lounge: 48" SmartTV, broad food service and natural light! Quantitative testing center: 28 x 14 area, computer stations and software-guided surveys for CLTs! Free, easy parking! Project mgmt., interviewers, hosts, secure WiFi, audio/video service and copy/ print service!



Test America, a division of CRG Global

Chesterfield Mall
 291 Chesterfield Center, Suite 2036
 Chesterfield, MO 63017
 Ph. 800-831-1718
 crgsales@crgglobalinc.com
 www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations

Location: Shopping mall

Distance from airport: 18 miles, 20 minutes

CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC		
18x28	15	Conference

Test America, the data collection division of CRG Global, offers consumer testing facilities that are characterized by the highest in quality standards and are positioned in high traffic retail locations throughout the U.S., providing virtually unlimited access to the consumer. Specifically designed for conducting product level research, our sites are equipped to conduct the most complex tests. We specialize in CLTs, HUTs, focus groups, mobile research, and more. Select facilities include sensory booths, fragrance evaluation rooms, test kitchens, laundry rooms, and focus and viewing rooms.

Montana

Bozeman

M+M Research

347 S. Ferguson Ave., Studio 1
 Bozeman, MT 59718
 Ph. 406-551-1077

murray@fhcommunication.com

www.mandmresearch.com

Murray Steinman, President

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, 1/1, 1/10		
19x18	8	Conference

Nebraska

Omaha

The MSR Group

1121 N. 102nd Court, Suite 100

Omaha, NE 68114-1947

Ph. 402-392-0755

info@themsrgroup.com

www.themsrgroup.com

Justin Phipps, Project Manager

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/10, WC		
26x16	20	Multiple
14x10	20	Conference
36x18	40	Conference

Nevada

Las Vegas



C&C Market Research

C&C Market Research - Las Vegas

Galleria Mall

1300 W. Sunset Road, Suite 1324

Henderson, NV 89014

Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com

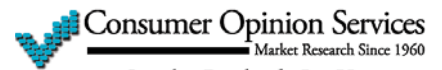
www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 10 miles, 20 minutes

CL, CUL, 1/1, 1/10, PTL, TK, VC, WC		
	4	Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc. (Br.)

1860 Pama Lane, Suite 200

Las Vegas, NV 89119

Ph. 702-644-9330

Info@ConsumerOpinionServices.com

www.ConsumerOpinionServices.com

Tom Champion, Vice President & General Manager

Location: Free standing facility

Distance from airport: 2 miles, 5 minutes

AU, CL, CUL, PTL, TK, VC, WC		
18x20	12	Multiple
22x25	15	Multiple
22x25	15	Multiple
45x25	30	Multiple

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home. (See advertisement on pp. 29, 117)



Las Vegas Field and Focus, LLC
 2080 E. Flamingo Road, Suite 309
 Las Vegas, NV 89119
 Ph. 702-650-5500 or 800-797-9877
 info@lvff.vegas
 www.lvff.vegas

Eric Souza, President/Owner
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

33x23	20	Multiple
17x22	15	Conference
17x22	15	Conference

Cutting-edge research center located in the heart of Las Vegas features state-of-the-art equipment, highly-supervised recruiting with uncompromising integrity, professional field work and over 10,000 square feet of facility space. We offer three luxurious focus group suites served with broadband and wireless Internet access and relaxed client lounges. Now offering full-service design and analysis with the addition of a highly-experienced moderator. We pride ourselves on strong, long-term client relationships.



Test America, a division of CRG Global

Miracle Mile Shops at Planet Hollywood
 3663 Las Vegas Blvd. S., Suite 185
 Las Vegas, NV 89109
 Ph. 800-831-1718
 crgsales@crglobalinc.com
 www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 3 miles, 11 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

16x27	15	Conference
17x19	15	Multiple
17x27	20	Multiple

Test America, the data collection division of CRG Global, offers consumer testing facilities that are characterized by the highest in quality standards and are positioned in high traffic retail locations throughout the U.S., providing virtually unlimited access to the consumer. Specifically designed for conducting product level research, our sites are equipped to conduct the most complex tests. We specialize in CLTs, HUTs, focus groups, mobile research, and more. Select facilities include sensory booths, fragrance evaluation rooms, test kitchens, laundry rooms, and focus and viewing rooms.

New Jersey

Northern New Jersey

(See also New York City and Connecticut)



CEC Research
 Consumer Evaluation Center
 16 Commerce Drive
 Cranford, NJ 07016
 Ph. 908-967-6790
 maryana@cecresearch.com
 www.cecresearch.com

Location: Free standing facility
 Distance from airport: 12 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO

Located in Central NJ within the NY Metro area, CEC Research is a premier partner in the research and

www.quirks.com

development process, delivering proven research methodologies and impeccable study execution. CEC provides personalized solutions for product testing to meet our clients' diverse needs. CEC's contemporary facility includes a customizable kitchen, fully-equipped focus group facilities with A/V capabilities, concealed microphones and one-way observation mirrors as well as adaptable testing rooms with laptops. Newly added features to our center include a laundry facility and sink stations.



Fieldwork Fort Lee, NJ

2 Executive Drive, Suite 800
 Fort Lee, NJ 07024

Ph. 201-585-8200
 info@flee.fieldwork.com
 www.fieldwork.com

Becky Harrison, President
 Location: Office building

Distance from airport: 15 miles, 35 minutes
 AU, CL, CUL, 1/1, 1/10, TK, WC

23x21	30	Conference
20x20	30	Conference
20x21	30	Conference
24x22	30	Conference
16x14	10	Conference

Located at the foot of the George Washington Bridge, Fieldwork Fort Lee, NJ offers the recruiting and resources to help you take full advantage of the diverse lifestyles and cultures that make up Metro New York. Our 5 conference rooms have capacity to seat up to 50 respondents and can accommodate any methodology or set-up. Along with a variety of recording options, we have FocusVision 360-degree video with streaming. With a database that is constantly being expanded, we are able to offer consistent recruiting either on-site, or anywhere in the New York Metro area.
 (See advertisement on p. 15, 25 and back cover)

FOCUS CROSSROADS

Focus Crossroads

One Meadowlands Plaza, Suite 1001
 East Rutherford, NJ 07073

Ph. 201-528-0220
 GregCaruncho@focuscrossroads.com
 www.focuscrossroads.com
 Greg Caruncho

Location: Office building
 Distance from airport: 10 miles, 15 minutes
 CL, CUL, 1/1, VC, WC

24x17	16	Conference
18x18	10	Conference
17x15	10	Living
9x13	2	Conference

Focus Crossroads, one of Northern NJ's top-rated facilities located in the NY Metro Area, with access to consumer, B2B, and medical audiences to match any target. Our IDI/usability lab and 3 suites (one living room style) provide comfortable viewing and have dedicated lounges. A full-range of additional services include; global and national recruiting, field management, screener development, moderation and more. Focus Crossroads is committed to the compliance of best practices in research standards and is one of only a few U.S. research firms to be ISO-20252:2012 certified.



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - New Jersey

20 E. Puffin Way, Second Floor
 Teaneck, NJ 07666

Ph. 201-928-1888 or 888-873-6287
 nj@focuspointeglobal.com
 www.focuspointeglobal.com

Janis Fallows, Facility Director
 Location: Office building
 Distance from airport: 15 miles, 30 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

18x18	25	Multiple
18x20	18	Multiple
16x25	18	Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairemont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ.
 (See advertisement on p. 3)



Meadowlands Consumer Center / Consumer Centers of New York and New Jersey

301 State Route 17 North, Suite 503
 Rutherford, NJ 07070

Ph. 201-865-4900 or 800-998-4777
 info@ConsumerCenters.com
 www.ConsumerCenters.com

Kelly Thompson, Director of Recruiting
 Location: Office building

Distance from airport: 8 miles, 15 minutes
 AU, CL, 1/1, 1/10, VC, WC

28x30	25	Multiple
14x28	60	Multiple
20x23	15	Multiple

Meadowlands Consumer Center -- We understand your needs, deliver on your requirements and create the environment you're looking for -- from traditional focus groups and IDIs to more creative environments and more. We offer a full range of technologies, including neuromarketing, online bulletin boards/focus groups and video-streaming. Our exacting in-house recruiting and client-focused service team that consistently exceeds expectations all guarantee your success. Our national field division can handle all your logistics, including bids, holds, screener development, recruitment management, moderation, facility requirements and client updating. Also visit our Newly Remodeled trend-setting midtown NYC location -- New York Consumer Center, 28 West 44th Street.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



SCHLESINGER GROUP

Schlesinger Group New Jersey

101 Wood Ave. S., Suite 501
 Iselin, NJ 08830
 Ph. 732-906-1122
 info@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/new-jersey
 AJ Shaw, SVP, Client Solutions
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, PTL, VC, WC

20x20	14	Multiple
21x19	12	Multiple
25x19	16	Multiple
20x16	11	Multiple
18x18	10	Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE.
 (See advertisement on inside front cover)



Test America, a division of CRG Global

Freehold Raceway Mall
 3710 Route 9, Suite 238A
 Freehold, NJ 07728
 Ph. 800-831-1718
 crgsales@crgglobalinc.com
 www.crgtestamerica.com
 Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 36 miles, 50 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

14x21	12	Conference
23x18	18	Conference

Test America, the data collection division of CRG Global, offers consumer testing facilities that are characterized by the highest in quality standards and are positioned in high traffic retail locations throughout the U.S., providing virtually unlimited access to the consumer. Specifically designed for conducting product level research, our sites are equipped to conduct the most complex tests. We specialize in CLTs, HUTs, focus groups, mobile research, and more. Select facilities include sensory booths, fragrance evaluation rooms, test kitchens, laundry rooms, and focus and viewing rooms.

New York

Buffalo



Adelman Research Group-A SurveyService Company

1911 Sheridan Drive
 Buffalo, NY 14223
 Ph. 800-507-7969 or 716-876-6450
 sadelman@surveyservice.com
 www.surveyservice.com
 Susan Adelman, President
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

19x23	20	Multiple
14x27	15	Multiple

ARG SurveyService is a leading provider of Qualitative and Quantitative research solutions for clients who expect high standards of excellence within the Healthcare and Wellness, Consumer Goods, Financial, and Industrial/ Manufacturing sectors. The ARG InsightCenter™ includes Focus Group, Test Kitchen, Sensory and Usability Testing facilities. We are proficient in assuring that studies are recruited and conducted exactly according to specifications with exceptional show rates and attention to detail. ARG also provides global respondent recruitment and field management services for focus groups, bulletin boards, IDI's, and proprietary panel development. Our extensive experience and outstanding staff provide the elements required of a trusted insights and research partner.

New York City (See also Northern New Jersey and Connecticut)



Advanced Focus - The Facility, NYC

373 Park Ave. S., Eighth Floor
 New York, NY 10016
 Ph. 212-217-2000
 saraw@advancedfocus.com
 www.advancedfocus.com
 Todd Biederman, Founder and CEO
 Location: Office building
 Distance from airport: 15 miles, 20 minutes

27x20	20	Multiple
18x14	12	Multiple
21x15	14	Multiple
18x16	18	Multiple

Advanced focus is a full-service marketing research company that was built on relationships and innovation. Our "state of the art" facility is centrally located in Midtown Manhattan; each of our four suites are designed to maximize the creative process and include embedded technology and highly dedicated staff. The largest room can seat 50 respondents or can be configured for a multitude of research needs. In addition to our regional recruiting services (all conducted and managed in-house) we also recruit nationwide and offer field management services. Also visit our traditional facilities in Westchester, and Danbury CT or our non-traditional Loft space in NYC.



Advanced Focus - The Facility, Westchester

520 White Plains Road, First Floor
 Tarrytown, NY 10591
 Ph. 914-631-0796
 saraw@advancedfocus.com
 www.advancedfocus.com
 Todd Biederman, CEO
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 AU, CUL, 1/1, 1/10, WC

17x24	15	Multiple
19 x 14	12	Multiple

Advanced Focus Westchester (formerly Marketview Westchester) is conveniently located just outside of Manhattan and accessible by multiple airports, train and major highways. Our two spacious suites (renovated in 2017) can be configured for IDIs all the way up to groups of 35 (or anything in between). Our in-house recruiting enables us to reach the unique and specialized audience that Westchester has to offer. In addition to our regional recruiting we also recruit nationwide and offer field management services. Visit our other traditional facilities in NYC and Danbury CT or our non-traditional Loft space also located in NYC.



Advanced Focus - The Loft

15 W. 39th St., Floor 14
 New York, NY 10018
 Ph. 212-944-9000
 saraw@advancedfocus.com
 www.advancedfocus.com
 Todd Biederman, CEO
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 AU, CL, CUL, PTL, WC

37x27	20	Multiple
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The Loft is a cool, hip, alternative location designed to enhance the creative process. The respondent studio offers both a living room set-up and a conference table simultaneously allowing you to move back and forth between the two areas without the need to reconfigure the room. For viewers, in place of the mirror and dark viewing room we offer a bright, open and airy room with windows that look out on the impressive NYC skyline. On top of all that we offer exclusivity; one client...one project! Also visit our traditional facilities in NYC, Westchester, and Danbury CT.



Beta Research Corporation

485 Underhill Blvd., Suite 200
 Syosset (Long Island), NY 11791
 Ph. 516-935-3800 Ext. 222
 gdisimile@betaresearch.com
 www.BetaResearch.com
 Gail Disimile, EVP
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, CUL, 1/1, PTL, VC, WC

24x14	15	Multiple
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Beta Research operates Long Island's premier state-of-the-art focus group and usability testing facility. The new 3,500 square foot facility features three-tiered stadium seating in the viewing room, an adjacent client lounge, dual-camera filming capability with posting capabilities, the largest two-way mirror commercially available and private underground client parking. Beta continues to offer you seasoned facilitators and decades of expertise in each step of the process, including study construction, panel selection and response analysis.

Market C&C Research

C&C Market Research

C&C Market Research - Bronx
Parkchester
1454 East Ave.
Bronx, NY 10462
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 10 miles, 30 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

Market C&C Research

C&C Market Research

C&C Market Research - Long Island
Broadway Mall
362 Broadway Mall, Suite 884
Hicksville, NY 11801
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 25 miles, 45 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

Market C&C Research

C&C Market Research

C&C Market Research - New York Metro
Palisades Center
4711 Palisades Center Drive, Suite C 402, Fourth Floor
West Nyack, NY 10994
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 35 miles, 60 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market

research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



Fieldwork New York City

462 Seventh Ave., Floor 18
New York, NY 10018
Ph. 201-585-8200
info@nyc.fieldwork.com
www.fieldwork.com/nyc
Becky Harrison, President
Location: Office building
Distance from airport: 9 miles
CL, 1/1, 1/10, WC
20x25 16 Multiple
14x20 8 Multiple
14x21 12 Multiple
31x44 30 Multiple

Located in the heart of NYC and just steps away from Penn Station, Times Square, Madison Square Garden and Bryant Park, Fieldwork New York offers the recruiting and resources to help you take full advantage of the Metro New York market. Our recently remodeled facility boasts 3 conference suites with the capacity to seat up to 50 respondents and can accommodate any methodology or set-up. In addition, Fieldwork NYC offers a large creative space, with floor to ceiling windows - the ideal solution if a viewing room is not needed. Rooms include recording/FocusVision streaming options. (See advertisement on p. 15, 25 and back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - New York

333 Seventh Ave., Third Floor
New York, NY 10001
Ph. 212-682-0220 or 888-873-6287
ny@focuspointeglobal.com
www.focuspointeglobal.com
Julie Ali, Facility Director
Location: Office building
Distance from airport: 9 miles, 20 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC
17x16 12 Multiple
19x12 12 Multiple
21x14 12 Multiple
25x22 18 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)



The Focus Room

693 Fifth Ave., Floor 10
New York, NY 10022
Ph. 212-935-6820
Andrew@focusroom.com
www.focusroom.com
Andrew Junggren
Location: Office building
Distance from airport: 7 miles, 35 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
13x18 11 Multiple
16x16 10 Multiple
15x20 14 Multiple

The Focus Room, a New York City boutique studio, has been a top Manhattan based qualitative facility for 30 years. Designed to optimize your research, our studio features state-of-the-art technology, three modern suites, flexible layouts, stylish furnishings, and an expert management team. The Focus Room collaborates with our clients to execute consumer, business-to-business and healthcare qualitative research projects including targeting some of New York's most difficult to recruit luxury and low incidence consumers. As industry pioneers, the Focus Room offers unique insight into the intricacies of the New York market, providing expert knowledge to satisfy clients' research objectives and exceed expectations.



Focus Suites of New York

355 Lexington Ave.
Floor 13 (40th & Lexington)
New York, NY 10017
Ph. 212-867-7373
julia.cosel@focussuites.com
www.focussuites.com
Julia Cosel, Vice President
Location: Office building
Distance from airport: 30 minutes
CL, CUL, 1/10, VC, WC
19x38 30 Multiple
19x19 15 Conference
19x19 15 Conference
19x19 15 Conference
16x20 15 Conference
19x19 15 Conference

Focus Suites of New York allows you to take advantage of the diverse cultures of New York City offering unparalleled recruiting and resources. Located in midtown Manhattan, it has been voted one of the Top Rated focus group facilities. Multipurpose conference room holds up to 60 participants for projects such as jury, music and dial tests. We provide recruitment and project management for focus groups, in-depth interviews, user research, tdi's, mock trials, CLT's, web-based research, ethnographies and intercepts. Moderation, translation and usability labs make your research project a success.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



I.C. International
 266A Duffy Ave.
 Hicksville (Long Island), NY 11801
 Ph. 516-479-2200 x1002 or 800-631-0209
 scottsycoff@icinternationalcorp.com
 www.icinternationalcorp.com
 Scott Sycoff, CEO
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, WC
 23x18 14 Conference

Top Rated Facility on Long Island. Our team of in-house recruitment professionals has the resources and expertise to quickly assemble excellent, qualified Focus Groups. Project Managers with over 25 years' experience each. From recruitment to results, our focus is making the entire process easy and effective, on both sides of the mirror. Facility includes: tiered-viewing room overlooking focus group room arranged to give you (up to 13 others) a view of all participants. Plus a client lounge that can hold an additional 10 viewers that can watch the groups via closed circuit TV.



Insight Loft
 270 North Ave., Suite 807
 New Rochelle, NY 10801
 Ph. 914-214-2424
 meredithf@insightloft.com
 www.insightloft.com
 Location: Office building
 Distance from airport: 18 miles, 35 minutes
 CL, CUL, 1/1, 1/10, VC, WC

Insight Loft is a brand new focus group facility that offers full-service focus group management, including facility rental and recruitment, in a flexible, modern space. We are located in Westchester County, one of the most diverse counties in the country. Our team offers the best in qualitative research with online/in-person focus groups and in-depth interviews, taste tests, CLTs, product placement, usability labs, eye tracking, online bulletin boards and more. Our recruitment services include consumers, multicultural (in-language Spanish), moms, teens/children, B2B and medical.



New York Consumer Center / Consumer Centers of New York and New Jersey
 28 W. 44th St., Suite 500
 New York, NY 10036
 Ph. 212-302-9393 or 800-998-4777
 info@ConsumerCenters.com
 www.ConsumerCenters.com
 Erika Schramm, Director
 Location: Office building
 Distance from airport: 9 miles, 25 minutes
 CL, CUL, 1/1, 1/10, VC, WC
 30x28 30 Multiple
 24x20 20 Multiple
 24x20 18 Multiple
 24x20 25 Multiple
 16x14 10 Multiple

Newly Renovated! New York Consumer Center, the ultimate qualitative experience in the heart of Midtown Manhattan! We pride ourselves on surpassing your expectations--from project execution to our spacious and trendsetting environments. Five suites designed for flexibility - from our jumbo suite seating 65+, perfect for large studies/mock juries, to our intimate salon, ideal for smaller groups/IDIs. Exact in-house recruiting, client-focused service, usability lab, audience response/dial testing, shop-alongs, ethnographies, quali/quants, eye-tracking, Creativity Center and more. We offer a full range of technologies, including neuromarketing, online bulletin boards/focus groups and video-streaming. Our national field division can handle all your logistics, including bids, holds, screener development, recruitment management, moderation, facility requirements and client updating. Also visit our New NJ Location--Meadowlands Consumer Center, 301 Rt. 17N, Rutherford, NJ.



Plaza Research-New York
 120 Routh 17 N., Suite 201
 Paramus, NY 07652
 Ph. 201-265-7500 or 800-654-8002 x11
 bfarms@plazaresearch.com
 www.plazaresearch.com
 Bethany Farms
 Location: Office building
 Distance from airport: 30 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, WC
 15x24 20 Conference
 15x24 20 Conference
 15x20 20 Conference
 15x20 20 Conference
 15x20 20 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. We offer FocusVision, Streamline and Viewpoint. Fully Renovated in 2018. (See advertisement on p. 105)



Reckner Facilities: Westchester
 450 Mamaroneck Ave., Suite 410
 Harrison, NY 10528
 Ph. 914-696-5150 or 215-822-6220
 PGrubb@reckner.com
 www.reckner.com/facilities/harrison
 Peter Grubb, Executive Director
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, PTL, TK, VC, WC
 23x36 15 Multiple
 16 x 21 Conference

The region's premier product testing facility just 20 miles from Manhattan! Brand new facility with 12 sink booths, 23 food/beverage booths, a test kitchen, focus group room and multi-purpose room. Sink and food/bev booths include 21" HD touch-enabled, centrally-managed computers with camera, microphone and speakers; Overhead and sconce lighting; Color masking; 12" x 18" serving doors to product preparation area; Completely washable surfaces; Programmable HVAC system. Multi-Purpose Room: seating for 40 classroom style. Test Kitchen: walk-in cooler, freezer, 3 electric ovens, 10 microwaves. Focus Group Room: comfortable seating for 15. Spacious client lounge with viewing via CCTV. Flawless recruiting/moderating. Professional staff. Other locations in Milwaukee MSA and Philadelphia MSA.



RRU Research - Fusion Focus
 373 Park Ave. S., 10th Floor
 New York, NY 10016
 Ph. 212-889-4777 or 718-222-5600
 mlivia@RRUResearch.com
 www.rruresearch.com
 Location: Office building
 Distance from airport: 9 miles, 23 minutes
 CL, CUL, 1/1, 1/10, VC, WC
 19x15 15 Conference
 20x16 13 Multiple
 20x16 13 Living
 20x15 10 Multiple
 16x15 10 Multiple

RRU Research/Fusion Focus, was established in 1975 and has long held a reputation as one of the industry's qualitative recruiting powerhouses. We are professionally staffed with highly experienced project managers and recruiters. Fusion Focus, a 4 room, state of the art and fully renovated research facility located on Park Ave South in Midtown Manhattan. Our extensive respondent database and professional screening expertise can accommodate any specifications.



What we offer:

Unparalleled recruiting and the most comfortable, luxurious facilities in the country.

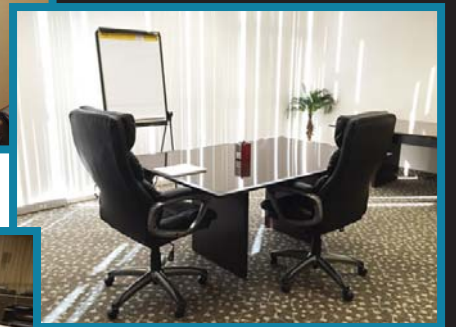
How we do it:

A management team with more than 100 years of combined experienced in the field...a fully integrated network sharing resources, technology, and information...Cutting edge, Proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, quickly the tightest security controls...Beautifully appointed facilities specifically engineered for qualitative research.

Ask us about....

- Our nationwide quantitative and qualitative recruiting capabilities
- Our online recruiting capabilities
- Our convention or visitor recruiting
- TDI's Nationwide recruiting from one central location

Call Toll-Free (800) 654-8002 • www.plazaresearch.com



Metro New York
Dallas
Houston
Ft. Lauderdale/Miami
Phoenix
Tampa
San Diego
Metro Philadelphia
Chicago
Las Vegas
Denver (Downtown)
San Francisco (Downtown)
Los Angeles (LAX)
Atlanta (Buckhead)

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



SCHLESINGER GROUP

Schlesinger Group New York City

711 Third Ave., Ninth Floor
 New York, NY 10017
 Ph. 212-730-6400
 NY@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/new-york

AJ Shaw, SVP, Client Solutions

Location: Office building
 Distance from airport: 10 miles, 25 minutes
 CL, 1/1, 1/10, PTL, VC, WC

16x16	10	Multiple
22x14	6	Multiple
14x14	8	Multiple
16x15	10	Multiple
19x20	16	Multiple
20x18	12	Multiple
20x13	8	Multiple
16x12		Conference
19x33	16	Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE.

(See advertisement on inside front cover)



Time Warner Medialab

10 Columbus Circle
 Third Floor Medialab
 New York, NY 10019
 Ph. 212-484-6522
 Liz.Bloom@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/managed-labs/time-warner-medialab

Liz Bloom, VP, Client Solutions
 Location: Shopping mall
 Distance from airport: 15 miles, 40 minutes

AU, CL, CUL, 1/1, 1/10, PTL, VC, WC		
22x18	8	Conference
20x15	15	Conference
11x8		Conference
23x22		Conference
17x13		Conference
	47	Conference

Time Warner's cutting-edge Medialab in New York City has been designed to interpret consumer behavior, evolving media habits, and industry trends across all

of Time Warner's businesses, brands, and advertising partners. Exclusively, through Schlesinger Group, the Medialab may also be hired by researchers for studies in non-entertainment media sectors. This unique testing space offers a wide range of settings for conducting studies, including a 47-seat theater, biometric labs, eye tracking stations, and an in-home style space. Schlesinger is the exclusive recruiting partner for The Medialab.

(See advertisement on inside front cover)

Syracuse



Research & Marketing Strategies, Inc.

15 E. Genesee St., Suite 210
 Baldwinsville, NY 13027
 Ph. 315-635-9802 or 866-567-5422
 info@RMSResults.com
 www.RMSResults.com
 Lauren Krell, Director of QualiSight Operations
 Location: Office building
 Distance from airport: 15 miles, 22 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC
 21x14 10 Conference

Research & Marketing Strategies, Inc. (RMS) is a full service market research and consulting firm located in Central New York. Since 2002, RMS has been a leader in multiple modalities associated with quantitative and qualitative research. RMS offers an independent means to conduct telephone, online and mail surveys, in-depth interviews, mystery shopping, market analysis, intercepts, observational studies and participant recruitment. RMS is also home to QualiSight, a premier focus group, recruiting and interview research facility, and RMS ViewPoint, a prime consumer research panel in one of the nation's top test markets.

North Carolina

Charlotte



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
 Mimi Rambo, Vice President
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, TK, WC

30x31	20	Multiple
17x16	10	Multiple
22x20	20	Multiple
18x15	10	Multiple
25x21	10	Multiple

Professional, uncomplicated, effortless. Respondents who are exactly on spec. These are a few of the things we promise at AOC. Our specialty is recruiting and implementing focus groups, in-depth interviews, large quota taste tests, central location tests and other research in our Charlotte, North Carolina facility. Designed for comfort, privacy, and productivity, each of our four suites include a private client lounge with an office and restroom, a private client entry/exit outside and separate HVAC controls for client and respondent areas. AOC has a fully-equipped test kitchen with an experienced, professional staff, and the latest in technology including 40 notebook computers with 14 tablet PCs, wireless internet

with backup, digital audio and video and video streaming. Convenient and accessible, AOC is in a one-story professional office park and a 20-minute drive from our international airport. We have ample free parking, and are only minutes from several hotels and award-winning restaurants. View our website to find out what researchers are saying about AOC and why our clients consider us their preferred research partner.



L&E Research

4824 Parkway Plaza Blvd., Suite 110
 Charlotte, NC 28217
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Lisa McGary, Client Relationship Manager
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

33x23	12	Conference
20x20	10	Conference
20x17	8	Conference

The Queen City's new slogan, "Charlotte's Got A Lot" also applies to L&E's Charlotte facility. It is a quick 10 minute drive from Charlotte Douglas International Airport (CLT) and has three focus group rooms, Banker's, Racing and Blue Ridge. All rooms are equipped with ceiling height windows that can be covered or opened and well-appointed lounges and attached viewing rooms conceived for client comfort. Customize table configurations with our modular tables and utilize 750 square feet in the Banker's conference room for any type of study including mock trials and large groups.

20|20

Nashville | Charlotte | Miami

20|20 Research - Charlotte

2102 Cambridge Beltway Drive, Suite B
 Charlotte, NC 28273
 Ph. 704-494-7873 or 704-587-0028
 susan.brelewski@2020research.com
 www.2020research.com/charlotte
 Susan Brelewski, Facility Director
 Location: Office building

Distance from airport: 10 miles, 15 minutes
 CL, CUL, VC, WC

20x20	12	Conference
20x20	12	Conference
20x20	12	Conference
20x30	16	Conference
19x14	6	Conference

Charlotte, a well-established market and national hub for banking and finance, boasts a population representative of the regional south and broader country. Easily accessible by direct flight from over 60 cities, the facility is just 15 minutes from the airport. Serving the industry since 1986, 20|20 is your trusted fieldwork partner in Charlotte with quality metrics and top-notch amenities to prove it. From cutting edge-technology to high-end hospitality services and one of the most experienced teams in the industry, we have everything you'd want in a facility.

Greensboro/Winston-Salem



Eastcoast Research

1118 Greccade St., Suite 103
Greensboro, NC 27408
Ph. 336-285-5195
ecr@eastcoastresearch.com
www.eastcoastresearch.com
Mike Johnson, CEO
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
1/1, 1/10, VC
22x16 8 Conference

Exceptional recruiting is our number one priority. Our professional team is committed to excellence in recruiting, client satisfaction and developing long-lasting relationships. We specialize in focus group recruiting across all of North Carolina with high show rates and articulate respondents. Our state-of-the-art facility in North Carolina is centrally located in Greensboro and includes wireless Internet, Web conferencing and digital recording technologies. Eastcoast Research will find the respondents you need!

Raleigh/Durham



First In Focus Research

4009 Barrett Drive, Suite 101
Raleigh, NC 27609
Ph. 919-510-0445 x25
karan@firstinfocus.com
www.firstinfocus.com
Karan Bunn, Owner & General Manager
Location: Office building
Distance from airport: 14 miles, 20 minutes
CL, 1/1, 1/10, PTL, TK, VC
18x19 12 Multiple
18x18 12 Multiple

"Top Rated" focus group facility in the Raleigh-Durham area since opening in 2005. Qualitative and quantitative research staff on site. Online survey development and implementation. Trustworthy and targeted recruiting for focus groups, one-on-ones, usability studies, jury research, taste tests, product testing, home utilization tests, music studies, ethnographies and more. Database includes metro and small-town residents. State-of-the-art technology, closed-circuit TV, video-streaming and high-speed Internet access, including wireless, digital sound, FocusVision partner, ViewPoint Streaming partner, etc.



L&E Research

5505 Creedmoor Road, Suite 200
Raleigh, NC 27612
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Client Relationship Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
27x27 14 Conference
17x21 15 Conference
20x16 10 Conference
15x20 12 Conference

L&E's Raleigh facility is our headquarters, 15 min. from Raleigh-Durham International Airport (RDU). The city's

slogan, "You can see the whole state from here!" reflects our ability to give the perspective you need for your project. This facility has a 700 sq ft multi-purpose room and three large focus group rooms, which have modular tables for custom configuration, well-appointed client lounges and comfortable viewing rooms, plenty of ledge and corkboard space, and the leading video conferencing, web streaming and digital recording technologies, including FocusVision and L&E video streaming.

Wilmington



Eastcoast Research

5919 Oleander Drive, Suite 117
Wilmington, NC 28403
Ph. 910-763-3260
ecr@eastcoastresearch.com
www.eastcoastresearch.com
Mike Johnson, CEO
Location: Office building
Distance from airport: 5 miles, 15 minutes
1/1, 1/10, VC
30x25 15 Multiple

Exceptional recruiting is our number one priority. Our professional team is committed to excellence in recruiting, client satisfaction and developing long-lasting relationships. We specialize in focus group recruiting across all of North Carolina with high show rates and articulate respondents. Our state-of-the-art facility in North Carolina is located in Wilmington and includes wireless Internet, Web conferencing and digital recording technologies. Eastcoast Research will find the respondents you need!

Ohio

Akron



Decisionpoint Consulting

6971 Promway Ave. N.W., Suite B
Canton, OH 44720
Ph. 440-263-5362 330-936-6867
amy@decisionpointconsulting.com
www.decisionpointconsulting.com
Amy E. Boren, President
Location: Office building
Distance from airport: 6 miles, 6 minutes
18x12.5 10 Living
12x18.5 10 Multiple

Decisionpoint Consulting is a full-service marketing research firm based in Canton, OH. Our team of marketing research business consultants merge into your project and use social media, virtual technology and highly skilled, trained recruiters to tackle your most difficult recruiting challenge, anywhere in the country. We have online tools for conducting virtual focus groups and expertise to execute online surveys on demand. Our national qualitative panel can be validated. Twenty years of traditional experience + technology to expedite difficult algorithms, rural areas or low incidence RFP's.



Synergy Marketing Strategy and Research, Inc.

3634 W. Market St., Suite 104
Akron / Fairlawn, OH 44333
Ph. 216-431-0008 or 330-576-6784
cogden@synergyloyalty.com
www.synergyloyalty.com
Crystal Ogden, Project Manager
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10, VC, WC
12x15 15 Multiple
17x13 15 Multiple

Synergy offers full service marketing research at our beautiful, spacious research facilities in Northeast Ohio, ideal for focus groups, IDIs and mock jury trials. Each of our research facilities - in Akron and in downtown Cleveland - features videoconferencing, online focus groups, and comfortable viewing areas. We also conduct focus groups in the Youngstown area. In addition to our facilities, we provide our clients with tailored services including qualitative, quantitative and secondary research, stakeholder relationship management, brand strategy, and executive coaching and development.

Cincinnati



Blue Ocean Facilities

10250 Alliance Road, Suite 226
Cincinnati, OH 45242
Ph. 513-842-6323
eholmgren@blueoceanfacilities.com
www.blueoceanfacilities.com
Erin Holmgren, Director Client Relations
Location: Office building
Distance from airport: 30 miles, 35 minutes
1/1, 1/10
35x28 20 Conference
24x40 20 Conference
35x4 20 Conference

Cincinnati's first creative off-site space, Blue Ocean Facilities offers a truly unique environment for clients and research respondents. Three rooms provide a creative space for consumer directs, focus groups, usability studies, team meetings, ideation sessions and more. Room coordinators ensure a high-end service level while handling room setups, on-site tech support, snack and beverage service. Conveniently located off major interstates, surrounded by excellent hotels, dining and other amenities. Pricing is competitive, and we can offer fixed rate pricing based upon your needs.

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Videoconferencing
 WC - Webconferencing
 AU - Auditorium

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



L&E Research
 9908 Carver Road
 Cincinnati, OH 45242
 Ph. 877-344-1574
 bidrequest@leresearch.com
 www.leresearch.com
 Lisa McGary, Client Relationship Manager
 Location: Free standing facility
 Distance from airport: 25 miles, 40 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

22x18	15	Multiple
24x20	25	Multiple
19x21	15	Multiple
24x24	25	Multiple

Like Charlotte, Cincinnati also claims "The Queen City" as its nickname, but to avoid confusion we prefer "The Queen City of the West." L&E's unique facility is indeed fit for a queen, with more than 10,000 square feet of state-of-the-art space that provide our clients and research respondents with every comfort and professional advantage. L&E Cincinnati offers three spacious focus group suites and a large creative space, the Envisage Studio, for consumer directs, team meetings or ideation sessions. We offer the latest video conferencing, web streaming and digital recording technologies.



Strategic Intelligence Research Services (SIRS)
 4350 Glendale-Milford Road, Suite 250
 Cincinnati, OH 45242
 Ph. 859-757-2366
 bferguson@rdicorp.com
 www.sirsinc.com
 Bruce Ferguson, Vice President, Qualitative Research
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, VC

24x18	18	Multiple
20x22	18	Multiple

For the past eight years, SIRS has been named one of the Top Market Research Companies by Impulse Survey. Our facility in Greater Cincinnati features two separate focus group suites. Each suite has its own viewing room, client lounge and full kitchen. Our client lounges feature closed-circuit televised viewing and our viewing rooms can comfortably seat 18. SIRS in-house recruiting staff ensures you get the right respondents for every study.



Various Views Research
 11353 Reed Hartman Highway, Suite 101
 Cincinnati, OH 45241
 Ph. 513-489-9000 or 513-387-2205
 kvaselakes@variousviews.com
 www.variousviews.com
 Kevin Vaselakes, V.P. Project Services
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10, VC

24x20	20	Multiple
22 x 19	15	Multiple
27x17	10	Multiple

Various Views Research's capabilities include all the important blocking and tackling components required to conduct successful qualitative projects. Whether your needs include standard focus groups, IDIs, or ethnographic research, VVR is your go-to research facility in Cincinnati. All recruiting is done in-house by a fully trained staff, using one of the largest databases in the metro area. We provide video-streaming and recording and free Wi-Fi. Clients can view sessions behind a one-way mirror in spacious rooms with tiered seating. Private client restrooms and lounges are also provided.

Cleveland



C&C Market Research
 C&C Market Research - Cleveland, OH Metro
 Westfield Great Northern Mall
 106 Great Northern Boulevard
 North Olmstead, OH 44070
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmrresearch.com
 Location: Shopping mall
 Distance from airport: 6 miles, 15 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

6	Conference
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C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



Yes...Cleveland!

Focus Groups of Cleveland, Inc.
 2 Summit Park Drive, Suite 225
 Independence, OH 44131
 Ph. 216-901-8075
 research@focusgroupsofcleveland.com
 www.focusgroupsofcleveland.com
 April Morris, President and Owner
 Distance from airport: 8 miles, 12 minutes
 AU, CL, 1/1, 1/10, TK, TKO, VC, WC

16x20	20	Multiple
12x16	12	Multiple
25x25	20	Multiple

In business 50+ years, we are Top Rated in the Impulse Survey! Featured three times on a national morning show and Northern Ohio's largest focus group facility. We specialize in on-site recruiting for consumer, litigation,

executive and medical interviews, providing 6,000+ sq. ft. of comfort and technology for focus groups, IDIs, taste tests, pre-recruits and entire project management in a high-end environment. We're conveniently located only 10 minutes from Cleveland Hopkins Airport and downtown Cleveland, surrounded by excellent hotels, dining and other amenities. Pricing is competitive!



RRD Marketing Solutions
 905 Corporate Way
 Westlake, OH 44145
 Ph. 877-332-9222
 cathy.zapata@rrd.com
 www.rrdonnelley.com
 Cathleen Zapata, Chief Experience Officer
 Location: Office building
 Distance from airport: 7 miles, 17 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC

17x14	20	Multiple
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RRD Marketing Solutions offers a full-service usability lab and market research facility combining state-of-the-art technology with an idea-inspiring environment. As one of the only facilities in the U.S. with a full solution of in-lab, mobile and field eye-tracking capabilities, we offer an unparalleled first look into the customer decision-making process and behavioral patterns. Our lab can be used for traditional market research projects, as well as plannogram, product, website, e-mail, mobile, tablet, commercials, direct mail, in-store product display testing and more.

Columbus



Complete Research Connection
 2323 W. Fifth Ave., Suite 150
 Columbus, OH 43204
 Ph. 614-220-4120
 info@crcmr.com
 www.crcmr.com
 Chelle Precht, President
 Location: Office building
 Distance from airport: 12 miles, 15 minutes
 AU, CL, 1/1, 1/10, PTL, TK, VC, WC

28x32	30	Multiple
16x22	25	Multiple
15x16	9	Multiple
8x8	5	Multiple
28x28		Multiple

Complete Research Connection (CRC), is an Impulse Survey Top Rated, certified woman-owned business, featuring four state-of-the-art focus group suites (two with wraparound viewing for as many as 30 clients) and one large creative space room, recruiting, moderating, project management, research design consultation, questionnaire development, auditing, data collection, data processing and analysis. CRC has experience with Central Location Tests (CLTs), Home Use Tests (HUTs), focus groups, dial tests, in-home interviews and other ethnographic research, in-store intercepts and more.

Focus Pointe Global - Columbus

7634 Crosswoods Drive
Columbus, OH 43235
Ph. 614-781-5590 or 888-873-6287
columbus@focuspointeglobal.com
www.focuspointeglobal.com
Stephanie Wolf, Facility Director
Location: Office building
Distance from airport: 15 miles, 15 minutes
CL, CUL, TK, VC, WC
16x32 5 Multiple
24x20 15 Multiple
21x18 16 Multiple
18x18 15 Multiple
21x16 30 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)



L&E Research

One Easton Oval, Suite 300
Columbus, OH 43219
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Client Relationship Manager
Location: Office building
Distance from airport: 3 miles, 5 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
20x29 13 Multiple
15x20 10 Multiple
17x25 13 Multiple

At one time, Columbus, Ohio embraced the nickname "America's Test Market." So it's no wonder we embraced Columbus as one of our premier research locations, as well. L&E's facility is located in the metropolitan community of Easton, a 1300-acre mixed-use development, home to young professionals and families. Located in the heart of a top-tier retail market and the dominant destination for shopping, dining and entertainment in Central Ohio, our facility offers three focus group rooms.



LextantLabs

1322 Manning Parkway
Powell, OH 43065
Ph. 614-228-9711
skloeb@lextant.com
www.lextant.com
Susie Kloeb, Director, Labs & Environments
Location: Free standing facility
Distance from airport: 18 miles, 25 minutes
CUL, 1/1, 1/10, PTL
39x19 10 Multiple
58x35 12 Multiple
19x26 8 Multiple
19x26 8 Multiple
19x26 8 Multiple

When we talk about the human experience, we don't just mean for consumers. Using our industry experience in

generative and evaluative research, we designed our Labs to fit our clients' wide-ranging needs and provide two of the most unique and unconventional facilities in the Midwest. Our spacious facilities can accommodate nearly any setup, including Focus Groups, IDI's, Usability Testing, Automotive/Large Format Product Testing and Retail/Healthcare Environment Simulation. You'll get the highest quality recruit from an extensive local database, standard business amenities, restaurant-style catering, dedicated hosting, seamless technology and complimentary WIFI. Our team of professionals is known for service that goes above and beyond and their ability to anticipate your every need. FINALLY, a research experience with you in mind.



LextantLabs

250 S. High St., Sixth Floor
Columbus, OH 43215
Ph. 614-228-9711
skloeb@lextant.com
www.lextant.com/lextant-labs
Susie Kloeb, Director, Labs & Environments
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
29x18 15 Multiple
23x19 9 Conference

When we talk about the human experience, we don't just mean for consumers. Using our industry experience in generative and evaluative research, we designed our Labs to fit our clients' wide-ranging needs and provide two of the most unique and unconventional facilities in the Midwest. Our spacious facilities can accommodate nearly any setup, including Focus Groups, IDI's, Usability Testing, Automotive/Large Format Product Testing and Retail/Healthcare Environment Simulation. You'll get the highest quality recruit from an extensive local database, standard business amenities, restaurant-style catering, dedicated hosting, seamless technology and complimentary WIFI. Our team of professionals is known for service that goes above and beyond and their ability to anticipate your every need. FINALLY a research experience with you in mind.

Oregon

Portland



Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc. (Br.)

2225 Lloyd Center
Portland, OR 97232
Ph. 503-493-2870
Info@consumeropinionservices.com
www.ConsumerOpinionServices.com
Melissa Bledsoe, General Manager
Location: Shopping mall
Distance from airport: 8 miles, 15 minutes
CL, 1/1, TK, VC, WC
27x16 14 Multiple
14x22 12 Multiple
20x30 15 Multiple

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home. (See advertisement on pp. 29, 117)



IdeaSuite

1600 S.E. Bybee Blvd., Suite 202
Portland, OR 97202
Ph. 855-322-0992
damianc@idea-suite.com
www.idea-suite.com
Location: Office building
Distance from airport: 13 miles, 25 minutes
CL, CUL, 1/1, 1/10, VC, WC
16x20 12 Multiple

Portland's premiere research facility for focus groups, usability studies, corporate meetings and ideation sessions. Our space is light-filled, relaxed and modern. Configurations include boardroom, living room, usability testing/IDI and classroom setups. IdeaSuite hosts one client at a time, guaranteeing the utmost in confidentiality and attention. We provide on-site tech support, two Wi-Fi networks, HD video room monitoring and streaming, Herman Miller Aeron chairs for observers and a private client lounge. Moderating and participant recruiting are also available.



VuPoint Research - Portland

220 N.W. Second Ave., 6th Floor
Portland, OR 97209
Ph. 503-977-6752
info@vupointresearch.com
www.VuPointResearch.com
Tobi Stark, Account Executive
Location: Office building
Distance from airport: 12 miles, 20 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, WC
18x20 12 Multiple
18x20 12 Multiple
16x18 42 Multiple
18x34 14 Multiple
9x12 6 Multiple

Portland's most luxurious facility. With great downtown views, we're located next to Portland's vibrant Pearl District, noted for art galleries and night spots. Featuring spacious view rooms with wireless Internet, viewer-controlled audio, FocusVision, closed circuit TV, fresh-baked cookies, Northwest microbrews, and local wines. We work closely with our sister companies VuPoint Research - San Francisco (focus group facility), MDC Research (full-service primary market research) and VuPoint Research (108-seat quantitative call center). We support projects of all types and sizes.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Pennsylvania

Lancaster



Central Focus

180 W. Airport Road
 Lititz, PA 17543
 Ph. 717-560-7842
 london@centralfocus.net
 www.centralfocus.net
 Matt London, Facility Manager
 Location: Office building
 Distance from airport: 1 miles, 2 minutes
 CL, 1/1, 1/10, TK, WC
 26x16 45 Conference

Conveniently located in central Pennsylvania's Lancaster County, we are just minutes from the Lancaster Airport and an easy drive from Baltimore, Philadelphia, Harrisburg, Reading and York. CentralFocus features a direct viewing room as well as a second viewing room to accommodate additional observers. A full complement of research services is available to help ensure the successful completion of your project. Streaming video offered. Centrally located. Focused on results.

Philadelphia/Southern NJ



C&C Market Research

C&C Market Research - Philadelphia
 Philadelphia Mills
 1749 Franklin Mills Circle, Suite 159
 Philadelphia, PA 19154
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 60 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC
 15x11 5 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none.
 (See advertisement on inside back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Bala Cynwyd

225 E. City Ave., Suite 10
 Bala Cynwyd, PA 19004
 Ph. 610-949-9100 or 888-873-6287
 bala@focuspointeglobal.com
 www.focuspointeglobal.com
 Jamie Katzenstein, Area Director
 Location: Office building
 Distance from airport: 14 miles, 30 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 15x36 15 Multiple
 17x22 17 Multiple
 16x20 15 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ.
 (See advertisement on p. 3)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Philadelphia

Two Logan Square, Suite 500
 18th and Arch Streets
 Philadelphia, PA 19103
 Ph. 215-701-1500 or 888-873-6287
 phila@focuspointeglobal.com
 www.focuspointeglobal.com
 Jamie Katzenstein, Area Director
 Location: Office building
 Distance from airport: 6 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 20x24 16 Multiple
 24x16 16 Multiple
 24x16 16 Multiple
 24x16 16 Multiple
 34x24 20 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clearmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ.
 (See advertisement on p. 3)



Group Dynamics in Focus, Inc.

555 City Ave., Sixth Floor
 Bala Cynwyd, PA 19004
 Ph. 866-221-2038 or 610-668-8535
 sales@groupdynamics.com
 www.groupdynamics.com
 Robin Kaplan, President
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 28x20 18 Multiple
 16x24 12 Conference

Group Dynamics In Focus is celebrating 38 years as a qualitative research company located in suburban

Philadelphia. Rely on us for expert recruiting for health care, B2B, and consumers. We recruit nationally for all medical professionals, both for phone and in-person research. Our 600 sq. ft. multipurpose room is ideal for mock juries, shopping displays, and theater seating for up to 50 people. Trust our experienced and professional staff for field management and competitive bids. Proudly honored by the Philadelphia Business Journal as one of the Top Family-Owned businesses in Philadelphia.

M3 GLOBAL RESEARCH

M3 Global Research and Studios (Philadelphia)

1650 Market St., Suite 3030
 Philadelphia, PA 19103
 Ph. 215-525-6191
 LMezani@usa.m3.com
 www.m3globalresearch.com
 Lindita Mezani, VP - Market Research
 Location: Office building
 Distance from airport: 9 miles, 20 minutes
 CL, CUL, VC, WC
 25x18 12 Multiple
 19x20 10 Multiple
 20x21 7 Multiple
 44x20 20 Multiple

M3 Philadelphia Studios is located in one of the best buildings in Philadelphia, One Liberty Place. Our location on the 30th floor will provide you with great views of the city. The Liberty Place Complex contains a 150,000 square foot retail center, a Westin Hotel, new observation deck and an underground parking garage. We offer Wi-Fi throughout the studio, HD streaming in every suite and state-of-the-art AV technology. By combining two of our rooms, we have the largest conference room in the market that is suitable for mock trials and taste tests.



Plaza Research-Philadelphia

9000 E. Lincoln Drive
 Two Greentree Centre, Suite 224
 Marlton, NJ 08053
 Ph. 856-596-7777 or 800-654-8002
 bfarms@plazaresearch.com
 www.plazaresearch.com
 Bethany Farms, Director
 Location: Office building
 Distance from airport: 30 minutes
 CL, CUL, 1/1, 1/10, TK, WC
 18x20 15 Conference
 15x20 15 Conference
 15x20 15 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. We offer Viewpoint Video Streaming and HD Digital Video.
 (See advertisement on p. 105)



Reckner Facilities: Philadelphia MSA

1600 Manor Drive
Chalfont, PA 18914
Ph. 215-822-6220
pgrubb@reckner.com
www.reckner.com/facilities/philadelphia
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 41 miles
CL, TK, VC, WC
13x27 12 Conference

New modern facility serving the Northeastern Philadelphia MSA. Less than one hour from the Philadelphia Airport in historic Bucks County, the facility Features flexible product testing space including a kitchen, large multi-purpose room, focus group room with seating for 12 and spacious client lounge. Kitchen includes 40 cu. ft. of commercial refrigeration, ample residential refrigerator and freezer space, power for up to 10 microwaves, residential dishwasher and abundant counter space. Flawless recruiting/moderating. Professional staff. Other locations in New York City MSA and Milwaukee MSA.



SCHLESINGER GROUP

Schlesinger Group Philadelphia

1650 Arch St., Suite 2701
Philadelphia, PA 19103
Ph. 215-564-7300
AJ.Shaw@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/philadelphia
AJ Shaw, SVP, Client Solutions
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC
14x17 12 Multiple
22x17 14 Multiple
24x17 10 Multiple
19x17 10 Multiple
17x20 14 Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)



SCHLESINGER GROUP

Schlesinger Group Philadelphia Bala Cynwyd

50 Monument Road, Suite 200
Bala Cynwyd, PA 19004
Ph. 610-538-1900
Philadelphia@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/philadelphia-bala-cynwyd
AJ Shaw, SVP, Client Solutions
Location: Office building
Distance from airport: 14 miles, 25 minutes
CL, 1/1, 1/10, PTL, VC, WC
24x17 15 Multiple
20x17 10 Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing

a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)

Pittsburgh

Campos

960 Penn Ave.
Pittsburgh, PA 15222
Ph. 412-471-8484 x309
info@campos.com
www.campos.com
Kelli Best, Director Field and Fulfillment
Location: Office building
Distance from airport: 17 miles, 30 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC
22x25 8 Multiple
15x30 8 Multiple



FCP Research Services LLC

651 Holiday Drive, Plaza 51, Suite 300
Pittsburgh, PA 15220
Ph. 412-279-5900
rosenberger@fcpresearch.com
www.fcpresearch.com
Leanne Rosenberger, Facility Manager
Location: Office building
Distance from airport: 17 miles, 20 minutes
1/1, 1/10, PTL, TKO, VC, WC

FCP Research is the nation's leader in recruitment using Social Media Marketing. In addition to traditional land-line dialing, FCP uses an arsenal of innovative recruiting approaches that includes aggressive social media marketing through targeted channels; both conventional and unconventional. These are tools uniquely employed by FCP. These tools allow us to deliver: 1) Flexibility to meet your unique needs. 2) Faster recruitment than ever before. 3) "Impossible" low incidence respondents, becomes very do-able. 4) Unlike "traditional" recruitment firms, we don't give up on your project! 5) If desired, obtain New insights through the use of non-traditional markets. Put your market research failures behind you and see how FCP Research is the future.

Rhode Island

Providence



New England Opinion

475 Park E. Drive, Suite 2
Woonsocket, RI 02895
Ph. 401-533-5360
alacroix@neopinion.com
www.neopinion.com
Amy Lacroix, Facility Director
Location: Free standing facility
Distance from airport: 21 miles, 25 minutes
CUL, 1/1, 1/10, PTL, VC, WC
17x26 15 Multiple

State-of-the-art facility 20 minutes from Providence, R.I., and 35 minutes from Worcester, Mass. Managed by experienced research professionals, our signature client support combines impeccable participant recruiting with a top-notch qualitative assistance staff. Spacious discussion and observation rooms with many amenities.

Facility includes a usability lab and eye-tracking equipment, with on-site technical support. Recruiting and coordination of ethnographic studies, intercepts, shop-alongs and other off-site projects also available.

South Carolina

Greenville/Spartanburg

GREENVILLE FOCUS

Greenville Focus

2854 Wade Hampton Boulevard, Suite D
Taylors, SC 29687
Ph. 864-350-0939
mike@greenvillefocus.com
www.greenvillefocus.com
Mike Shuck, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
VC
18x20 10 Conference

Ownership of Greenville Focus (previously Market Insight) has operated a focus group facility in Greenville, S.C. for over 30 years. Our goal is to put this experience to work for our clients to insure they have the quality respondents they need. Our owner started his career as a corporate marketing research analyst which helps us see projects from our client's point of view more easily. We can recruit from our own internal database, from client supplied lists, or at on-site locations. We also recruit in more remote areas in SC/NC/GA that do not have focus group facilities. Call us today!

Tennessee

Chattanooga



Wilkins Research Services, LLC

1730 Gunbarrel Road
Chattanooga, TN 37421
Ph. 423-894-9478
info@wilkinsresearch.net
www.wilkinsresearch.net
Lisa Wilkins, Executive Director
Location: Free standing facility
Distance from airport: 6 miles, 12 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
23x17 18 Conference
69x49 32 Conference
23x17 14 Conference
23x15 Conference

As a market research company that has been in the business since 1971, we understand the need of gathering opinions for companies that desire a true connection with their customers. We offer a wide range of services including: Focus Groups, Telephone Surveys, On-Line Surveys, Recruiting Services, On-site and one-on-one surveys, and a host of other services. With our longevity and experience, we are ahead of our competitors. We take pride in our growth, which has been consistently steady in the last thirty plus years. Our long tenured staff knows how to take care of customers with a "small firm" mentality, but with our current volume of data collection we are considered a large firm capable of handling any size data collection project.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Memphis

AccessInsights



Access Insights

5100 Poplar Ave., Suite 3216
 Memphis, TN 38137
 Ph. 901-766-0111
 sue@accessinsights.us
 www.accessinsights.us
 Susan Brody, Director

Location: Office building

Distance from airport: 7 miles, 11 minutes

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

15x20	14	Conference
15x20	8	Conference
15x40	20	Multiple
15x20	12	Multiple

"Not just people, the right people!" sums up our promise of quality recruiting, big city professionalism and Southern Hospitality. Our adept team is committed to seamless execution, total client support and an unprecedented level of service. Our flexible group spaces are ideal for Focus Groups, Mock Juries, Taste Tests, 1on1's, CLT's, Ethnographies, Usability Testing and Ideation studies. We invite you to collaborate with an expert management team to fulfill your research objectives assuring a rewarding outcome! You deserve the Best we provide the Best.



Axiom Research

6060 Primacy Parkway, Suite 401
 Memphis, TN 38119
 Ph. 901-821-7333 or 877-757-4333
 mrolloson@axiom-mr.com
 www.axiom-mr.com

Michael Rolloson, President

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, CUL, 1/1, 1/10, TK, WC		
27x25	16	Conference
23x18	10	Multiple
22x17	8	Conference

Memphis' favorite full-service facility. In the last year of publication, the Impulse Survey reported that our clients awarded us the highest score of any high-volume facility in the world. Attention to detail, accurate recruiting, anticipation of client needs and a beautiful facility are just a few of the frequent comments we receive from clients. Our location, in the high-end office corridor that forms the center of the MSA, enables us to successfully recruit from all demographics. Our facility is beautiful, spacious, flexible and comfortable. Free live streaming included with recordings. Our professional, experienced recruiters are highly skilled listeners. All projects begin with an in-depth, management-led briefing. Senior management monitors and manages all recruiting.

Nashville

20|20

Nashville | Charlotte | Miami

20|20 Research - Nashville

161 Rosa L. Parks Blvd.
 Nashville, TN 37203
 Ph. 704-494-7873 or 615-885-2020
 susan.brelewski@2020research.com
 www.2020research.com/nashville
 Susan Brewleski, Facility Director

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL, CUL, VC, WC		
18x26	14	Conference
18x25	10	Conference
18x31	12	Conference

Fresh, modern facility in the heart of Nashville, The South's Red-Hot town according to Time Magazine. This fast-growing market was named the most "American" city by USA Today, thanks to the 85+ people moving here daily. Nashville is accessible by direct flight from over 40 cities. Serving the industry since 1986, 20|20 is your trusted, highly rated fieldwork partner with quality metrics and top-notch amenities to back it. From innovative technology to high-end hospitality services and one of the most experienced teams in the industry, we've got everything you'd want in a facility.

Texas

Austin



ATX Insights

8500 Bluffstone Cove, Suite B204
 Austin, TX 78759
 Ph. 512-401-3064
 sales@atxinsights.com
 www.atxinsights.com/home.shtml

Nicole Proulx, Director of Research Strategy

Location: Office building

Distance from airport: 13 miles, 20 minutes

CL, CUL, 1/1, 1/10, PTL, VC, WC		
23x20	12	Conference
15x13	8	Multiple

ATX Insights operates an upscale state-of-the-art research facility in Austin, Texas. Our beautiful facility features 2 focus group rooms with direct observation, client lounges with remote closed-circuit viewing, digital audio and video recording and video streaming (in-house solution or through FocusVision). We offer in-house recruiting with a large, diverse database but aren't afraid to go find hard to reach participants that may not be represented in our database. Whatever your research needs are we will do our best to accommodate them and make your study as stress-free as possible.

Dallas/Fort Worth



C&C Market Research

C&C Market Research - Fort Worth
 Hulén Mall
 4800 S. Hulén St., Suite 1350
 Fort Worth, TX 76132
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 40 miles, 56 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



C&C Market Research

C&C Market Research Dallas North
 Collin Creek Mall
 811 N. Central Expressway, Suite 2260
 Plano, TX 75075
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 25 miles, 35 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



C&C Market Research

C&C Market Research - Arlington
 The Parks at Arlington
 3811 S. Cooper, Suite 2053
 Arlington, TX 76015
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 21 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection

specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)



Dallas By Definition

511 E. John W. Carpenter Freeway, Suite 100
Irving, TX 75062
Ph. 972-869-2366 or 800-336-1417
info@dallasbydefinition.com
www.dallasbydefinition.com

Stacy Scott, President

Location: Office building

Distance from airport: 10 miles, 15 minutes

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

24x16	15	Multiple
23x15	12	Conference
18x22	12	Conference
18x22	15	Conference
15x20	15	Conference
25x20	25	Multiple

Dallas by Definition provides customized, high-quality qualitative research field services to a wide variety of clients. We offer 5 spacious focus group rooms with floor-to-ceiling mirrors for easy viewing, over-sized tiered viewing rooms and 1 additional mini-group room is available providing a smaller setting for dyads, triads and mini group projects also with floor-to-ceiling mirrors. We also offer living room set up, 2 kitchens with refrigerator / freezers, shelving and class room style settings. Quality recruitment services with experienced staff. Focus Vision & Streamline Universal services are available in all rooms. We are just a quick 10 minute drive from both Dallas/Ft. Worth airports.



Fieldwork Dallas

15305 Dallas Parkway, Suite 850
Addison, TX 75001-4637
Ph. 972-866-5800
info@dallas.fieldwork.com
www.fieldwork.com

Jessica Josset, President

Location: Office building

Distance from airport: 15 miles, 20 minutes

AU, CL, CUL, 1/1, 1/10, WC

25x22	18	Multiple
25x20	14	Multiple
25x24	25	Multiple
13x15	10	Conference
20x18	12	Multiple
25x18	12	Multiple

Fieldwork Dallas is strategically located to be convenient for both clients and respondents and boasts a large, diverse respondent database. Our newly updated facility features 6 conference suites with the ability to accommodate various methodologies and set-ups, including a large room that can seat up to 50. Viewing rooms are spacious with adjacent client lounges for maximum comfort and convenience. Along with a variety of recording options, we have 360-degree video with streaming provided by FocusVision. Visit us in Dallas and experience our commitment to exceeding your expectations. (See advertisement on p. 15, 25 and back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Dallas

5400 LBJ Freeway
One Lincoln Centre, Suite 400
Dallas, TX 75240
Ph. 214-420-6400 or 888-873-6287
dallas@focuspointeglobal.com
www.focuspointeglobal.com

Marsha Fugitt, VP Facility Operations

Location: Office building

Distance from airport: 18 miles, 20 minutes

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

24x20	24	Multiple
24x20	12	Multiple
20x21	12	Multiple
24x46	36	Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)



MURRAY HILL NATIONAL

Murray Hill National Dallas

8390 LBJ Freeway, Suite 540
Dallas, TX 75243

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

susan@murrayhillnational.com

www.murrayhillnational.com

Susan Owens, COO/Managing Partner

Location: Office building

Distance from airport: 18 miles, 30 minutes

CL, CUL, TK, VC, WC

18x17	15	Conference
20x17	16	Conference
14x19	10	Conference
20x16	15	Conference
19x17	15	Conference
38x17	30	Conference

Murray Hill National is waiting to host and recruit your next project. Our headquarters is in Dallas, Texas where we have a newly built focus group facility and research center. Dallas is also home to our 40 station call center. We have many partners we collaborate with who can provide any marketing research service including qualitative, quantitative, online, recruiting within all audiences and methodologies, moderation and questionnaire design. We can host your research in any US market or multiple markets. Delivering on specification, on time and with one invoice. Contact us today! (See advertisement on p. 113)



MURRAY HILL NATIONAL

QUALITATIVE AND QUANTITATIVE. SIMULTANEOUSLY.

We have the ability to host, recruit and moderate projects all over the world, utilizing the newest technology available.

RECRUITING

Our call center recruits for qualitative and validated quantitative research, finding the right audience. We host teams all across the US in a variety of focus group facility locations.

TECHNOLOGY

FIELD MANAGEMENT

With locations all over the United States check us out online.
www.murrayhillnational.com

Codes

Location: Office building, Freestanding building, Shopping mall

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

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



Plaza Research-Dallas

14160 Dallas Parkway, Suite 602
 Dallas, TX 75254

Ph. 972-392-0100 or 800-654-8002
 strace@plazaresearch.com
 www.plazaresearch.com

Susan Trace, Director

Location: Office building
 Distance from airport: 20 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

15x20	15	Conference
15x20	15	Conference
15x20	15	Conference
20x40	15	Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house video-streaming option. (See advertisement on p. 105)



SCHLESINGER GROUP

Schlesinger Group Dallas

JP Morgan International Plaza III
 14241 Dallas Parkway, Suite 500
 Dallas, TX 75254

Ph. 972-503-3100
 dallas@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/dallas

Nancy Ashmore, VP - Qualitative Solutions

Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, 1/1, 1/10, PTL, VC, WC

15x20	12	Multiple
17x24	15	Multiple
17x22	14	Multiple
16x20	14	Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)

El Paso



Merkadoteknia Research & Consulting

4141 Pinnacle, Suite 220
 El Paso, TX 79902
 Ph. 915-317-9264 or 915-307-3795
 nmendoza@merkaconsulting.com
 www.merkaconsulting.com
 Norma A. Mendoza, Ph.D, President & CEO, Marketing Mgr

Location: Office building
 Distance from airport: 11 miles, 17 minutes
 CL, 1/1, 1/10, VC, WC

11x20	8	Conference
11x14	8	Living
14x15	8	Conference

MKT empowers advertising agencies and national brands tapping into the Hispanic market. Our full service research agency in El Paso offers interpreter/translation services and equipment, nationwide and cross border recruiting, video streaming and closed circuit viewing. Don't work in the dark! Bilingual moderators/interviewers are experienced in qualitative techniques effective with Hispanics of various nationalities, language abilities and acculturation levels. A truly ethnic experience, the border town of El Paso has ranked as the safest city in U.S. four times in a row in the past 6 years.

Houston



Connexion Research and Strategy

5433 Westheimer Road, Suite 870
 Houston, TX 77056
 Ph. 281-815-4940

facility@connexionresearch.com
 www.connexionresearch.com
 Location: Office building
 Distance from airport: 40 miles, 30 minutes
 VC, WC

20x14	6	Multiple
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"Boutique" style facility that provides clients with customized service and attention. It includes a unique and trendy design that helps promote an environment of openness and creativity. Equipped with state-of-the-art technologies including a smart-board, big screen HD monitors, HD video-streaming, translation equipment, multiple cameras, overhead microphones and more. The client room is designed for ultimate privacy and comfort. It's centrally located in the upscale Houston Galleria area, close to major highways, excellent restaurants, various priced hotels and great shops. We are also a full-service research firm - General Market and Hispanic research. Should you need services from recruiting and fielding to moderation and interviewing, and reporting and analysis, we are here to help!



Creative Consumer Research - Houston

3945 Greenbriar Drive
 Stafford, TX 77477
 Ph. 281-240-9646 or 281-804-8171
 ppratt@ccrsurveys.com
 www.ccrsurveys.com
 BJ Gerjes, Data Collection Manager
 Location: Free standing facility
 Distance from airport: 38 miles, 30 minutes

CL, 1/1, 1/10, TK		
20x20	12	Conference
24x26	12	Conference
20x20	12	Conference
24x24	12	Conference
49x35	12	Multiple

CCR conducts research for clients nationally, statewide, regionally and locally. We have the largest Hispanic research department in the state of Texas and offer a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. Our Houston office offers large conference-style focus groups rooms with one-way mirrors and large client viewing rooms. We offer a large conference space for 100+ groups as well as easy access for equipment, vehicle, appliances and large products, focus groups and one-on-ones. Contact Patricia Pratt, ppratt@ccrsurveys.com.

(See advertisement on p. 21)



Opinions Unlimited - Houston

Three Riverway, Suite 250
 Houston, TX 77056
 Ph. 713-888-0202 or 800-604-4247
 ask@opinions-unlimited.com
 www.opinions-unlimited.com
 Anndel Martin

Location: Office building
 Distance from airport: 19 miles, 30 minutes
 CL, CUL, 1/1, 1/10, VC, WC

32x30	24	Multiple
20x18	15	Conference
20x22	15	Conference

Moderator-designed and managed focus group facility. Consistently Impulse Top Rated. Houston's trusted experts for qualitative project management, meticulous recruiting, and exceptional facility services. Centrally located near The Galleria, next to 4-Diamond hotel. Remodeled 2017. Three spacious suites including 32'x30' mega-suite. Blazing fast 100mb dedicated fiber optic internet, HD recording, 1080p HiDef cameras. In-house IT and A/V specialist. Loading dock, oversized elevator, wide doors. Specialties: legal/mock jury, healthcare/medical/patient, CLT, usability labs, Hispanic/Spanish-speaking. Anndel is a QRCA member and past president of MRA. Woman Owned / Texas HUB Certified. Est. 1995. We are Texas who know Texas!



Plaza Research-Houston
 5333 Westheimer, Suite 500
 Houston, TX 77056
 Ph. 713-840-9500 or 800-654-8002
 klamb@plazaresearch.com
 www.plazaresearch.com
 Kris Lamb
 Location: Office building
 Distance from airport: 45 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, WC

15x20	20	Conference
15x20	20	Conference
15x20	20	Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. We offer Viewpoint Streaming and Digital Video. Renovated Fall 2017.
 (See advertisement on p. 105)



SCHLESINGER GROUP

Schlesinger Group Houston
 1455 W. Loop S., Suite 700
 Houston, TX 77027
 Ph. 713-353-0388
 houston@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/houston
 Nancy Ashmore, Managing Director
 Location: Office building
 Distance from airport: 16 miles, 30 minutes
 CL, 1/1, 1/10, PTL, VC, WC

21x17	12	Multiple
17x24	12	Multiple
17x24	12	Multiple
26x18	14	Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the US and Europe and a Global Solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, healthcare and B2B markets for any methodology: QUAL; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE.
 (See advertisement on inside front cover)

San Antonio



Galloway Research Service
 4751 Hamilton Wolfe Road, Suite 100
 San Antonio, TX 78229
 Ph. 210-734-4346
 info@gallowayresearch.com
 www.gallowayresearch.com
 David D. Galloway, VP of Client Services
 Location: Free standing facility
 Distance from airport: 5 miles, 15 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

18x20	18	Conference
19x18	18	Conference
18x21	18	Conference
40x40	18	Multiple

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio-visual/translator room and each with a full bath/shower. Technologically state-of-the-art with T1 connections throughout the facility and videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

Utah

Salt Lake City



A Lighthouse Focus Center
 375 E. 500 S.
 Salt Lake City, UT 84065
 Ph. 801-446-4000
 janderson@go-lighthouse.com
 www.go-lighthouse.com
 Joe Anderson, COO
 Location: Free standing facility
 AU, CL, CUL, 1/1, 1/10, PTL

28x20	17	Multiple
25x15	8	Multiple
22x25	14	Multiple
22x25	23	Multiple
16x21	18	Conference

Only 8-minutes from the Salt Lake City airport! Our newest facility features four focus group rooms with direct viewing and is operated by the same staff as our suburb facility. We provide complete quantitative and qualitative services with competitive pricing, comprehensive reporting, fast turnaround, in-house data collection, state-of-the-art A/V recording, spacious client lounges, certified moderating and hosting and FocusVision capabilities. All phone surveys and recruiting are digitally recorded.



Lighthouse Research and Development
 1292 W. 12700 S.
 Salt Lake City, UT 84065
 Ph. 801-446-4000
 janderson@go-lighthouse.com
 www.go-lighthouse.com
 Joe Anderson, PRC, Director Business Development
 Location: Free standing facility
 Distance from airport: 18 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

21x21	16	Conference
18x13	7	Conference
49x20		Multiple

Impulse rated "Top Facility" for 7-years! Looking for direction? Lighthouse Research is a full-service, custom research firm comprised of skilled professionals since 1992. The benefit of working with Lighthouse Research is our ability to customize the measurement and management process to match your unique needs and budget considerations. We offer two redesigned focus suites and one mega-group room convenient to the Salt Lake City airport. We offer all amenities including private client entrance and restrooms, spacious viewing rooms and lounge with Internet access.

Virginia

Newport News/Norfolk/Virginia Beach



Issues and Answers Network, Inc.
 5151 Bonney Road, Suite 100
 Virginia Beach, VA 23462
 Ph. 757-456-1100 or 800-23-ISSUE
 clindemann@issans.com
 www.issans.com
 Geri King, Field Director
 Distance from airport: 10 miles, 15 minutes
 VC, WC

21x24	10	Conference
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Issues & Answers is the only permanent focus group facility in Southside Hampton Roads (Norfolk, Va. Beach, Portsmouth, Chesapeake, and Suffolk.) Our facility features a tiered viewing room accommodating up to 12 clients, DVD/MP3 recordings, and transcripts. Ranking 36th in the nation, the Virginia Beach/Norfolk/Newport News MSA will provide an abundance of demographics for all research needs. Home to the world's largest Naval Base and bases for the other armed services, our population provides a melting pot of all demographic backgrounds – both military and non-military households. We also recruit from industries including but not limited to health care, contracting, financial services, and tourism.

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL - Computer Usability Lab
 PUL - Product Usability Lab
 VC - Videoconferencing
 WC - Webconferencing
 AU - Auditorium

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

Richmond



Alan Newman Research
 MARKET RESEARCH CONSULTANTS

Richmond Focus Group Center

a division of Alan Newman Research
 1025 Boulders Parkway, Suite 401
 Richmond, VA 23225
 Ph. 804-272-6100 or 804-272-6100 ext. 226
 field@anr.com
 www.anr.com
 Terry Brisbane, Vice President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL
 27x18 15 Conference

Spacious, modern facility. Completely redesigned and reconstructed in 2012. Located in suburban office park neighboring both business and suburban populations. 20 minutes (15 miles) from the airport and 10 minutes from downtown. Can recruit from entire Richmond MSA. Viewing room has tiered seating, writing surfaces with electricity for laptop use, wireless Internet access and client lounge/office. Expert recruiting conducted on site. Professional moderators available. FocusVision equipped.

Washington

Seattle/Tacoma

Consumer Opinion Services
 Market Research Since 1960
Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc.

12825 First Ave. S.
 Seattle, WA 98168
 Ph. 206-241-6050
 info@ConsumerOpinionServices.com
 www.consumeropinionservices.com
 Jerry Carter, President/CEO
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 TK, TKO
 15x20 10 Conference

Main administrative office for the company. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home. (See advertisement on pp. 29, 117)

Consumer Opinion Services
 Market Research Since 1960
Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc. (Br.)

Southcenter Corporate Square
 555 Andover Park W., Suite 101
 Seattle, WA 98188
 Ph. 253-277-1617 or 206-241-6050 for estimates
 Info@ConsumerOpinionServices.com
 www.ConsumerOpinionServices.com
 Jerry Carter, President & CEO
 Location: Free standing facility
 Distance from airport: 4 miles, 8 minutes

Suburban Seattle CLT and Focus Group Facility. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home (See advertisement on pp. 29, 117)

Consumer Opinion Services
 Market Research Since 1960
Seattle - Portland - Las Vegas

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 estimates
 info@ConsumerOpinionServices.com
 www.ConsumerOpinionServices.com
 Jerry Carter, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, VC, WC
 20x16 12 Multiple
 20x16 15 Multiple

Downtown Seattle Focus Group Facility. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home. (See advertisement on pp. 29, 117)



Fieldwork Seattle

520 Pike St., Suite 2610
 Seattle, WA 98101
 Ph. 206-493-3300
 info@seattle.fieldwork.com
 www.fieldwork.com
 Ryker Lammers, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, WC
 18x20 16 Conference
 16x20 15 Conference
 16x24 14 Conference
 18x19 14 Conference
 19x30 22 Conference
 18x23 16 Conference

With its rapidly growing population, Seattle is a must for companies doing research. This recently expanded and

remodeled facility boasts 6 research suites with breathtaking views of Puget Sound, the Olympic Mountains and the city. Watch the ferries and container ships roll by as we provide excellent service, recruiting and all the amenities you have come to expect from Fieldwork. Rooms are equipped with a variety of recording options and FocusVision 360-degree video with streaming. Hotels, shopping, nationally-renowned restaurants, sights and museums are just steps from the facility. (See advertisement on p. 15, 25 and back cover)



GMA Research Corp.

40 Lake Bellevue Drive, Suite 100
 Bellevue, WA 98005
 Ph. 206-919-2377
 don@gmaresearch.com
 www.gmaresearch.com
 Donald J. Morgan, Field Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK
 20x40 12 Multiple

Founded in 1970, we are one of the most established, experienced research firms in the Pacific Northwest and one of the leading independent companies in the USA. We offer superior data collection, analysis and interpretation using state of the art technology. Our Bellevue/Eastside focus group facility includes two focus group rooms; the board room style room can comfortably seat 8-12; the class room style room can be configured for classroom, free form or boardroom style groups. Viewing rooms feature flat screen monitors driven by high definition video camera recording



Strategic Research Associates Seattle/Tacoma

500 S. 336th St., Suite 103
 Federal Way, WA 98003
 Ph. 509-324-6960 x203 or 888-554-6960 x203
 info@strategicresearch.net
 www.strategicresearch.net
 Joanne Vega, Director
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 AU, CUL, 1/1, 1/10, PTL, VC, WC
 27x22 15 Multiple
 24x15 15 Multiple
 22x13 15 Multiple
 15x10 Conference

Featuring the only full-service focus group facility in Federal Way, South King County and Tacoma! We also specialize in conducting focus groups and can assist you with not only recruiting and hosting in Pierce and King Counties, but recruiting, hosting and moderation in markets throughout the U.S. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting supported by our database of over 20,000 research database participants throughout Washington, Idaho, Oregon and Montana and our dedication to a continued RDD recruiting effort.

Spokane



Strategic Research Associates Spokane

29 W. Pacific Ave.
 Spokane, WA 99201
 Ph. 509-324-6960 or 888-554-6960
 info@strategicresearch.net
 www.strategicresearch.net
 Joanne Vega, Director
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 VC, WC

24x20	10	Multiple
21x16	10	Conference

New Location for 2019! Featuring the only full-service focus group facility in Spokane! We specialize in conducting focus groups in remote markets and can assist you with not only recruiting and hosting in Spokane, but recruiting, hosting and moderation in markets throughout the U.S. using local or hotel facilities. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting support throughout the U.S., supported by our database of over 10,000 research participants throughout Washington, Idaho, Oregon and Montana.

West Virginia

Charleston



Mindfield – Tech Innovation and Audience Insights

1012 Kanawha Blvd. E., Suite 301
 Charleston, WV 25301-2809
 Ph. 304-343-9650
 jmace@mindfieldtech.com
 www.mindfieldtech.com
 Jay Mace, Sr. Vice President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 1/1, 1/10, PTL

18x14	12	Conference
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Wheeling



C&C Market Research

C&C Market Research - Pittsburgh Metro
 Ohio Valley Mall
 67800 Mall Ring Road, Suite 280
 St. Clairsville, OH 43950
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 58 miles, 66 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC

4	Conference
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C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state of the art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity, and a dedication to quality that is second to none. (See advertisement on inside back cover)

Clarity

What is the purpose of research?
 The questions we all ask are similar
 but we ask them to gain a clearer view,
 a way of understanding.
 Clarity.

See your way clear to call us with
 your next research assignment. You'll see.



Consumer Opinion Services

Market Research Since 1960

206-241-6050

Seattle ▼ Portland ▼ Las Vegas

info@consumeropinionservices.com

Qualitative

Quantitative

Recruiting

Facilities

Field Services

Codes

Location: Office building, Freestanding building, Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Videoconferencing
 WC - Webconferencing
 AU - Auditorium

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

Wisconsin

Green Bay/Appleton



DEEPER CONNECTIONS. DEEPER INSIGHTS.

Focus Pointe Global - Appleton

4330 W. Spencer St.
 Appleton, WI 54914
 Ph. 920-636-1200 or 888-873-6287
 appleton@focuspointeglobal.com
 www.focuspointeglobal.com
 Bonnie Smerda, Facility Director
 Location: Free standing facility
 Distance from airport: 3 miles, 5 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 16x23 15 Multiple
 15x17 10 Multiple

FPG sets the industry standard for qualitative/quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture, mobile and app-based research. FPG has 20 locations nationwide: Appleton, WI, Atlanta-Clairmont, Atlanta-Buckhead, Bala Cynwyd PA, Boston, Chicago, Chicago-Oakbrook, Columbus, Dallas, Irvine CA, Kansas City MO, Los Angeles, Minneapolis, New York, Philadelphia, Phoenix, St. Louis, San Francisco-Sansome, San Francisco - Post, Teaneck NJ. (See advertisement on p. 3)

Madison



City Research Solutions

8383 Greenway Blvd., Suite 600
 Middleton, WI 53562
 Ph. 608-826-7345
 mel@cityresearchsolutions.com
 www.cityresearchsolutions.com
 Kristie Groh, Facilities Manager
 Location: Office building
 Distance from airport: 40 miles, 40 minutes
 CL, 1/1, 1/10, PTL, TK, TKO
 40x23 30 Multiple
 20x15 30 Multiple
 15x10 8 Multiple
 12x8 30 Living

City Research world-class facilities allow our clients to gain fresh insights in a unique midsize Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, multi-room client suite with adjacent work area/meeting room and a full test kitchen with viewing

capabilities. Take a virtual tour of our facilities on our Web site www.cityresearchsolutions.com.

Milwaukee



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
 Dan Salbreiter, Research Operations Manager
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 CL, 1/1, 1/10, VC, WC
 22x17 15 Conference
 25x12 6 Conference
 10x9 4 Conference

The DRG Focus Center features two spacious Focus Suites plus a one-on-one Interviewing Suite, offering clients flexibility, versatility, comfort and convenience. Our facility offers state-of-the-art technology for high-definition digital recordings, streaming live discussions, and conducting interactive polls with participants. As a full-service market research firm, we also provide in-house recruiting, moderating and reporting services, all from our convenient location in the Milwaukee suburbs.



Mazur/Zachow, Inc.

720 Thomas Lane
 Brookfield, WI 53005
 Ph. 262-938-9244
 karenm@mazurzachow.com
 www.mazurzachow.com
 Karen Munson, President
 Location: Free standing facility
 Distance from airport: 15 miles, 15 minutes
 CL, TK, WC
 24x20 18 Conference
 24x20 18 Conference
 22x20 18 Conference

Mazur/Zachow has a reputation for quality recruiting from all segments and an outstanding show rate. We specialize in recruiting for ethnographic studies, large audience testing and product placements. Extensive database for child research. Our facility has three spacious focus suites that can accommodate multiple configurations. We offer wireless high-speed Internet access and video streaming through Focus Vision. Conveniently located with nearby interstate access.



Reckner Facilities: Milwaukee

9833 S. 13th St.
 Oak Creek, WI 53154
 Ph. 414-768-6040 or 215-822-6220
 PGrubb@reckner.com
 www.reckner.com/facilities/milwaukee
 Peter Grubb, Executive Director
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, PTL, TK, VC, WC
 20x18 15 Multiple
 38x22 Multiple
 8x10 4 Multiple

The region's premier product testing facility! Just 10 miles from downtown Milwaukee. Commercial test kitchen, focus group and multipurpose space plus SEVEN product evaluation rooms. Kitchen: 20 burners, 4 gas

ovens, 5 electric ovens, 45-lb 2-basket commercial fryer, quick-connect gas connections, commercial hood vent, 13 microwaves, 45 cu. ft. refrigerator, 45 cu. ft. freezer, stainless steel prep tables, short-cycle commercial dishwasher, 4 compartment sink, walk-in cooler, ice machine and adjacent multipurpose room. Product rooms: Washable surfaces, unitized space saver washer/dryer, Sink, Counter, Outlet, Mirror, Toilet, and high volume HVAC. Clean, contemporary facilities. Flawless recruiting and moderating. Professional staff. Other locations in NY City MSA and Philadelphia MSA.



US Research Recruiting & Facilities, LLC

3333 N. Mayfair Road, Suite 305
 Wauwatosa, WI 53222
 Ph. 262-502-4300 or 414-405-3756
 kwahlgren@usrf.com
 www.usrrf.com
 Kevin Wahlgren, President
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

USRRF is a nationwide qualitative recruiting company. We have a state-of-the-art research facility located in Milwaukee County, WI in one of trendiest and most trafficked parts of the city. Just 15-minutes from the airport (and 2 minutes from the freeway). Our 3 focus rooms offer a penthouse view of a Milwaukee area golf course. Each has 1-way viewing along with HD video and high quality audio recording. Ample free parking. Huge database of over 70,000 individual households. We can recruit participants throughout Wisconsin and nationwide. We also do In-home product tests.

Brazil

ABACO Marketing Research – ABACO-LAB QUAL CENTER

Avenida Paulista 1499, Floor 13
 São Paulo Brazil 01311-200
 Ph. 55-11-3262-3300 or 203-971-8532 (USA)
 AG7@AbacoResearch.com
 www.AbacoResearch.com
 Alan Grabowsky, President
 Location: Office building
 Distance from airport: 12 miles, 30 minutes

AU, CL, CUL, 1/1, 1/10, TK, VC		
26x14	12	Multiple
40x30	20	Conference
14x10	16	Conference
14x9	6	Conference
20x14	6	Multiple

Canada

British Columbia

Vancouver



Vancouver Focus*

1080 Howe St., Suite 503
 Vancouver, BC V6Z2T1 Canada
 Ph. 604-682-4292 or 604 689-5511
 Director@VancouverFocus.com
 www.vancouverfocus.com
 Robyn Helmer, Director
 Location: Office building

Distance from airport: 9 miles, 30 minutes
 CL, 1/1, 1/10, TK, VC

17x20	12	Multiple
14x20	8	Multiple

Vancouver Focus* is a well-established focus group facility located in downtown Vancouver. Our new, stylish mid-century modern space offers two focus group rooms, featuring live web streaming, wireless Internet access, FocusVision, and high definition digital MP4 and MP3 recording. Close proximity to public transit and ample parking makes Vancouver Focus* the most conveniently-located facility in town. Surrounded by plenty of major hotels and trendy restaurants, Vancouver Focus* is the preferred facility for many out-of-town clients. We also offer the most meticulous recruiting in the region.

Ontario

Toronto



Contract Testing Inc.

Contract Testing Inc.
 119 West Drive
 Brampton (Toronto), ON L6T 2J6 Canada
 Ph. 905-456-0783 x233 or 800-342-1825
 andrew.scholes@contracttesting.com
 www.contracttesting.com
 Andrew Scholes, Director
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, PTL, TK

20x22	12	Conference
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We offer complimentary wireless Internet, light snacks, coffee, tea and a mini-fridge stocked with various refreshments, all while sitting comfortably in the view-

ing room. Audio and video recording along with remote online viewing is also available. The discussion room comfortably seats up to 12 participants and is set up to enable moderators to easily integrate visual aids, flip charts and story boards into the discussion. A full sensory taste-test kitchen and additional adjoining test kitchen to the discussion room is also available.

Quebec

Montreal

Ad Hoc Research

400 de Maisonneuve Blvd. W., Suite 1200
 Montreal, QC H3A 1L4 Canada
 Ph. 514-937-4040
 reservation@adhoc-research.com
 www.adhoc-research.com/en/home
 Rosa Paccione, Focus Group Coordinator
 Location: Office building

Distance from airport: 13 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

23x15	11	Multiple
12x15	11	Multiple
37x19	12	Multiple
25x19	12	Multiple
22x14	9	Multiple

France



La Maison du Test

142 rue Montmartre
 Paris France 75002
 Ph. 33-1-4039-1110
 mdfacility@lamaisondutest.com
 www.lamaisondutest.com
 René-Paul Feltrin
 Location: Free standing facility

Distance from airport: 25 miles, 60 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, VC

21x17	12	Multiple
21x17	12	Multiple
21x17	12	Multiple

In an historical setting, a 260 square meters space with 3 group rooms all fitted with two-mirrors with Wi-Fi access. A fully-equipped kitchen (fridge, deep freezer and microwave oven) and cooking space. A spacious client back room that can welcome up to 12 people. Digital video recording and available on a secure web-site. Video streaming service.



Made in Studios - Paris

By MIS Group
 37, rue de Caumartin
 Paris France 75009
 Ph. 33-1-48-78-00-55
 s.pham@misgroup.io
 www.madeinstudios.com/paris
 Ségolène Pham, Business Developer
 Location: Office building

Distance from airport: 15 miles, 45 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC

24x16	10	Multiple
17x16	6	Multiple
10x26	4	Multiple

Made in Studios is a facility like no other. Arrive in Paris Centre to find our offices next to the Galerie Lafayette and the Opera Garnier, a few minutes away from public transports. As you enter our studios with state-of-the-art technology and modern luxuries, discover features

built to stimulate thought and relaxation. Enjoy flexible room formats and more: our team. From live streaming to recruitment, our experts create packages to suit your needs. We always go above and beyond for the success of your project. You can leave our studios with peace of mind and change to spare - enquire today!



Passerelles

A SCHLESINGER COMPANY

Passerelles

1, rue d'Uzès (corner of rue St Fiacre)
 Paris France 75002
 Ph. 33-1-44-88-25-11
 reservation@passerelles.fr
 www.schlesingergroup.com/en/company/our-brands/
 passerelles
 Olivier DuVallet, Director
 Location: Office building

Distance from airport: 11 miles, 40 minutes
 CL, 1/1, 1/10, PTL, VC, WC

29 sq. meters	12	Conference
27 sq. meters	18	Conference
24 sq. meters	10	Conference
24 sq. meters	10	Conference
29 sq. meters	12	Conference
13 sq. meters	10	Conference
12 sq. meters		Conference

Our Passerelles Atelier facility features high-specification research space in the center of Paris by the bustling Grands Boulevards. Our charming, bilingual team understands international needs and expectations, and has an uncompromising commitment to your study success. Spacious, well-appointed suites are designed with flexibility for a range of group sizes, methods and technologies. Some studios include special features such as integrated shelves, dividing walls, dual perspective viewing, and a client lounge. Quant rooms and briefing rooms are available on request.
 (See advertisement on inside front cover)



Puzzle

23 Boulevard Des Capucines
 Paris France 75002
 Ph. 33-1-42-68-12-26
 mikael@puzzleparis.com
 www.puzzleparis.com
 Distance from airport: 75 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

Puzzle is a premier market research service provider based in the heart of Paris. With 20+ years of experience, Puzzle has a reputation as Paris's premier viewing facility since it opened, and continues to cultivate its leadership role today. Our team of 15 in-house recruiters, and our extensive network of off-site recruiters in 50+ other locations throughout France, is world-renowned for its efficiency, thoroughness and ability to handle all challenges. We work tirelessly to ensure that only the best moderators, interviewers and translators are in our network.

Codes

Location: Office building, Freestanding building, Shopping mall

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

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

Germany



Krämer Marktforschung GmbH

Geleitsstrasse 14
 Frankfurt am Main Germany 60599
 Ph. 49-69-3487597-12
 info@kraemer-germany.com
 www.kraemer-germany.com/en
 Christoph Rogl, Managing Director
 Location: Office building
 Distance from airport: 8 miles, 25 minutes
 AU, CL, 1/1, 1/10, VC, WC
 20x19 10 Conference
 11x19 6 Conference
 14x19 10 Living
 7x19 Multiple
 7x19 Multiple

Krämer Marktforschung GmbH is your global and independent partner for qualitative and quantitative field work. Our experienced management team provides a smooth and in time delivery of complex projects. Thanks to our international Cido Research facilities in Europe, Asia and Canada, we are able to conduct qualitative and quantitative studies worldwide. In Germany we have got specialized interviewing and recruiting teams for difficult target groups, large CATI-facilities and own studios in Frankfurt, Munich, Hamburg, Berlin and Muenster. Krämer – The most trusted partner in MR data collection.



Krämer Marktforschung GmbH

Neuhauser Straße 15
 Munich Germany 80331
 Ph. 49-89-232360-12
 c.rogl@kraemer-germany.com
 www.kraemer-germany.com/en
 Christoph Rogl, Managing Director
 Location: Shopping mall
 Distance from airport: 23 miles, 40 minutes
 AU, CL, 1/1, 1/10, VC, WC
 18x15 10 Conference
 13x19 10 Conference
 14x14 10 Living
 31x35 20 Multiple

Krämer Marktforschung GmbH is your global and independent partner for qualitative and quantitative field work. Our experienced management team provides a smooth and in time delivery of complex projects. Thanks to our international Cido Research facilities in Europe, Asia and Canada, we are able to conduct qualitative and quantitative studies worldwide. In Germany we have got specialized interviewing and recruiting teams for difficult target groups, large CATI-facilities and own studios in Frankfurt, Munich, Hamburg, Berlin and Muenster. Krämer – The most trusted partner in MR data

collection.



Schmiedl Marktforschung
 A SCHLESINGER COMPANY

Schmiedl Marktforschung Berlin

A Schlesinger Company
 Tauentzienstraße 3
 Berlin Germany 10789
 Ph. 49-30-235096-0
 info@schmiedl-marktforschung.de
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Stephan Lange, Managing Director
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 24x17 14 Multiple
 20x15 10 Multiple
 17x14 9 Multiple
 17x9 12 Multiple
 17x17 9 Multiple
 21x17 9 Multiple
 35x17 9 Multiple

With an internationally populated urban belt, Berlin provides a diverse recruitment market for consumers, business people, and healthcare professionals alike. Our facility is located in the heart of West Berlin opposite the famous KaDeWe department store. We offer seven high-specification focus group suites, designed with all your needs and comfort in mind. Ask about our 6th floor suites with client lounge terraces. Our quantitative space and multi-disciplinary and multi-lingual staff make conducting product tests at our facility easy to combine with groups or telephone interviews.
 (See advertisement on inside front cover)



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Schmiedl Marktforschung Frankfurt

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 Frankfurt Germany 60313
 Ph. 49-69-21-976-87-0
 info@schmiedl-frankfurt.de
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Bianka Kreiter, Facility Director
 Location: Office building
 Distance from airport: 11 miles, 30 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 19x17 12 Multiple
 18x14 10 Multiple
 19x16 12 Multiple

We have remodeled our facility to offer a fresh, contemporary space for qualitative and quantitative studies. Features include spacious suites and enhanced technology, including FV360 LIVE immersive video. Between research sessions, nearby Römerberg is the central and most beautiful square in Frankfurt's Old Town. Or in just a few minutes, Ziel, with department stores and specialty shops lures our clients to a pleasurable shopping experience beneath sycamore trees. Our bilingual team understands international needs and expectations, and has an uncompromising commitment to your study success.
 (See advertisement on inside front cover)



Schmiedl Marktforschung
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Schmiedl Marktforschung Hamburg

A Schlesinger Company
 ABC-Straße 1
 Hamburg Germany 20354
 Ph. 49-40-3551110
 info@schmiedl-marktforschung.de
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Location: Office building
 Distance from airport: 7 miles, 30 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 18x16 12 Multiple
 18x16 12 Multiple
 16x10 Conference
 11x10 Conference

Active Research has joined the Schmiedl Marktforschung family and provides access to a diverse recruitment market within the city center population of 1.8 million people and a metropolitan region with over 5 million. We offer a contemporary space for qualitative and quantitative studies. Features include two spacious conference suites with natural light, flexible set ups, high quality cinema seating, and FocusVision. Our facility is located in a stunning period building on the famous ABC-Strasse in the 'Neustadt' quarter, packed with landmarks and cultural heritage.
 (See advertisement on inside front cover)



Schmiedl Marktforschung
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Schmiedl Marktforschung Munich

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 Neuhauser Str. 27
 Munich Germany 80331
 Ph. 49-89-231810-100
 info@schmiedl-marktforschung.de
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Stephan Schmid, Managing Director
 Location: Office building
 Distance from airport: 24 miles, 40 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 13x17 10 Multiple
 15x15 10 Multiple
 17x9 7 Multiple
 27x13 10 Multiple

Our Munich office is located in a vibrant pedestrian zone in Central Munich, perfect for intercept recruiting and central location tests, and accessible for focus groups. Our Munich team also delivers high quality surveys, CATI studies, and online qualitative solutions. An impressive historic Bavarian building is home to our high-specification facility in Munich. The space has been given a completely new layout and interiors to offer a fresh and contemporary environment. Features include spacious suites, private simultaneous interpretation booths, high quality cinema seating, and FV360 LIVE.
 (See advertisement on inside front cover)

Italy

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Milan Italy 20154
Ph. 39-02-9287-5821
Luca.notari@fieldnitaly.com
www.brerapoint.com
Luca Notari, Partner
Location: Office building
Distance from airport: 6 miles, 30 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
26x16 10 Multiple
16x13 6 Multiple
23x10 Multiple
16x8 Multiple

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Gaither International, Inc.

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San Juan Puerto Rico 00909
Ph. 787-728-5757
gaither@gaitherinternational.com
www.gaitherinternational.com
Sandra Jimenez, COO
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10, TK, VC, WC
13x10 10 Conference

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BDI Research Barcelona

A Schlesinger Company
Diputació 180, Planta 4
Barcelona Spain 08011
Ph. 34-934-155-228
int@bdiresearch.com
www.schlesingergroup.com/en/company/our-brands/bdi-research
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 9 miles, 25 minutes
CL, 1/1, 1/10, PTL, VC, WC
323 sq. ft. 12 Multiple
194 sq ft 4 Multiple
215 sq ft 7 Multiple
215 sq ft 7 Multiple
480 sq ft Multiple

BDI Research, formerly Block de Ideas, helps you access Barcelona's urban area with a population of around 4.7 million and our multi-lingual team understands your international research needs. Our facility offers four focus group studios and an IDI room. Ask about our studio with client terrace. Our quantitative space and multi-disciplinary staff make conducting product tests at our facility easy to combine with groups or telephone interviews. Should you require full-service qualitative support, bi-lingual Spanish-English moderators and analysts and can be briefed directly by you.
(See advertisement on inside front cover)



BDI Research

A SCHLESINGER COMPANY

BDI Research Madrid

A Schlesinger Company
Velázquez 30, First Floor, Left Door
Madrid Spain 28010
Ph. 34-914-458-877 or 34-934-155-228
int@bdiresearch.com
www.schlesingergroup.com/en/company/our-brands/bdi-research
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 12 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC
248 sq. ft. 10 Multiple
150 sq ft 12 Multiple
75 sq ft 4 Multiple

BDI Research, formerly Block de Ideas, helps you access Madrid's metropolitan area population of 6.5 million. We also cover Spain in its entirety. Our multi-lingual team understands international needs and is supported by a pool of experienced interviewers who are native speakers of numerous European languages. Should you require full-service qualitative support, local language moderators and analysts and can be briefed directly by you. Our new facility is located in the heart of Madrid in the Salamanca district offering elegant studios for focus group and IDIs.
(See advertisement on inside front cover)

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24mx24m 14 Conference
14m x 14m 16 Conference
55m x 55m 30 Conference
10m x 10m Conference
12m x 12m Conference

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Möndal (Gothenburg) Sweden 431 44
Ph. 46-31-7872599
ben@nordic-viewpoint.com
www.nordic-viewpoint.com
Ben Lepez, Managing Director
Location: Office building
Distance from airport: 15 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
20x10 10 Conference

Nordic Viewpoint is an independent fieldwork agency specializing in qualitative and quantitative fieldwork services, with a focus on consumer and B2B research in Sweden and the Nordics. We know the field and how to find your target group. In the Gothenburg area, we can offer you our comfortable and modern viewing facility with one-way mirror, HD recording, Picture in Picture recording, simultaneous translation and dual channel streaming services (Focusvision, etc.). Perfect for all your qualitative projects! Let us take care of your projects in Sweden's second largest city.

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1/1OR - One-on-One Obs.	VC - Videoconferencing
TK - Test Kitchen	WC - Webconferencing
TKO - Test Kitchen Obs.	AU - Auditorium

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

United Kingdom

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 research services

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 Jade.On@perspectivevr.com
 www.holbornfocus.com
 Jade On, Business Development Director
 Location: Office building
 Distance from airport: 60 minutes
 CL, CUL, PTL, VC, WC

12x15	8	Multiple
18x16	10	Multiple
13x16	10	Multiple
14x16	10	Multiple

High quality viewing facilities in the heart of London makes Holborn Focus easy to reach for clients and respondents. Only three doors down from Holborn station and close to mainline train stations... King's Cross St. Pancras and Euston. The area has a selection of great restaurants that have been incorporated into our catering options. Clients can also enjoy London shopping as we are only two tube stops away from Oxford Circus and three stops from Bond street. Enjoy a hassle free service; our concierge service lets you concentrate on the job in hand rather than worrying about booking taxis or arranging last minute accommodation.

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 studios@i-viewlondon.com
 www.i-viewlondon.com
 Sam Grey, Operations Director
 Location: Office building
 Distance from airport: 14 miles, 50 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

12x19	8	Multiple
13x21	20	Multiple
14x18	20	Multiple
15x16	16	Multiple
15x20	16	Multiple

i-view is an award-winning viewing facility brand offering the highest level of service in London, Leeds and Warsaw. We are custom-built as a contemporary hub for researchers. i-view facilities are located in the heart of each city and offer technologically advanced studios with full-length mirrors over one spacious fully accessible floor. We're committed to being the best-in-class

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M3 GLOBAL RESEARCH

M3 Global Research and Studios (London)

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 Hammersmith, London United Kingdom W6 0LT
 Ph. 44-20-8741-6200
 studio@eu.m3.com
 www.m3researchstudios.com
 Laura Haxton-Wilde, Head of EU Qualitative Research
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC

20x26	8	Multiple
12x13	10	Multiple
8x10		Conference
20x16	15	Multiple

M3 Global Research Studios London is the ideal viewing facility for all your market research focus group and studio needs, conveniently located in Hammersmith. Our facility offers 3 impeccably-designed focus group suites. Easily accessible to clients and respondents travelling from all areas by road, tube or air (Heathrow Airport). We provide experienced moderators, translators and respondent recruitment services. Our modern and spacious facility in West London provides the ideal qualitative group experience, and our professional and client-focused studio team will surpass your expectations.

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By MIS Group
 85-89 Colmore Row
 Birmingham United Kingdom B3 2BB
 Ph. 44-121-679-0105
 a.coleman@misgroup.io
 www.madeinstudios.com/birmingham
 Alexandra Coleman, Project Manager
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, CUL, 1/1, PTL, VC, WC

16x29	13	Multiple
16x29	8	Multiple
13x16		Living

Made in Studios is a facility like no other. Arrive in Birmingham Centre to find a grand building designed by Yeoville Thomason - but don't let the history fool you! As you enter our vast space with state-of-the-art technology and modern luxuries, discover features built to stimulate thought/relaxation. Enjoy flexible room formats with the icing on the cake: our team. From live streaming to recruitment, our experts create packages to suit your needs. We always go above and beyond for the success of your project. You can leave our studios with peace of mind and change to spare - enquire today!



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 London United Kingdom W1U 3RY
 Ph. 44-20-7935-4979
 info@research-house.co.uk
 www.schlesingergroup.com/en/locations/united-kingdom/london
 Sarah Bennett, Director Project Management & Operations
 Location: Free standing facility
 Distance from airport: 16 miles, 40 minutes
 CL, 1/1, 1/10, PTL, VC, WC

12x15	14	Conference
21x15	14	Multiple
19x14	14	Multiple
18x13	14	Multiple
15x13	8	Living

Ideally situated in central London, our high-specification facilities and unrivaled client service have led us to be repeatedly rated among the best viewing facilities in the world, including 'Best Viewing Facility' at the MRS Awards. As a Schlesinger company, we provide recruitment and full project management to the UK, Europe and the rest of the world. Qualitative services: focus groups; in-depth interviews; online communities, webcam focus groups; tele-depth interviews; ethnographic research; usability; eye tracking. New: HD recording and 306° HD recording. (See advertisement on inside front cover)



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The Research House Wimbledon
 Ridgway Mews, 18-20 Ridgway
 Wimbledon Village
 London United Kingdom SW19 4QN
 Ph. 44-20-8971-1250
 info@research-house.co.uk
 www.schlesingergroup.com/en/locations/united-kingdom/london
 Sarah Bennett, Director Project Management & Operations
 Location: Free standing facility
 Distance from airport: 12 miles, 40 minutes
 CL, 1/1, 1/10, PTL, VC, WC

16x15	9	Multiple
16x12	12	Multiple

We connect you with the important suburban market of South West London. The facility is easily accessible for consumers, business people, and physicians alike, with good connections to our Central London facility and major transport links. Our purpose-built facility is located in the beautiful 'London Village', famous for its tennis. Our superbly styled ground floor studios offers formal and informal room styles, including a studio dedicated to children's groups. Disabled access, baby changing facilities, and moderator parking make this facility an inclusive, safe, and quiet research space. (See advertisement on inside front cover)



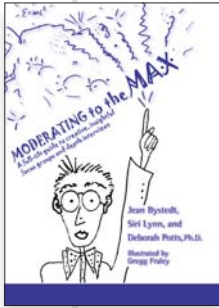
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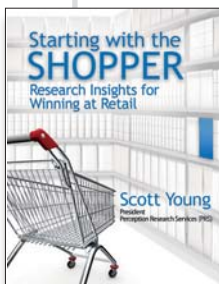


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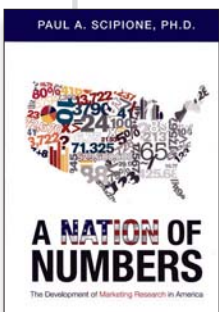


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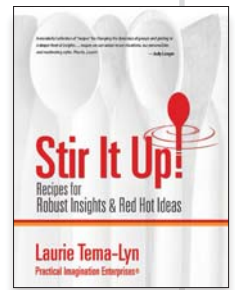
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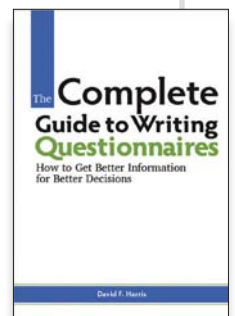


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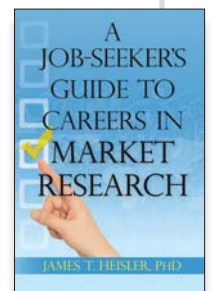


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10 minutes with...

Irene Lin

Senior Manager, CRM and Insights, Smart & Final



“The opportunity was to apply analytical rigor to existing data and move beyond merely describing customer data by transforming it into actionable insights.”

You started your career as an account planner in advertising. What first drew you to marketing research?

In the account planner role, I was responsible for representing the voice of the consumer and generating insights needed to develop the strategic and creative direction of a campaign and ensuring it effectively resonated with the target audience. Marketing research played a large part in helping to understand the target audience – focus groups and phone surveys were quite popular back then. I always thought it was fascinating to hear feedback directly from customers and observe their reactions in real-time.

Can you describe the challenges you faced establishing a formal consumer insights function at Smart & Final?

I’m fortunate that Smart & Final recognized the need to become more customer-centric and made a concerted effort to support the growth and development of the consumer insights function. One of the challenges I initially faced was showcasing how consumer insights, beyond conducting one-off research studies, can deliver added value to various areas of the organization. The opportunity was to apply analytical rigor to existing data and move beyond merely describing customer data by transforming it into actionable insights.

What recommendations would you give researchers who are struggling to gain internal buy-in for qualitative research?

I find many non-researchers automatically think “focus groups” or “surveys” when the word research pops up. As we know, there are many other types of qualitative and quantitative methodologies. When it comes to gaining buy-in for qualitative, I recommend keeping it simple. Explain why qualitative would be more appropriate than quantitative – namely that quantitative helps understand the what whereas qualitative helps with the why. Next, inform them about how the qualitative methodology selected is effective in obtaining the information needed for the study. Proactively address concerns regarding sample size and reliability. Finally, offer pros and cons of the method being selected.

Do you see yourself leveraging any new methodologies in the next year?

I’m open to trying new methodologies but my impression is that some of the newer options are not as cost-efficient and don’t necessarily collect data that’s higher-quality than the existing methodologies we’re currently using. However, I am keeping an open mind about it!

Read the full interview at www.quirks.com/articles/2018/20181222.aspx.

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