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Quirk's Marketing Research Review
August/September 2019
Volume XXXIII Number 6
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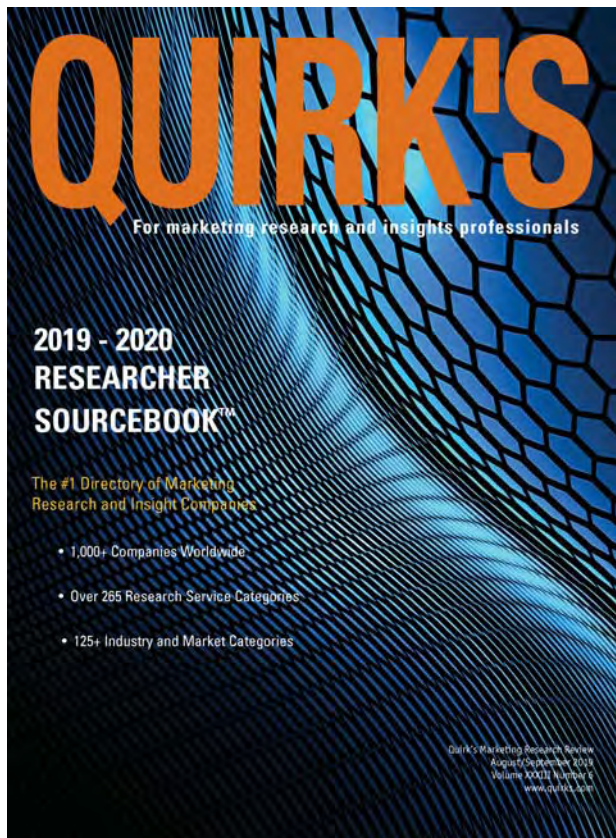
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CONTENTS

Quirk's Marketing Research Review
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Researcher SourceBook® now available on these mobile devices:



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- 10 Degree Programs in Marketing Research
- 14 Research Association/Organization Directory
- 19 Company Alphabetic Index
Lists research providers alphabetically and indicates page on which main listing can be found in Geographic Listings
- 25 U.S. Geographic Listings
Lists research providers alphabetically by metropolitan area within each state
- 134 International Geographic Listings
Lists research providers alphabetically by country
- 161 Research Services Cross-Index
Lists research providers by area of research expertise
- 202 Industries and Markets Cross-Index
Lists research providers by industry, markets and audience expertise
- 221 Index of Advertisers

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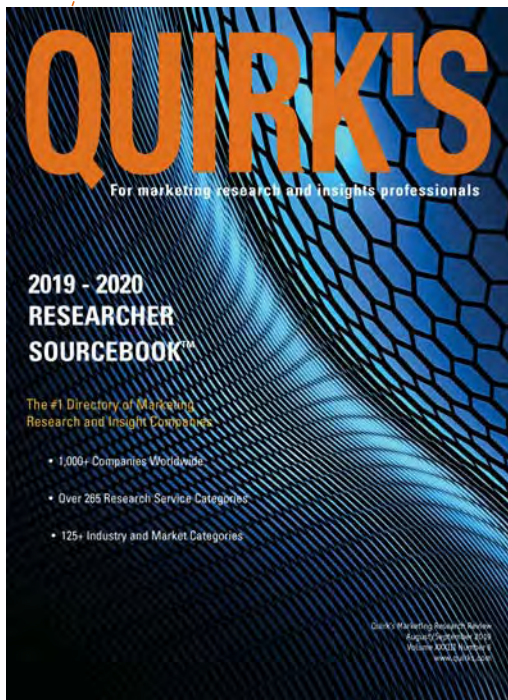
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This year, as a service to readers, we have changed the way we assemble the list of companies included in the SourceBook, switching from giving all firms a free basic listing to a paid listing-only approach. We heard from many users that the more information they had about a company and its services and capabilities, the easier it was to find the perfect supplier to fit their needs. Thus, in order to appear in the SourceBook, companies must now purchase, for example, a descriptive write-up or select some categories under which they would like to be listed in the SourceBook's cross-reference sections, etc.

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••• universities and colleges that offer programs or degrees in marketing research

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W.P. Carey School of Business
asuonline.asu.edu/online-degree-programs/undergraduate/bachelor-science-business-data-analytics
Degree: Bachelor of Science in Business Data Analytics

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Department of Marketing
Eli Broad School of Business
broad.msu.edu/msmr
Degree: Master of Science in Marketing Research

Northwestern University

School of Professional Studies
sps.northwestern.edu/masters/data-science/index.php
Degree: Master of Science in Data Science

The University of Connecticut

Department of Public Policy
www.dpp.uconn.edu
Degree: Master of Arts in Survey Research
Graduate Certificate in Survey Research

The University of Georgia

Georgia Center for Continuing Education
Principles of Market Research, Principles of Mobile Market Research and Principles of Pharmaceutical Market Research Certificate Programs
www.georgiacenter.uga.edu/courses/market-research
Degree: Certificate (continuing education)

University of Illinois - Chicago

Department of Public Administration
College of Urban Planning and Public Affairs
www.surveymethods.uic.edu
cuppa.uic.edu/academics/pa/pa-programs/srm-certificate
Degree: Graduate Certificate in Survey Research Methods

Australian Market & Social Research Society

www.amsrs.com.au
Degree: Qualified Practicing Market Researcher

Belgium

Universiteit Gent

Department of Marketing
www.mma.ugent.be
Degree: Master of Science in Marketing Analysis

Canada

Algonquin College

School of Business
www.algonquincollege.com/business/program/marketing-research-and-business-intelligence
Degree: Graduate Certificate in Marketing Research and Business Intelligence

Georgian College (ON)

www.georgiancollege.ca/academics/full-time-programs/research-analyst-rapp/
Degree: Post Graduate Research Analyst Program (RAPP)

Humber College

liberalarts.humber.ca/programs/research-analyst.html
Degree: Research Analyst Graduate Certificate Program

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California State Polytechnic University - Pomona (CA)

International Business and Marketing Department
www.cpp.edu/~cba/international-business-marketing/index.shtml
Degree: Bachelor of Science in Marketing Research

University of California - Davis Extension (CA)

Applied Sensory and Consumer Science Certificate Program
www.extension.ucdavis.edu/sensory
Degree: Certificate in Applied Sensory and Consumer Science

The University of Connecticut (CT)

Department of Public Policy
dpp.uconn.edu/academic-programs/survey-research
Degrees: Master of Arts in Survey Research
Graduate Certificate in Survey Research

The University of Georgia (GA)

Terry College of Business
www.terry.uga.edu/mmr
Degree: Master of Marketing Research

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Center for Continuing Education
Principles of Market Research Certificate Programs
www.georgiacenter.uga.edu/courses/market-research/principles-of-market-research
Degree: Certificate (continuing education) in Market Research

DePaul University (IL)

College of Business
www.depaul.edu/university-catalog/degree-requirements/graduate/business/marketing-analysis-ms/Pages/default.aspx
Degree: Master of Science in Marketing Analysis

Elmhurst College (IL)

www.elmhurst.edu/market_research
Degree: Graduate Certificate in Market Research

Northwestern University (IL)

School of Professional Studies
sps.northwestern.edu/masters/data-science/index.php
Degree: Master of Science in Data Science

Northwestern University (IL)

Medill School of Journalism, Media, Integrated Marketing Communications
www.medill.northwestern.edu/imc/
Degree: Master of Science in Integrated Marketing Communications

University of Illinois – Chicago (IL)

College of Urban Planning and Public Affairs
cuppa.uic.edu/academics/pa/pa-programs/srm-certificate
Degree: Graduate Certificate in Survey Research Methods

University of Chicago (IL)

Graham School of Continuing Liberal and Professional Studies
grahamschool.uchicago.edu/credit/master-science-analytics/index
Degree: Master of Science in Analytics

Southern Illinois University – Edwardsville (IL)

www.siu.edu/academics/degrees-and-programs/graduate/marketing-research/
Degree: Master's in Marketing Research

University of Maryland (MD)

Joint Program in Survey Methodology (JPSM)
www.jpsm.umd.edu
Degrees: Graduate Certificate in Survey Statistics
Graduate Certificate in Intermediate Survey Methods
Master of Science in Survey Methodology
Ph.D. in Survey Methodology

Bentley University (MA)

Graduate School of Business
admissions.bentley.edu/graduate/masters-in-analytics
Degree: Masters in Analytics

Michigan State University (MI)

Department of Marketing
Eli Broad College of Business
broad.msu.edu/msmr
Degree: Master of Science in Marketing Research

University of Michigan – Ann Arbor (MI)

Institute for Social Research
psm.isr.umich.edu
Degrees: Master of Science in Survey Methodology
Ph.D. in Survey Methodology
Certificate in Survey Methodology

University of Minnesota – Duluth (MN)

Labovitz School of Business and Economics
Department of Marketing
Retail Marketing Analytics Program
<https://lsbe.d.umn.edu/mktganalytics/program.php>
Degree: Bachelor of Business Administration in Marketing Analytics

Missouri State University (MO)

Marketing Department
www.missouristate.edu/mkt/Undergraduate/research.htm
Degree: Bachelor of Science, Accelerated MBA in Marketing Research

University of Nebraska – Lincoln (NE)

Graduate Studies
www.unl.edu/gradstudies/prospective/programs/SRAM
Degrees: Graduate Certificate, Master of Science and Ph.D. in Survey Research and Methodology

Fairleigh Dickinson University (NJ)

www.fdu.edu
Degrees: Master of Business Administration in Marketing
Certificate in Market Research

Rutgers (NJ)

Rutgers Business School
<http://business.rutgers.edu/mba/flex/concentrations/mria>
Degree: Master of Business Administration in Marketing Research Insights and Analytics

Baruch College – CUNY (NY)

Zicklin School of Business
zicklin.baruch.cuny.edu/programs/graduate/ms/degrees/quant-methods.html
Degree: Master of Science in Quantitative Methods and Modeling

Hofstra University (NY)

www.hofstra.edu/academics/colleges/zarb/mkib/marketing-research-degree-master-ms.html
Degree: Master of Science in Marketing Research

Pace University (NY)

Lubin School of Business
www.pace.edu/academics/graduate-students/degrees/customer-intelligence-and-analytics-ms
Degree: Master of Science in Customer Intelligence and Analytics

College of Mount Saint Vincent (NY) Fishlinger Center for Public Policy Research

mountsaintvincent.edu/academics/undergraduate-college/areas-of-study/all-areas-of-study/bs-market-data-analytics/
Degree: Bachelor of Science in Market Data Analytics

Xavier University

The Williams College of Business
www.xavier.edu/master-science-customer-analytics
Degree: Master of Science in Customer Analytics

Clemson University (SC)

College of Business and Behavioral Science
College of Business
www.clemson.edu/graduate/academics/program-details.html?m_id=Marketing
Degree: Masters of Science in Marketing

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College of Business
web.uta.edu/marketing/msmr.html
Degree: Master of Science in Marketing Research

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Columbian College of Arts and Sciences
datasci.columbian.gwu.edu
Degree: Graduate Certificate and Master of Science in Data Science

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www.plu.edu/msmr
Degree: Master of Science in Marketing Research



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www.aapor.org

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New York, NY USA
www.aaaa.org

American Economic Association (AEA)

Nashville, TN USA
www.aeaweb.org

American Marketing Association (AMA)

Chicago, IL USA
info@ama.org
www.ama.org

American Statistical Association (ASA)

Alexandria, VA USA
asainfo@amstat.org
www.amstat.org

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Frankfurt Germany
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Asociación Española de Estudios de Mercado, Marketing y Opinión (AEDEMO)

Madrid Spain
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Asociación Mexicana de Agencias de Investigación de Mercado y Opinión Pública A.C. (AMAI)

Mexico City Mexico
amai@amai.org
www.amai.org

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abep@abep.org
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Association for Qualitative Research (AQR)

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info@aqr.org.uk
www.aqr.org.uk

Association for Survey Computing (ASC)

Berkeley, Gloucestershire United Kingdom
admin@asc.org.uk
www.asc.org.uk

Association of Market and Social Research Organisations (AMSRO)

Glebe, NSW Australia
www.amsro.com.au

Association of Users of Research Agencies (AURA)

London United Kingdom
www.aura.org.uk

Australian Market & Social Research Society (AMSRS)

Glebe, NSW Australia
amsrs@amsrs.com.au
www.amsrs.com.au

Berufsverband Deutscher Markt- und Sozialforscher e.V. (BVM)

Berlin Germany
www.bvm.org

British Healthcare Business Intelligence Association (BHBIA)

St. Albans, Hertfordshire United Kingdom
admin@bhbia.org.uk
www.bhbia.org.uk

Broadcasters' Audience Research Board (BARB)

London United Kingdom
www.barb.co.uk

Business Intelligence Group (BIG)

United Kingdom
www.thebusinessintelligence.group

Canadian Marketing Association (CMA)

Don Mills, ON Canada
info@the-cma.org
www.the-cma.org

Customer Experience Professionals Association (CXPA)

Minneapolis, MN USA
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ESOMAR

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aroselli@serviceevaluation.com
imsa-worldwide.com

Interviewer Quality Control Scheme (IQCS)

Surrey, Kingston upon Thames United Kingdom
www.iqcs.org

Japan Marketing Research Association (JMRA)

Tokyo Japan
www.jmra-net.or.jp

L'Association Nationale du Marketing (ADETEM)

Paris France
asso@adetem.net
www.adetem.org

Life Insurance Marketing and Research Association (LIMRA)

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customer.service@limra.com
www.limra.com

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York United Kingdom
admin@laria.org.uk
laria.org.uk

Market Research Society (MRS)

London United Kingdom
info@mrs.org.uk
www.mrs.org.uk

Marketing Research Section of the Finnish Marketing Federation

Helsinki Finland
info@mark.fi
www.mark.fi

Markt Onderzoek Associatie (MOA)

Amsterdam The Netherlands
info@moaweb.nl
www.moaweb.nl

Mobile Marketing Association (MMA)

New York, NY USA
mma@mmaglobal.com
www.mmaglobal.com

Mobile Marketing Research Association (MMRA)

Atlanta, GA USA
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mspaa@hqtrs.com
www.mspa-na.org

Population Association of America (PAA)

Silver Spring, MD USA
www.populationassociation.org

Puget Sound Research Forum (PSRF)

Mercer Island, WA USA
www.pugetsoundresearchforum.org

Qualitative Research Consultants Association (QRCA)

St. Paul, MN USA
admin@qrca.org
www.qrca.org

Research Association New Zealand

Auckland New Zealand
www.researchassociation.org.nz

Royal Statistical Society (RSS)

London United Kingdom
rss@rss.org.uk
www.rss.org.uk

Social Media Research Association (SMRA)

smra-global.org

Sociedad Argentina de Investigadores de Marketing y Opinión (SAIMO)

Buenos Aires Argentina
www.saimo.org.ar

Strategic and Competitive Intelligence Professionals (SCIP)

San Antonio, TX USA
memberservices@scip.org
www.scip.org

Society of Insurance Research (SIR)

Minneapolis, MN USA
info@sirnet.org
www.sirnet.org

Southern African Marketing Research Association (SAMRA)

Johannesburg South Africa
www.samra.co.za

Syntec Etudes Marketing et Opinion

www.syntec-etudes.com

Thailand Marketing Research Society (TMRS)

Bangkok Thailand
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www.tmrs.or.th

Travel and Tourism Research Association (TTRA)

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info@ttra.com
www.ttra.com

User Experience Professionals Association (UXPA)

Bloomington, IL USA
office@uxpa.org
uxpa.org

Verband der Marktforscher Österreichs (VMÖ)

Vienna Austria
sekretariat@vmoe.at
www.vmoe.at

World Advertising Research Center (WARC)

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enquiries@warc.com
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World Association for Public Opinion Research (WAPOR)

Lincoln, NE USA
wapor.org



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- Determine sample size for means
- Binomial test
- Confidence intervals around a percent
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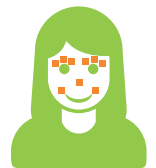
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A

A & K Research, Inc. (MI), p. 73
 A Lighthouse Research Focus Center (UT), p. 126
 ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
 Accelerant Research (NC), p. 96
 Access Insights (TN), p. 117
 Accurate Data Marketing, Inc. (IL), p. 58
 Accurate Market Research, SA de CV (FL), p. 50
 Acorn Marketing and Research Consultants (Hong Kong), p. 144
 Action Based Research, LLC (OH), p. 99
 AcuPOLL Precision Research, Inc. (OH), p. 100
 Ad Hoc Research (QC), p. 140
 ADAPT, Inc. (MN), p. 75
 Adbloom, Inc. (ON), p. 137
 Addison Research (NY), p. 87
 Adelman Research Group-A SurveyService Company (NY), p. 86
 Adler Weiner Research Chicago, Inc. (IL), p. 58
 Adler Weiner Research Lincolnwood, Inc. (IL), p. 58
 Adler Weiner Research Los Angeles, Inc. (CA), p. 29
 Adler Weiner Research Orange County, Inc. (CA), p. 35
 Advanced Focus – The Facility, Danbury (CT), p. 45
 Advanced Focus – The Facility, NYC (NY), p. 87
 Advanced Focus – The Facility, Westchester (NY), p. 87
 Advanced Focus - The Loft (NY), p. 87
 Advantage Market Intelligence SRL (Peru), p. 149
 Advantage Research, Inc. (WI), p. 132
 Aeffect, Inc. (IL), p. 58
 AG3 Consulting (Brazil), p. 136
 AgMetrics Research & Consulting (MO), p. 79
 Aha! Online Qual Technology Platform (MI), p. 73
 AIM/LA (CA), p. 29
 AIM/LA (Br.) (CA), p. 29
 AIS Market Research, Inc. (CA), p. 28
 Albar Research (Brazil), p. 136
 Alternate Routes, Inc. (CA), p. 29
 ALTIANT (Formerly Red Carpet Research RCR) (Sweden), p. 152
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Amplify Research Partners, LLC (CA), p. 38
 Analysand Market Research (LA), p. 68
 The Analytical Group, Inc. (AZ), p. 26
 Jeff Anderson Consulting (CA), p. 36
 Angelfish Fieldwork (UK), p. 153
 Ann Michaels & Associates Ltd. (IL), p. 58
 AnswerQuest, an Insights Center Facility (MA), p. 69
 Answers & Insights Market Research (IN), p. 66
 Anthology Marketing Group – Research (Guam), p. 144
 Anthology Marketing Group – Research (HI), p. 57
 AOC Marketing Research (NC), p. 97
 Applied Marketing Science, Inc. (MA), p. 70
 Aqua Insights Japan (Japan), p. 147
 Area Wide Market Research, Inc. (MD), p. 47
 Arpo (Spain), p. 152
 Artemis Strategy Group, LLC (DC), p. 47
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 Ascendancy Research Inc. (MN), p. 75
Ascribe (OH), p. 100
 ASDE Survey Sampler (QC), p. 137

Ask Arizona (AZ), p. 26
 ASK Global Universal Ltd (UK), p. 154
 Ask Miami (FL), p. 51
 ASKIA - Software for Surveys (Brussels) (Belgium), p. 135
 ASKIA - Software for Surveys (London) (UK), p. 154
 ASKIA - Software for Surveys (Los Angeles) (CA), p. 29
 ASKIA - Software for Surveys (Mannheim) (Ger.), p. 142
 ASKIA - Software for Surveys (New York) (NY), p. 87
 ASKIA - Software for Surveys (Paris) (France), p. 142
 ASMARQ Co., Ltd. (Japan), p. 147
 Asplor Research Private Limited (India), p. 145
 Associated Global Market Research (UK), p. 154
 at random international (Ger.), p. 142
 ath Power Consulting Corporation (MA), p. 70
 Atkins Research Global, Inc. (CA), p. 29
 ATP Canada Software and Services Ltd. (ON), p. 138
 Aurora WDC (WI), p. 132
 Axanteus Research (Singapore), p. 151

B

B2B International (China), p. 140
B2B International (China), p. 141
B2B International (UK), p. 154
B2B International (UK), p. 154
B2B International (IL), p. 58
B2B International (NY), p. 87
B2B International GmbH (Ger.), p. 143
 Babblytype, LLC (PA), p. 107
 Baltimore Research, A Schlesinger Company (MD), p. 68
 Frances Bauman Associates (NJ), p. 83
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bazis B2B Field (IL), p. 58
 Bazis Russia (Russian Federation), p. 151
BDI Research, A Schlesinger Company (Spain), p. 152
 Beall Research, Inc. (IL), p. 59
 Beehive Research Limited (UK), p. 154
 Beggs & Associates (NY), p. 87
 Bellomy (NC), p. 98
 Bernstein Research Group, Inc. (CT), p. 46
 BestMark (MN), p. 75
 Beta Research Corporation (NY), p. 88
 BJD Research Services, Inc. (NJ), p. 107
 Blink UX (WA), p. 128
 BLS Research & Consulting LLC (CT), p. 45
 Blue Research (CA), p. 37
 Blue Research (OR), p. 105
 Blueberry Marketing and Sensory Research (PA), p. 107
 Boulder Focus Center (CO), p. 42
 Branded Research, Inc. (CA), p. 37
 Brandspeak Limited (UK), p. 154
 BroadData Conferencing (KY), p. 67
 Burke Institute (OH), p. 100
 BuzzBack Market Research (NY), p. 88

C

C&C Market Research (AR), p. 28
C&C Market Research (AR), p. 28
C&C Market Research (AR), p. 28
C&C Market Research (AZ), p. 26
C&C Market Research (AZ), p. 26
C&C Market Research (CA), p. 29
C&C Market Research (CA), p. 29
C&C Market Research (CT), p. 44
C&C Market Research (FL), p. 52
C&C Market Research (FL), p. 51
C&C Market Research (FL), p. 52
C&C Market Research (FL), p. 52
C&C Market Research (GA), p. 54
C&C Market Research (IL), p. 59
C&C Market Research (MO), p. 78
C&C Market Research (MO), p. 79
C&C Market Research (NV), p. 81
C&C Market Research (NY), p. 88
C&C Market Research (NY), p. 88
C&C Market Research (NY), p. 88
C&C Market Research (OH), p. 102
C&C Market Research (OH), p. 130
C&C Market Research (PA), p. 107
C&C Market Research (TX), p. 119
C&C Market Research (TX), p. 119
C&C Market Research - Charlotte (NC), p. 97
C&C Market Research - Chicago Metro (IN), p. 66
C&C Market Research - DC Metro (VA), p. 47
C&C Market Research - Denver (CO), p. 42
C&C Market Research - Denver (CO), p. 42
C&C Market Research (MI), p. 73
C&C Market Research - Houston (TX), p. 124
C&C Market Research - Los Angeles (CA), p. 29
C&C Market Research - Orlando Metro (FL), p. 52
C&C Market Research - Phoenix (AZ), p. 26
C&C Market Research - San Antonio (TX), p. 126
C&C Market Research - San Diego (CA), p. 37
C&C Market Research - San Francisco (CA), p. 38
C&C Market Research - Tulsa (OK), p. 105
 C&F Market Research (MI), p. 73
 C.L. Gailey Research (CA), p. 37
C+R Research (IL), p. 59
 Cabletrax (CA), p. 29
 Cabrera Marketing Research Services, LLC (CT), p. 45
 Cambridge Focus (MA), p. 70
 Campos (PA), p. 115
 Canadian Viewpoint Inc. (ON), p. 138
 CaptureISG (FL), p. 53
 CaptureISG (Br.) (RI), p. 116
 Camille Carlin Qualitative Research, LLC (NY), p. 88
 CarterJMRN KK (Japan), p. 147
 Cascade Insights (OR), p. 105
 CATALYSTMR (CA), p. 38
 Catalyx (Switzerland), p. 153
 CEC Research (NJ), p. 83
 Center for Marketing Technology (MA), p. 70

The Center for Strategy Research, Inc. (MA), p. 70
 Central Focus (PA), p. 107
 CETRA Language Solutions (PA), p. 107
 Chadwick Martin Bailey, Inc. (MA), p. 70
 Charles, Charles & Associates Inc. (AZ), p. 26
 ChildResearch.com (CT), p. 45
 Cimbil Research Services (NJ), p. 83
 Cint USA, Inc. (CA), p. 29
 Cint USA, Inc. (NY), p. 88
 Cirrus Marketing Intelligence (CA), p. 35
 City Research Solutions (WI), p. 132
 Civicom Marketing Research Services (CT), p. 46
 Clarion Research Inc. (NY), p. 88
 Clarity Pharma Research (SC), p. 116
 Clear Insights (UT), p. 126
 ClearView Research - Orlando, Inc. (FL), p. 51
 ClearView Research, Inc. (IL), p. 59
 CMI (GA), p. 54
 Codigital (UK), p. 154
 CodingExperts (TX), p. 119
 Comiskey Research, Inc. (IL), p. 59
 Communications For Research, Inc. (MO), p. 79
 Concentrix (CA), p. 39
 Concepts In Focus (aka RDTeam-South) (FL), p. 50
 Confero, Inc. (NC), p. 98
 Confirm (NY), p. 88
 Confirm - London (UK), p. 154
 Connected Research & Consulting, LLC (FL), p. 53
 Connecticut Connection - Hartford Research (CT), p. 45
 ConneXion Research and Strategy (TX), p. 124
 Conisght™ Marketing Group, LLC (IL), p. 59
ConsumMed Research, A Schlesinger Co. (France), p. 142
 Consumer Centers of New York and New Jersey / New York
 Consumer Center (NY), p. 88
 Consumer Connections Research, LLC. (WI), p. 130
 Consumer Focus LLC (TX), p. 119
 Consumer Logic Research (OK), p. 105
Consumer Opinion Services, Inc. (WA), p. 128
Consumer Opinion Services, Inc. (Br.) (NV), p. 81
Consumer Opinion Services, Inc. (Br.) (OR), p. 105
Consumer Opinion Services, Inc. (Br.) (WA), p. 128
Consumer Opinion Services, Inc. (Br.) (WA), p. 128
 Consumer Research Corp. (MN), p. 76
 Consumer Truth® Ltd (IL), p. 59
 Consumerfieldwork GmbH (Ger.), p. 143
 Contract Testing Inc. (AB), p. 136
 Contract Testing Inc. (BC), p. 136
 Contract Testing Inc. (NS), p. 137
 Contract Testing Inc. (ON), p. 138
 Contract Testing Inc. (ON), p. 138
 Contract Testing Inc. (QC), p. 140
 Contract Testing US, Inc. (CA), p. 29
 Contract Testing US, Inc. (CT), p. 44
 Contract Testing US, Inc. (GA), p. 54
 Contract Testing US, Inc. (MI), p. 75
 Contract Testing US, Inc. (MI), p. 73
 Contract Testing US, Inc. (NJ), p. 88
 Cooper Roberts Research, Inc. (CA), p. 39
 Corona Insights (CO), p. 42
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
 CRC Research Inc -Bloor/Yonge (ON), p. 138
 CRC Research Inc- Downtown (ON), p. 138
Creative Consumer Research – Houston (TX), p. 124
Creative Consumer Research (Br.) (TX), p. 124
 Creoso Corporation (AZ), p. 26
 CRG Global, Inc. (FL), p. 50
 Criteria Fieldwork Ltd. (UK), p. 155
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Customer Foresight Group, Limited (ON), p. 138
 Customer Lifecycle, LLC (IL), p. 60
 Customer Research International (TX), p. 118
 Customer Service Profiles (CSP) (NE), p. 80

D

Dallas By Definition (TX), p. 120
 The Dallas Marketing Group, Inc. (TX), p. 120
 Daniel Research Group (MA), p. 70
 Dapresy (NH), p. 82
 Dashboard Vision (FL), p. 52
 Database Analysts Ltd. (ON), p. 138
 DataDiggers (QC), p. 140
 dataSpring (CA), p. 35
 DataStar, Inc. (MA), p. 70
 Datatelligence Online, a division of CRG Global (FL), p. 50
 M. Davis & Company, Inc. (PA), p. 107
 Davis Research, LLC (CA), p. 30
 Decision Analyst, Inc. (TX), p. 120
 Decision Point (WI), p. 132
 Deft Research, LLC. (MN), p. 76
 Derham Marketing Research Pty. Ltd. (Australia), p. 135
 Dialsmith - Perception Analyzer (OR), p. 105
 The Dieringer Research Group, Inc. (WI), p. 132
 Digital Research, Inc. (ME), p. 68
 Digital Taxonomy Ltd. (UK), p. 155
 DigitalMR Ltd. (UK), p. 155
 Directions In Research, Inc. (CA), p. 37
 Directions Research, Inc. (OH), p. 100
 Discovery Research Group (UT), p. 126
 Discuss.IO (WA), p. 128
 DLG Research & Marketing Solutions (TX), p. 124
 DO Research, Inc. (NY), p. 89
 dobney.com - market research (UK), p. 155
 Dominion Focus Group, Inc. (VA), p. 127
 The Dominion Group, Inc. (VA), p. 47
 Downs & St. Germain Research (FL), p. 52
 Doyle Research Associates, Inc. (IL), p. 60
 Drive Research (NY), p. 96
DSG Associates (CA), p. 30
 The Dunvegan Group (NW), p. 81
 Dynamic Advantage, Inc. (CA), p. 30
 Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120

E

Eastcoast Research (NC), p. 99
 Eastcoast Research (NC), p. 98
 Eastcoast Research (SC), p. 116
 EFFICIENCES (France), p. 142
 Elemental Data Collection, Inc. (ON), p. 137
 Elevated Insights (CO), p. 42
 Elliott Benson Research (CA), p. 37
 elucidate (CA), p. 39
 EMH Opinions (CA), p. 37
 Emicity (MI), p. 73
 Emotive Analytics (MO), p. 79
 Engage in Depth (MD), p. 47
 Engagious (OR), p. 106
 Engel Research Partners (CA), p. 39
 Erdos & Morgan, Inc. (NY), p. 89
 e-Research-Global.com (HI), p. 57
 Escalent (MI), p. 73
 Escalent Asia (China), p. 141
 Escalent Europe (UK), p. 155
 Esearch.com, Inc. (CA), p. 30
 Essman Research, a Division of SPPG, LLC (IA), p. 67
 Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brasil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 E-Tabs (UK), p. 155
 EurekaFacts, LLC (MD), p. 47
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Evaluative Criteria, a division of CRG Global (NY), p. 89
 eVOC Insights, LLC (CA), p. 39
 Explorer Research (IL), p. 60

F

Falk Research Associates, Inc. (FL), p. 51
 The Farnsworth Group (IN), p. 66
 FCP Research Services LLC (PA), p. 115
 Ferman Innovation (FL), p. 50
 FieldGoals.US (PA), p. 106
 Fieldinitially - Brerapoint (Italy), p. 147
Fieldwork Atlanta (GA), p. 54
Fieldwork Boston (MA), p. 71
Fieldwork Chicago-Downtown (IL), p. 60
Fieldwork Chicago-O'Hare (IL), p. 60
Fieldwork Chicago-Schaumburg (IL), p. 60
Fieldwork Dallas (TX), p. 120
Fieldwork Denver (CO), p. 43
Fieldwork Flex (IL), p. 61
Fieldwork Fort Lee, NJ (NJ), p. 83
Fieldwork L.A. - Orange County (CA), p. 36
Fieldwork Minneapolis (MN), p. 76
Fieldwork National Recruiting Center (NRC) (IL), p. 61
Fieldwork Network (IL), p. 61
Fieldwork New York City (NY), p. 89
Fieldwork Phoenix (AZ), p. 26
Fieldwork San Francisco (CA), p. 39
Fieldwork Seattle (WA), p. 129
Fieldwork Webwork & Anywhere (IL), p. 61
 Finch Brands (PA), p. 108
 Firefish (NY), p. 89
 First Insights (IL), p. 61
 First Insights (NY), p. 89
 Flagship Research (CA), p. 37
 Flying Horse Communication (MT), p. 80
 Focus & Testing, An Insights Center Facility (CA), p. 30
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus Crossroads (NJ), p. 83
 Focus Forward (PA), p. 108
 Focus Forward Transcription (PA), p. 108
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus Latino (TX), p. 118
 Focus On Boston - Suburban (MA), p. 71
 Focus On Boston - Waterfront (MA), p. 71
Focus Pointe Global - Appleton (WI), p. 130
Focus Pointe Global - Atlanta (Buckhead) (GA), p. 54
Focus Pointe Global - Atlanta (Clairmont) (GA), p. 54
Focus Pointe Global - Boston (MA), p. 71
Focus Pointe Global - Chicago (IL), p. 61
Focus Pointe Global - Chicago (Oak Brook) (IL), p. 61
Focus Pointe Global - Columbus (OH), p. 104
Focus Pointe Global - Dallas (TX), p. 120
Focus Pointe Global - Kansas City (MO), p. 79
Focus Pointe Global - Los Angeles (CA), p. 30
Focus Pointe Global - Minneapolis (MN), p. 76
Focus Pointe Global - New Jersey (NJ), p. 83
Focus Pointe Global - New York (NY), p. 89
Focus Pointe Global - Philadelphia (PA), p. 108
Focus Pointe Global - Phoenix (AZ), p. 26
Focus Pointe Global - San Francisco (CA), p. 40
Focus Pointe Global - St. Louis (MO), p. 79
 The Focus Room (NY), p. 89
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 85
 Focus World International, Inc. (NJ), p. 84
 Focus World International, Inc. - Asia (Korea, Republic of), p. 148
 Focus World International, Inc. - Europe (France), p. 142
 Focus World International, Inc. (Br.) (NJ), p. 83
FOCUSCOPE, Inc. (IL), p. 62
FOCUSCOPE, Inc. (Br.) (IL), p. 62
 FocusVision (NY), p. 90
 FocusVision UK (UK), p. 155
 Foresight R & D Africa Limited (Nigeria), p. 149
 Forte Research Group (NY), p. 90
 The Forum Group (NY), p. 90
Forza Insights Group, LLC (VA), p. 36
 Fountainhead Brand Strategy (WI), p. 132
 Friecken Qualitative Services (CA), p. 30



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FUEL (NY), p. 90
 FUEL CYCLE (CA), p. 30
 Full Circle Research, LLC (MD), p. 47
 FuturereThinking - London (UK), p. 156

G

G3 Translate (NY), p. 90
 Gaither International, Inc. (Puerto Rico), p. 150
 Calloway Research Service (TX), p. 126
 Gattiff Brothers Insights (GA), p. 54
 Gazelle Global Research (NY), p. 90
 GCA Consulting (TX), p. 118
 Geo Strategy Partners (GA), p. 55
 GfK (NY), p. 91
 Gina Holub (PA), p. 108
 Global Accent (CO), p. 44
 Global Data Collection Company (GDCC) (Netherlands), p. 148
Global Survey (India), p. 145
 GlobalLexicon Translations (UK), p. 156
 The GlobalVision Insight Services (FL), p. 51
 GMO Research Inc. (Japan), p. 148
 GOGO Insights and Results (IL), p. 62
 Gold Research, Inc. (TX), p. 126
 Gongos, Inc. (MI), p. 74
 Gordon Transcripts, Inc. (MD), p. 68
 Graff Group (MN), p. 76
 Granite State Marketing Research, Inc. (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 Great Lakes Marketing Research (OH), p. 104
 Great Questions, LLC (MO), p. 79
 Group Dynamics in Focus, Inc. (PA), p. 108

H

H.I. Thomas Group - Customer Insights Research (OH), p. 103
 H2R Market Research (MO), p. 79
 Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
 Hall & Partners (UK), p. 156
 Hardwick Research (WA), p. 129
 Harmon Research Group, LLC (CA), p. 36
 Hartt and Mind Market Research (CT), p. 45
 Headway Workforce Solutions (NC), p. 98
 Healogix, LLC (PA), p. 110
 Heart + Mind Strategies (VA), p. 48
 Herron Associates, Inc. (FL), p. 52
 Herron Associates, Inc. (IN), p. 66
 Herron Associates, Inc. (IN), p. 67
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Holborn Focus (UK), p. 156
 Honest Data (NC), p. 97
 Horizon InFocus (KY), p. 68
 Horowitz Research (NY), p. 91
 House of Marketing Research (CA), p. 31
 Hypotenuse, Inc (NJ), p. 84

I

I/H/R Research Group (NV), p. 81
 icanmakeitbetter (TX), p. 118
 icanmakeitbetter (TX), p. 118
 IdeaSuite (OR), p. 106
 IdSurvey (Italy), p. 147
 IGV Marktforschung GmbH (Ger.), p. 143
 Illumination - A Radius Global Market Research co. (OH), p. 102
Incheck, LLC (CO), p. 43
 incling (UK), p. 156
 Indiefield Ltd (UK), p. 156
 Indochina Research Limited (Vietnam), p. 160
 IndyFocus, Inc. (IN), p. 67
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Information Specialists Group, Inc. (ISG) (MN), p. 76
 Informed Decisions Group, Inc. (OH), p. 103
 InfoTech Marketing (CO), p. 43

Infotools (New Zealand), p. 149
 Inkblot Analytics (MA), p. 71
 Inmedial Research Berlin/Germany (Ger.), p. 143
 Innovate (CA), p. 31
 Inquiry Market Research (Poland), p. 150
 Insight Culture (Ger.), p. 143
The Insight Lab (MO), p. 79
 Insight Loft (NY), p. 91
 Insight Space (CA), p. 38
 Insight Space (WA), p. 129
 Insight Strategy Group (NY), p. 91
 InsightFarm Inc. (OR), p. 106
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 Intact Qualitative Research (CA), p. 40
 Intelligent Analytical Services (CA), p. 31
 IntelliShop (OH), p. 105
IntelliSurvey, Inc. (CA), p. 36
 Interaction Experience (QC), p. 140
Interactive Video Productions, LLC (NJ), p. 84
 Interface Research & Strategy (Australia), p. 135
 Interviewing Service of America, Inc. - Portland (OR), p. 106
 Interviewing Service of America, Inc. - Seattle (WA), p. 129
 Interviewing Service of America, Inc. - Western NY (NY), p. 86
 Interviewing Service of America, Inc.-San Diego (CA), p. 38
 Interviewing Service of America, LLC - HQ (CA), p. 31
 Intouch Insight (ON), p. 137
 IQR Limited (UK), p. 157
 IQS Research (KY), p. 68
 Ironwood Insights Group, LLC (AZ), p. 27
 Ironwood Insights Group, LLC - Richfield Call Center (UT), p. 126
Irwin Broh Research (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71
Issues and Answers Network, Inc. (VA), p. 127
Issues and Answers Network, Inc. (Br.) (MI), p. 75
Issues and Answers Network, Inc. (Br.) (VA), p. 128
Issues and Answers Network, Inc., Call Center (Br.) (VA), p. 127
 Isurus Market Research and Consulting (MA), p. 71
 iThoughts (UK), p. 157
 i-view (UK), p. 157

J

Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jolly Road Productions (CA), p. 32
J-S Martin Transcription Resources (CA), p. 32
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Justason Market Intelligence Inc. (BC), p. 137

K

Kadence International (Hong Kong), p. 144
 Kadence International (India), p. 146
 Kadence International (India), p. 146
 Kadence International (Indonesia), p. 146
 Kadence International (Philippines), p. 149
 Kadence International (Singapore), p. 151
 Kadence International (Thailand), p. 153
 Kadence International (UK), p. 157
 Kadence International (MA), p. 72
 Kadence International (MA), p. 71
 Kadence International (NY), p. 91
 Kadence International (Vietnam), p. 160
 Kadence International (Vietnam), p. 160
 Kantar Philippines, Inc. (Philippines), p. 150
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 KL Communications, Inc. (NJ), p. 84
 KNow Research (CA), p. 40
 Krämer Marktforschung GmbH (Ger.), p. 143
 Krämer Marktforschung GmbH (Ger.), p. 143
 Kudos Research (UK), p. 157

L

L&E Research (CO), p. 43
 L&E Research (FL), p. 52
 L&E Research (MN), p. 76
 L&E Research (MO), p. 79
 L&E Research (NC), p. 99
 L&E Research (NC), p. 97
 L&E Research (OH), p. 102
 L&E Research (OH), p. 104
 L&E Research (TX), p. 118
 Language Insight (LAN United Kingdom), p. 157
 Language Insight (NY), p. 91
 Las Vegas Field and Focus, LLC (NV), p. 81
 LBR Insight, Inc. (PA), p. 110
 Leede Research (MN), p. 77
 Lewis & Clark (NC), p. 99
 Lexicon Branding (CA), p. 40
 Lextant (OH), p. 104
 LextantLabs (OH), p. 104
 LextantLabs (OH), p. 104
 Lighthouse Research & Development, Inc. - Salt Lake Suburban Location (UT), p. 126
 Line of Sight Group (MN), p. 77
 Lisa Chiappetta & Associates (CA), p. 40
 LivingLens (UK), p. 157
 The Logit Group, Inc. (ON), p. 139
 LRW (CA), p. 32
 LRW (Br.) (UK), p. 157
 LRW (Br.) (GA), p. 56
 LRW (Br.) (IL), p. 62
 LRW (Br.) (NC), p. 97
 LRW (Br.) (NY), p. 91
 LRW (Br.) (PA), p. 110
 Lucas Market Research, LLC (MO), p. 80
 Lucid (LA), p. 68
 Lucidity Research, LLC (MD), p. 69
 LW Adler Weiner Research (CA), p. 32

M

M G Z Research (IL), p. 62
 M/A/R/C Research LLC (NC), p. 98
 M/A/R/C Research LLC (TX), p. 120
M3 Global Research (PA), p. 110
M3 Global Research and Studios (London) (UK), p. 158
M3 Global Research Philadelphia Studios (PA), p. 110
 MA PRAKTIKA Consumer Research (Russian Federation), p. 151
 Magnet, Inc. Brand Planning (RI), p. 116
 Mail Survey Solutions (MN), p. 77
 Mangen Research Associates, Inc. (MN), p. 77
 Marcom-China.com Company Ltd. (China), p. 141
 Market Analytics International, Inc. (NJ), p. 84
 Market Cube (SC), p. 116
 Market Insight Inc. (Barbados), p. 135
 Market Mix, Inc. (MS), p. 78
 Market Probe International, Inc. (NY), p. 92
 Market Research Answers, Inc. (TX), p. 120
 Market Resonance (India), p. 146
 Marketing Systems Group (PA), p. 110
 Marketing Workshop (GA), p. 56
 MarketView Research (NJ), p. 84
 MarketVision Research® (OH), p. 102
 MarketVision Research® (Br.) (OH), p. 103
 MarketVision Research® (Br.) (PA), p. 110
 MarketVision Research® (Br.) (TX), p. 120
 Marshall Research (MD), p. 48
 Maryland Marketing Source, Inc. (MD), p. 69
 Matrix Research, Inc. (IL), p. 63
 Matrix Research, Inc. (NY), p. 92
MAXimum Research, Inc. (NJ), p. 110
 Mazur/Zachow, Inc. (WI), p. 132
 MDC Research (OR), p. 106
 MDSS, Inc. (IN), p. 67
 Meadowlands Consumer Center / Consumer Centers of New York and New Jersey (NJ), p. 84

Mediabarn Research (VA), p. 48
 MERCURY Research (Romania), p. 150
 Merkadoteknia Research & Consulting (TX), p. 124
 MFORCE Research (IL), p. 63
 Michigan Market Research (MI), p. 74
 Mid-Iowa Interviewing, Inc. (IA), p. 67
 Midwest Inquiry, LLC (MN), p. 77
 Millennium Research, Inc. (MN), p. 77
Mindfield – Tech Innovation & Audience Insights (WV), p. 130
MindField Online Internet Panels (WV), p. 130
 MKOR Market Opportunity Research (Romania), p. 150
 MMR Research Associates, Inc. (GA), p. 56
 Moore Research Services, Inc. (PA), p. 106
 Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
 mo'web GmbH (Ger.), p. 144
 The MSR Group (NE), p. 81
 MSW-ARS Research (NY), p. 92
 Multilingual Connections (IL), p. 63
 Multivariate Solutions (NY), p. 92
Murray Hill National Dallas (TX), p. 122
 myCLEARopinion Panel (MI), p. 74

N

NameQuest, Inc. (AZ), p. 27
 National Field & Focus, Inc. (MA), p. 72
 National Market Research & Recruiting (TN), p. 117
 National Service Research (TX), p. 122
 NAXION (PA), p. 111
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 N-equals Vietnam (Vietnam), p. 160
 Netquest (Brazil), p. 136
 Netquest (Chile), p. 140
 Netquest (Mexico), p. 148
 Netquest (Spain), p. 152
 Netquest (Spain), p. 152
 Netquest (PA), p. 111
 New American Dimensions (CA), p. 32
 New England Interviewing (NH), p. 82
 New England Marketing Research, Inc. (CT), p. 46
 New England Opinion (RI), p. 116
 New Markets Advisors (MA), p. 72
 New South Research (AL), p. 26
 Alan Newman Research (VA), p. 128
 NextON Services (United Arab Emirates), p. 153
 Nichols Research - Fresno/Central California (CA), p. 29
 Nichols Research - San Francisco (CA), p. 40
 NIPO (Netherlands), p. 149
 Nordic Viewpoint (Sweden), p. 152
 Nuance (TX), p. 122
 Numerator (IL), p. 63

O

Observation Baltimore (MD), p. 69
 O'Connell Group, LLC (CT), p. 44
 O'Connell Group, LLC (Br.) (MO), p. 80
 Olivetree Insights (OH), p. 102
Olson Research Group, Inc. (CA), p. 40
Olson Research Group, Inc. (PA), p. 112
 Olson Zaltman (PA), p. 115
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 100% Market Research (Mexico), p. 148
 1Lotus Marketing Research Services (India), p. 146
 Online Survey Solution (TN), p. 117
 Op4G (NH), p. 82
 Open Mind Strategy, LLC (NY), p. 92
 Opinion Access, LLC (NY), p. 92
 Opinion Centers America (OH), p. 103
 Opinion Search (MI), p. 74
 Opinions Unlimited - Houston (TX), p. 124
 Opinions, Ltd. - Atlanta (GA), p. 56
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64

www.quirks.com

Opinions, Ltd. - Cleveland (OH), p. 103
 Opinions, Ltd. - Cleveland (OH), p. 103
 Opinions, Ltd. - Dallas (TX), p. 122
 Opinions, Ltd. - Dallas (TX), p. 122
 Opinions, Ltd. - Denver (CO), p. 43
 Opinions, Ltd. - Headquarters (OH), p. 103
 Opinions, Ltd. - Indianapolis (IN), p. 67
 Opinions, Ltd. (Los Angeles) (CA), p. 32
 Opinions, Ltd. - Los Angeles, CA (CA), p. 32
 Opinions, Ltd. - Miami (FL), p. 51
 Opinions, Ltd. - NYC (NY), p. 92
 Opinions, Ltd. - NYC (NY), p. 93
 Opinions, Ltd. - NYC/NJ (NJ), p. 93
 Opinions, Ltd. - Philadelphia (PA), p. 112
 Opinions, Ltd. - Pittsburgh (PA), p. 106
 Opinions, Ltd. - Raleigh-Durham (NC), p. 99
 Opinions, Ltd. - Rochester (NY), p. 96
 Opinions, Ltd. - Sacramento (CA), p. 37
 Opinions, Ltd. - San Francisco (CA), p. 40
 Opinions, Ltd. - Seattle (WA), p. 129
 Opinions, Ltd. - Tampa (FL), p. 52
 Opinions, Ltd. - Tucson (AZ), p. 28
 Opinions, Ltd. - Washington, D.C. (MD), p. 48
 Optima Research Group (NY), p. 93
 Optimum Solutions Corp. (NY), p. 93
 Orman Guidance, Inc. (MN), p. 77
 OvationMR (NY), p. 93

P

P2Sample (GA), p. 56
 Pacific Market Research (WA), p. 130
 Panel Direct (PA), p. 112
 Panoptika Inc. (ON), p. 139
 Paramount Market Publishing, Inc. (NY), p. 96
 Partners & Schorr (FL), p. 53
Passerelles, A Schlesinger Company (France), p. 142
 Peoples Marketing Insights, LLC (GA), p. 56
 Perceptions... and Realities® (NY), p. 93
 Performance Research (RI), p. 115
 Personal Marketing Research, Inc. (IA), p. 67
 Personal Opinion, Inc. (KY), p. 68
 Persuadable Research Corporation (MI), p. 74
 The Petruzzo Consultants, Inc. (MO), p. 80
 Phase 5 (ON), p. 139
 Phoenix Marketing International (NY), p. 96
 Phoenix MRC Limited (UK), p. 158
Pinnacle Research Group, LLC (MO), p. 80
 Pittsburgh Speaks (PA), p. 115
 Platinum Research (Italy), p. 147
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Point Blank Research & Consultancy (Ger.), p. 144
 PortiCo Research Inc. (IL), p. 64
 Precision Opinion (NV), p. 82
 Precision Research, Inc. (IL), p. 64
 Premier Transcription Service (TX), p. 122
 Product Evaluations, Inc. (IL), p. 64
 Product Insights, Inc. (FL), p. 51
 Product Ventures (CT), p. 44
 ProSense Consumer Research Center (AZ), p. 28
 Provoke Insights (NY), p. 93
 Punctum (Argentina), p. 135
 Pursue Research (MA), p. 72
 PVR Research, Inc. (GA), p. 56

Q

QEAN Group (CO), p. 43
 QRI Consulting (UK), p. 158
 QualCore.com Inc. (MN), p. 78
 Qualitative Coordination (AB), p. 136
 QualOne Research (CA), p. 33
 QUALWORLD (NC), p. 97
 Quest Mindshare (ON), p. 139
 Quester (IA), p. 67
 QuestionPro Audience (IL), p. 64
 Quick Tab Associates, Inc. (PA), p. 112
 Quick Test/Heakin (FL), p. 53
 Quick Test/Heakin (Akron) (OH), p. 99
 Quick Test/Heakin (Atlanta) (GA), p. 56
 Quick Test/Heakin (Baltimore) (MD), p. 69
 Quick Test/Heakin (Boston) (MA), p. 72
 Quick Test/Heakin (Chicago) (IL), p. 64
 Quick Test/Heakin (Dallas) (TX), p. 122
 Quick Test/Heakin (Detroit) (MI), p. 74
 Quick Test/Heakin (Greensboro) (NC), p. 98
 Quick Test/Heakin (Houston) (TX), p. 125
 Quick Test/Heakin (Los Angeles) (CA), p. 37
 Quick Test/Heakin (Milwaukee) (WI), p. 132
 Quick Test/Heakin (New York) (NJ), p. 84
 Quick Test/Heakin (New York) (NY), p. 93
 Quick Test/Heakin (Philadelphia) (PA), p. 112
 Quick Test/Heakin (Portland) (OR), p. 105
 Quick Test/Heakin (Tampa) (FL), p. 53
 QuickView (Los Angeles) (CA), p. 33
 QuickView (Phoenix) (AZ), p. 27
 Quixote Group (NC), p. 98

R

Rabin Research Co. (IL), p. 65
Radius Asia (China), p. 141
Radius Europe (UK), p. 158
Radius Global Market Research (AR), p. 28
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Rakuten Insight (Japan), p. 148
 Rakuten Insight (New York Office) (NY), p. 94
Raman Analytics, LLC (PA), p. 112
 Random Dynamic Resources (Nigeria), p. 149
 Rare Patient Voice, LLC (MD), p. 69
 RazorFocus (CT), p. 46
 RDI Sightline (KY), p. 102
 Readex Research (MN), p. 78
 Ready to Launch Research (CA), p. 33
 RealityCheck Consulting (MO), p. 80
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 Reckner Healthcare (PA), p. 113
 Recollective (Ramius Corporation) (QC), p. 137
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Reconnaissance Market Research (ReconMR) (TX), p. 125
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Recruit and Field Inc (NY), p. 94
Red Centre Software Pty Ltd (VIC Australia), p. 135
 reed/group (PA), p. 113
 Relevant Insights, LLC (TX), p. 122
 ReRez (TX), p. 122
 Research & Marketing Strategies, Inc. (NY), p. 96
 Research America Market Research Solutions (PA), p. 113
 Research Connections Pty Ltd (Australia), p. 135
 The Research Department (CT), p. 45

Research Design Team, Inc. (RDTeam) (PA), p. 114
The Research Edge®, LLC (MN), p. 78
Research Explorers™, Inc. (IL), p. 65

The Research House, A Schlesinger Company (UK), p. 158

The Research House Wimbledon (UK), p. 158

Research Rockstar Training & Staffing (MA), p. 73
Research Solutions, Inc. (WI), p. 133
ResearchSIX, LLC (TX), p. 123
Resolution Research® (CO), p. 44
RestaurantInsights.com (SC), p. 116
Richmond Focus Group Center (VA), p. 128

RIVA Market Research & Training Institute (MD), p. 48

RLR Research & Analysis, Inc. (Philippines), p. 150
Rockbridge Associates, Inc. (VA), p. 48
Roller Research (VA), p. 128
Rome Field & Research International (Italy), p. 147
RONIN International (UK), p. 158
Rose Research (FL), p. 54
Rosetta Studio International (ON), p. 139
RP Translate (UK), p. 159
ROA, Inc. (IL), p. 65
RRD Marketing Solutions (OH), p. 104
RRU Research - Fusion Focus (NY), p. 94
RTI Research (CT), p. 46
Russell Research, Inc. (NJ), p. 84

S

S C I (LA), p. 68
Satrix Solutions (AZ), p. 27
Savanta (NY), p. 94
Sawtooth Software, Inc. (UT), p. 127
Schlesinger Group Atlanta (GA), p. 56
Schlesinger Group Boston (MA), p. 72
Schlesinger Group Chicago (IL), p. 65
Schlesinger Group Dallas (TX), p. 123
Schlesinger Group Houston (TX), p. 125
Schlesinger Group Los Angeles (CA), p. 33
Schlesinger Group New Jersey (NJ), p. 85
Schlesinger Group New York City (NY), p. 95
Schlesinger Group Orlando (FL), p. 52
Schlesinger Group Philadelphia (PA), p. 114
Schlesinger Group Philadelphia Bala Cynwyd (PA), p. 114
Schlesinger Group Phoenix (AZ), p. 27
Schlesinger Group San Francisco (CA), p. 41
Schlesinger Quantitative (NJ), p. 85
Schlesinger Transcription Services (PA), p. 114
Schmidt Market Research (PA), p. 115
Schmiedl Marktforschung Berlin (Ger.), p. 144
Schmiedl Marktforschung Frankfurt (Ger.), p. 144
Schmiedl Marktforschung Munich (Ger.), p. 144
Scientific Telephone Samples (CA), p. 36
Scoot Insights (CA), p. 41
Scott C. Solis Market Research (SCSMR) (CO), p. 44
Scott C. Solis Market Research (SCSMR) (NV), p. 82
Scotti Research, Inc. (IL), p. 66
SDR Consulting (GA), p. 57
Second To None (MI), p. 74
Seratti Group (CA), p. 41
SERVICE 800, Inc. (MN), p. 78
Service Performance Group, Inc. (NC), p. 99
SFI Marketing Research Consultants (IL), p. 65
Shapard Research (OK), p. 105
Shifrin-Hayworth (MI), p. 74
Shoppers' View (MI), p. 75
Shugoll Research (MD), p. 48
Shugoll Research (VA), p. 48
Signet Research (NJ), p. 85
SIS International Research, Inc. (NY), p. 95
Sivo Insights (MN), p. 78
SKIM (Brazil), p. 136
SKIM (Costa Rica), p. 142
SKIM (Netherlands), p. 149
SKIM (Singapore), p. 152
SKIM (UK), p. 159
SKIM (CA), p. 41
SKIM (GA), p. 57

SKIM (NJ), p. 85
SKOPOS Insight Group (Europe) (UK), p. 159
Smarty Pants® (TN), p. 116
SMS Insights (NV), p. 82
Snap Surveys, Ltd. (NH), p. 83
Snell Associates, Inc. (CA), p. 41
SNG Research Corporation (MN), p. 78
SoapBoxSample (CA), p. 33
SofoS Market Research Consulting (WI), p. 133
Scott C. Solis Market Research (SCSMR) (CA), p. 38
Scott C. Solis Market Research (SCSMR) (CA), p. 33
Scott C. Solis Market Research (SCSMR) (CA), p. 37
Scott C. Solis Market Research (SCSMR) (NM), p. 86
Scott C. Solis Market Research (SCSMR) (TX), p. 123
Scott C. Solis Market Research (SCSMR) (CA), p. 41
Space Doctors Ltd (UK), p. 159
Spotlight Research (Poland), p. 150
Spotlight Research (CA), p. 33
SR Research Consultant (MN), p. 78
SSRS (PA), p. 114
Star City Research LLC (VA), p. 128
Starmass International Business Consultants (China), p. 141
Stat One Research (GA), p. 57
Steady Pace (Saudi Arabia), p. 151
Stellar Strategic Services, Inc. (IL), p. 65
Storybrand Consulting (CA), p. 34
Strategic Focus Research and Consultancy Ltd. (Hong Kong), p. 145
Strategic Research Associates Seattle/Tacoma (WA), p. 130
Strategic Research Associates Spokane (WA), p. 130
Strategic Research Initiatives LLC (AZ), p. 27
StrateSci Inc. (CA), p. 34
Success Drivers (CA), p. 42
Sundberg-Ferar, Inc. (MI), p. 75
SunResearch (NY), p. 95
Superior DataWorks, LLC (TN), p. 117
SurveyGizmo (CO), p. 42
SurveyHealthcare (NY), p. 95
SurveyMonkey Audience (CA), p. 42
SurveyUSA® (NJ), p. 85
SurveyWriter (IL), p. 66
Symmetric, A Decision Analyst Company (TX), p. 123
SyncScript (PA), p. 114
Synergy Marketing Strategy and Research, Inc. (OH), p. 104
Synergy Marketing Strategy and Research, Inc. (OH), p. 100

T

The TabLab (OR), p. 106
Talk Shoppe (CA), p. 34
Talking Business, LLC (CA), p. 36
Talking Heads Studio (GA), p. 57
Tape To Type (CA), p. 38
Target Research Group Inc. (NY), p. 95
Targoz Market Research (TN), p. 117
TasteMakers Research Group (CA), p. 34
Taylor Research, Inc. (CA), p. 38
Telepoll Market Research (ON), p. 140
Test America a division of CRG Global - Philadelphia (NJ), p. 114
Test America a division of CRG Global - Tampa (FL), p. 53
Test America, a division of CRG Global - Atlanta (GA), p. 57
Test America, a division of CRG Global - Boston (MA), p. 72
Test America, a division of CRG Global - Chicago (IL), p. 66
Test America, a division of CRG Global - Dallas (TX), p. 123
Test America, a division of CRG Global - Denver (CO), p. 44
Test America, a division of CRG Global - Freehold (NJ), p. 85
Test America, a division of CRG Global - Gaithersburg (MD), p. 48
Test America, a division of CRG Global - Las Vegas (NV), p. 82
Test America, a division of CRG Global - Los Angeles (CA), p. 34
Test America, a division of CRG Global - Miami (FL), p. 51
Test America, a division of CRG Global - Phoenix (AZ), p. 27
Test America, a division of CRG Global - San Antonio (TX), p. 126
Test America, a division of CRG Global - Seattle (WA), p. 130
Test America, a division of CRG Global - St. Louis (MO), p. 80
The Research Alliance (TRA) (Indonesia), p. 146
TheMedicalPanel.com (CO), p. 44
Think Group Austin (TX), p. 119
361 Degrees Consulting, Inc. (China), p. 141

361 Degrees Consulting, Inc. (CA), p. 34
3Q GLOBAL (FL), p. 54
360 Market Reach, Inc. (NY), p. 87
TMR Opinion MD (PA), p. 114
Tobii Pro (VA), p. 48
Toluna (CT), p. 46
TouchstoneResearch.com (CT), p. 46
Track Opinion (India), p. 146
TRC Market Research (PA), p. 115
TRIA International Research & Consultancy (Turkey), p. 153
Trusted Talent, LLC (CA), p. 37
Turtle Bay Institute, Inc. (NJ), p. 86
20I20 (TN), p. 117
20I20 Research - Charlotte (NC), p. 97
20I20 Research - Miami (FL), p. 51
20I20 Research - Nashville (TN), p. 117
TyHann Market Research (TX), p. 123

U

U&I Collaboration (U&I) (NJ), p. 85
UC Translations (NY), p. 95
Ultra Research Services LLC (IL), p. 66
The Uncle Group, Inc. (CA), p. 34
UniqueView (China), p. 141
University of Georgia/MRII (GA), p. 54
Untold Research (VA), p. 49
US Research Recruiting & Facilities, LLC (WI), p. 133
Usability Resources Inc. (MA), p. 72
Uwins Research Group (CA), p. 34

V

Vancouver Focus® (BC), p. 137
Various Views Research (OH), p. 102
Vase.ai (Malaysia), p. 148
Vault Consulting, LLC (VA), p. 49
VegasFocus (NV), p. 82
Verve North America Inc. (IL), p. 66
Verve Partners Ltd (UK), p. 159
ViewPoint Streaming LLC (CT), p. 47
Vision One Research (UK), p. 159
Vision One Research Ltd. (UK), p. 160
Visions Research (CA), p. 38
VisionsLive Limited (UK), p. 160
Vital Findings (CA), p. 34
Vocci, LLC (NC), p. 98
Voxco Survey Software (QC), p. 140
Voxco Survey Software - Europe (France), p. 142
Voxco Survey Software - Germany (Ger.), p. 144
Voxco Survey Software - U.S. (NY), p. 96
Voxco Survey Software - UK (UK), p. 160

W

W5, Inc. (NC), p. 99
The Wagner Group, Inc. (NY), p. 96
Wakefield Research (VA), p. 49
Wallace Data & Marketing Services (IN), p. 67
Ward Research, Inc. (HI), p. 57
WBA Research (MD), p. 49
WebMD/Medscape Market Research (NY), p. 96
Welcome Research (CA), p. 35
WestGroup Research (AZ), p. 28
Whaling Insights (NC), p. 99
Wiese Research Associates, Inc. (NE), p. 81
WIT Consulting, LLC (DC), p. 49
Worldbridge Language Services (CA), p. 35
Worldwide Market Research, Inc. (TX), p. 124
Wyckoff Partners (CA), p. 35

X

xspert | Segmedica (NY), p. 86

U.S. Geographic listings

Alabama	26	Louisiana	68	Ohio	99
Birmingham	26	Baton Rouge	68	Akron	99
Arizona	26	New Orleans	68	Cincinnati	100
Phoenix	26	Shreveport	68	Cleveland	102
Tucson	28	Maine	68	Columbus	104
Arkansas	28	Portland	68	Toledo	104
Fort Smith	28	Maryland	68	Oklahoma	105
Little Rock	28	Annapolis	68	Oklahoma City	105
California	28	Baltimore	68	Tulsa	105
Chico	28	Massachusetts	69	Oregon	105
Fresno	28	Boston	69	Eugene	105
Los Angeles	29	Worcester	73	Portland	105
Orange County	35	Michigan	73	Pennsylvania	106
Palm Springs	36	Ann Arbor	73	Erie	106
Sacramento	37	Detroit	73	Harrisburg	106
San Bernardino/Riverside	37	Grand Rapids	75	Lancaster	107
San Diego	37	Marquette	75	Philadelphia/Southern NJ	107
San Francisco Bay/San Jose	38	Minnesota	75	Pittsburgh	115
Ventura/Santa Barbara	42	Minneapolis/St. Paul	75	Rhode Island	115
Colorado	42	Rochester	78	Newport	115
Boulder	42	Mississippi	78	Providence	116
Colorado Springs	42	Jackson	78	South Carolina	116
Denver	42	Missouri	78	Charleston	116
Fort Collins	44	Kansas City	78	Columbia	116
Connecticut	44	St. Louis	79	Greenville/Spartanburg	116
Bridgeport	44	Springfield	80	Tennessee	116
Danbury	45	Montana	80	Knoxville	116
Hartford	45	Bozeman	80	Memphis	117
New Haven	45	Nebraska	80	Nashville	117
Stamford	46	Omaha	80	Texas	118
District of Columbia	47	Nevada	81	Austin	118
Washington, D.C.	47	Las Vegas	81	Bryan/College	119
Florida	50	New Hampshire	82	Dallas/Fort Worth	119
Daytona Beach	50	Manchester/Nashua	82	El Paso	124
Fort Lauderdale	50	Portsmouth	82	Houston	124
Jacksonville	50	New Jersey	83	San Antonio	125
Miami	51	Northeast Shore	83	Utah	126
Orlando	51	Northern New Jersey	83	Cedar City	126
Sarasota	52	Princeton	85	Salt Lake City	126
Tallahassee	52	New Mexico	86	Virginia	127
Tampa/St. Petersburg	52	Albuquerque	86	Newport News/Norfolk/Virginia Beach	127
West Palm Beach/Boca Raton	53	New York	86	Richmond	127
Georgia	54	Albany	86	Roanoke	128
Athens	54	Buffalo	86	Washington	128
Atlanta	54	New York City	87	Seattle/Tacoma	128
Hawaii	57	Poughkeepsie	96	Spokane	130
Honolulu	57	Rochester	96	West Virginia	130
Illinois	58	Syracuse	96	Charleston	130
Chicago	58	North Carolina	96	Wheeling	130
Peoria	66	Charlotte	96	Wisconsin	130
Indiana	66	Greensboro/Winston-Salem	98	Green Bay/Appleton	130
Indianapolis	66	Raleigh/Durham	98	Madison	132
Iowa	67	Wilmington	99	Milwaukee	132
Des Moines	67				
Davenport	67				
Kentucky	67				
Louisville	67				

International listings begin on page 134

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Ebony Roberts, Founder/Principal

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Tom Neveril, Consultant

Former ad agency brand strategist Tom Neveril launched Storybrand Consulting in 2001, to help more companies grow with actionable, inspiring insights. Working on a project basis or retainer, Storybrand Consulting functions as an extension of the client team. Every project is approached with fresh eyes, without the biases created by “black boxes” or high overhead. Reports and presentations are written to engage clients, often with compelling video or podcast elements that fit within the client culture. Extensive experience with focus groups, IDI’s and ethnography. Tom has been published in Advertising Age, Quirks and elsewhere and presented to the MRA, QRCA and other groups.



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Andrea Poe

TasteMakers Research Group is a next-generation marketing research company founded in 2010 with the purpose of providing agile, affordable and rigorous consumer intelligence to clients. Our high-performance consumer product testing solutions are designed for product innovators, marketers and investors who require quick, quantitative and cost-effective results. TRG’s proprietary PopUp CLT™ (Consumer Location Test) methodology reaches hundreds of on-the-go consumers effortlessly and seamlessly during the course of their daily lives to achieve real-time quantitative results with qualitative insights. Participants remain highly engaged with a drop-out rate of less than 5% and an 95% completion rate of open-ended questions. TRG is a member of ASTM’s Standard Guide for Sensory Claim Substantiation committee.

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At Uwins Research Group, our passion is connecting with people to uncover meaningful insights for brands. We moderate, design and seamlessly execute qualitative research studies. By using researchers with empathy and curiosity, we create human connections to reveal the underlying reasons behind behaviors. Since the deepest insights often come from combining approaches, we utilize a variety of in-person, ethnographic and online methods. However, we believe research is only valuable if it leads to action. We pride ourselves on highlighting the implications for your brand, with memorable and insightful deliverables. Our experience spans a broad range of categories, including fashion, retail, CPG, food service, home, automotive and entertainment.



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Welcome Research is a premier market research solution that provides at-scale access to the largest Spanish-speaking panel in the United States. We are a consistent source for Hispanic sample across acculturation levels. While this panelist has traditionally been hard to reach and retain, Welcome Research utilizes a unique combination of in-person and online recruitment alongside its proprietary mobile technology and community platform, SABEResPODER (SEP). The SEP brand reaches over 9 million unique Hispanic consumers annually across 50 U.S. markets. Welcome Research and SEP are both entities of URWelcome Technologies – a company at the cross-section of technology and immigration, building branded platforms, products and services for immigrant groups and ethnic communities across the U.S.



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Orange County (See also Los Angeles)

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Palm Springs



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Branded Research Inc. is a leading online panel and technology company. Our data collection platform helps our clients gather unique insights to make more informed marketing and product development decisions. How's it done? Branded Surveys, our proprietary research panel, provides companies the consumer and business insights needed to make definitive decisions about their products and services. Our panelists are members of communities whose collective opinions and insights are qualified through willing, natural interaction and powerful social engagement.

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Carol Gailey, President

C.L. Gailey Research is a full-service marketing research company specializing in custom research solutions. Our solid marketing research expertise in combination with strategic marketing experience enables us to produce actionable information so that our clients can make the best business decisions possible.



Directions In Research, Inc.

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info@diresearch.com
www.diresearch.com
David Phife, President
Paul Izzo, Executive Vice President

Directions In Research was founded in 1985 and is an established firm offering market research services utilizing the latest technology and data collection methods. We have earned a well-deserved reputation for providing the highest-quality data while maintaining a superior level of client service. Our data collection capabilities include CATI interviewing, Web surveys, mixed-mode projects and recruit-to-Web. Directions In Research is headquartered in San Diego, with call center locations in Grand Rapids, Michigan and Corpus Christi, Texas.



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Russell Duong

We host and recruit projects nationwide. In addition, we have three focus group suites completed in April 2018. We are three doors from a Hilton and six doors from a Sheraton. Our test kitchen is 270 square feet and features commercial refrigeration and a bank of four commercial microwaves. Parking is free and we are still close to the airport. About 50% of our recruiting is related to medical projects. We emphasize quality recruiting. Flagship records each and every recruiting call. A full-time staff member listens to each recording as validation of the recruit; we then archive the recordings so that we can instantly access them. 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.

insightspace

Insight Space

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Donna Glosser, VP, Qualitative Recruiting

Insight Space is the independent qualitative research facility and recruiting division of Blink, offering state-of-the-art usability labs and facilities for focus groups, market research and mock juries. Our usability labs are outfitted with multiple cameras, eye tracking equipment and more. Insight Space has facilities designed specifically to conduct market research including focus groups, taste tests and mock juries. Our team has decades of experience guiding research projects to successful completion. We offer targeted recruiting with one of the most extensive databases on the West Coast.

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Katherine Horrocks, Partner
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Teri Gramke

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Liz Webb, CEO & Founder

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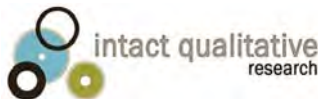
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Fieldwork San Francisco is ideally located downtown in the vibrant South of Market (SOMA) district - within an arm's reach of hotels, restaurants and the Moscone Event Center. Our location affords us beautiful views of Mission Bay, Yerba Buena Gardens and the rolling hills beyond the city. Inside are four beautifully modern research suites with large viewing spaces. Our respondent database reflects the rich diversity of the area. If you're looking for uber-creative consumers, knowledgeable physicians or IT professionals, we have them. (See advertisement on back cover)



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Reka Kunos, Area Director
(See advertisement on p. 3)



Intact Qualitative Research

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Lisa Chiapetta, Principal

Lisa Chiapetta & Associates is dedicated to offering a wide variety of high quality marketing research support services. We value most our relationships with clients and partnering with them to achieve their goals. Lisa is a respected research professional with a solid reputation in the industry. She has had the privilege of working alongside moderators, facilities, corporations and research professionals around the globe. Services include: consulting/research development, quote retrievals, facility and recruiting oversight/management, screener development, topic guides and questionnaires, backroom management, note-taking, proctoring/ moderation, in-depth Interviews, gang studies, report preparation and participant recruitment.



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Brad Weiss-Holmes, Senior VP

The merger between Radius Global Market Research and Illumination Research creates one of largest independent custom market research companies in the world. Our single-minded focus is helping organizations get closer to their customers to drive brand growth. To do so, Radius and Illumination creatively integrate the best of advanced data science with behavior-based research for deeper, more holistic human insights. We understand brands face complex challenges in development, marketing and communication. We design an innovative mix of research approaches to get at your brand's unique issues and we execute with agility to meet your go-to-market demands. Radius and Illumination also advise Fortune 500s and industry leaders on how to infuse human insights throughout the organization for better strategic decision-making across all functions and to transform to a more customer-centric brand. (See advertisement on p. 7)

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Katrina Noelle, Co-Founder

Scoot Insights: Helping decision-makers choose the right direction and mapping out the best way to get there. We explore and understand everything from employee engagement to strategic brand positioning. Our Scoot Sessions tackle challenges in categories from consumer products to retail and tech. Bringing decades of experience in brand strategy, innovation and qualitative research, we empower leaders and stakeholder teams to have balanced, immersive and insightful experiences that lead to actionable directions.

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Karen D. Seratti, Ph.D.

The Seratti Group is a unique research firm based in San Francisco. We work with organizations of all shapes and sizes – from multinational brands to early stage startups – as well as teams and individuals, to uncover insights and then tell the truth about how to do something meaningful with those insights. The Seratti Group is led by Dr. Karen Seratti, a psychologist, global ethnographer, facilitator, researcher, educator, design/user experience consultant and coach.

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Virginie Jesionka, Senior Manager

SKIM is a global insights agency helping leading companies thrive by understanding decision making. To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, health care and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges and innovative research techniques. The result? Practical recommendations you can use to propel your business forward, online and offline.

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Joyce Snell, President

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Success Drivers is a global provider of marketing and sales insights solutions based in Germany and USA. We work for reputed brands such as Allianz, Bayer, Facebook, Intel, Microsoft, Metlife, P&G, Sonos, Unilever or T-Mobile. For our clients, we are the leading authority in discovering success drivers for businesses. We applied our world-leading, proprietary Machine Learning technologies to distill causal insights from data. Example: NPS. AI – uses two-question surveys to first reliably auto-code verbatims, identifies the hidden impact of infrequently mentioned reasons for loyalty.

Colorado

Boulder



Boulder Focus Center

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Sue Rothchild, Qualitative Research Manager

Boulder Focus Center provides recruitment and qualitative project management services (site selection, moderation, discussion guide development, report writing/analysis, hosting, etc.) We recruit for focus group studies, one-on-one interviews, in-home studies, product testing, shop-along studies, usability studies, etc. We have a database of Boulder/Denver area potential participants, including sports and outdoor enthusiasts; health-oriented, natural product users; college students; high-tech, etc. BFC is owned/operated by RRC Associates, a full-service consumer research and consulting firm.



SurveyGizmo

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SurveyGizmo provides a data action platform to help organizations achieve agility and brand preference by automatically delivering actionable information. The SurveyGizmo platform combines power, ease of use and flexibility to help people start fast. Companies can start with one survey, get results and analyze the data to see a fast ROI. They can also integrate feedback into their CRM, ERP, HR, BI, risk assessment and safety and compliance systems and standardize their feedback to deliver governed and actionable information, enterprise-wide.

Colorado Springs



Elevated Insights

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Cailee Schade, Dir. of Qualitative Research & Fieldwork

Elevated Insights opened a brand new facility in the Pikes Peak region featuring three spacious

research rooms with private client lounges as well as a moderator suite, designed to inspire high-level thinking and creativity. A flexible space that inspires creativity, Elevated Insights is great for focus groups, IDIs, usability testing, automotive research, co-creation, mock juries and more. Colorado Springs is home to a diverse mix of audiences including: military personnel, outdoor enthusiasts, politically-minded individuals, religious groups and suburban families. Our facility capabilities include: digital audio and video recording, videostreaming, custom recruiting, experienced moderation and customizable interview room setup. Our dual-phase recruiting process ensures high-quality recruits for every study. Phase 1: All respondents are thoroughly vetted to ensure they meet screening criteria, articulation requirements and are committed to project participation. Phase 2: Personal reminder calls, e-mails and texts are sent to each respondent to ensure an almost 100% show rate. Elevated Insights is located in downtown Colorado Springs and is one hour south of Denver.

Denver

C&C Market Research - Denver

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Nikki Darré, President

Fieldwork Denver is the ideal location for your mile-high market research needs. Our 10,000+ square foot facility is conveniently located in the heart of downtown Denver. Our consistently growing database allows access to thousands of respondents with diverse lifestyles and backgrounds from the Denver metro area and beyond. All six of our conference rooms have generous, viewing rooms and attached lounges. Rooms include in-house HD recording and a variety of streaming options. (See advertisement on back cover)

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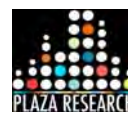
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BLS Research & Consulting is a full-service market research and communication strategy firm with offices in Connecticut and New York. Through qualitative and quantitative research, we generate actionable insights to create innovative strategies for organizations, brands and companies. We focus our work on clients with progressive missions and specialize in helping organizations understand and communicate more effectively with women and girls. Some of the services we provide include: focus groups (in-person and online), qualitative moderation, ethnographies, in-depth interviews, recruitment, surveys, intercepts, message development and testing, ad testing, segmentation analysis, political consulting and international research. BLS Research & Consulting is a woman-owned, certified SBE/MBE in the state of Connecticut as well as in New York City.

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Heart + Mind Strategies

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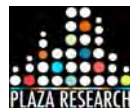
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Alan Hale is the founder of Consight Marketing Group, LLC. He has an MBA in marketing and 40 years experience with 250+ projects helping companies in business to business markets grow their business. He is also a contributing author to Quirk's Magazine. This extensive consulting background is combined with voice of the customer research to develop customer specific insights which are used to develop actionable strategies and tactics. This effort becomes an investment rather than just an expense. Some of the voice of the customer research we do is customer satisfaction and loyalty, developing go-to-market strategies, lost customer analysis, new market assessments, branding and positioning research, new product/service validation, M&A marketing due diligence, etc. Call Alan at 847-800-1685.



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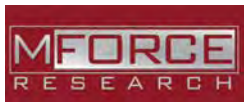
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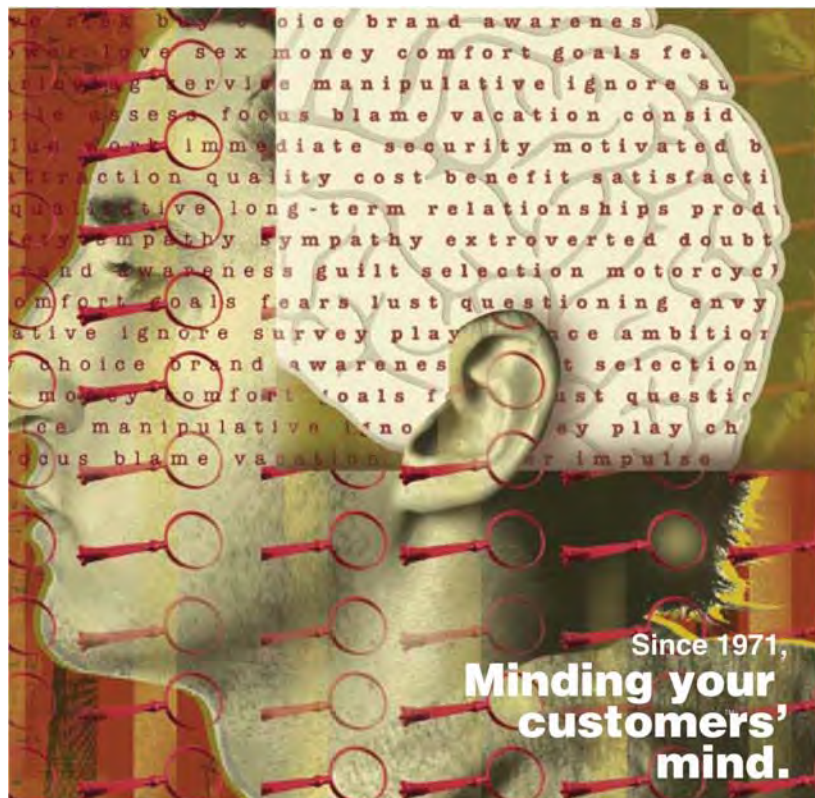
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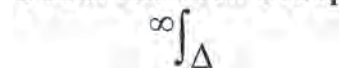


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Gary Eichenholtz, CEO/CFO

Northern New Jersey

(See also New York City and Connecticut)

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fbauman23@aol.com
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Greg Caruncho

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(See advertisement on p. 3)



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U&I Collaboration (U&I)

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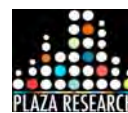
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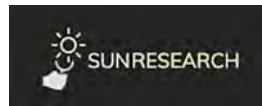
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Lisa McGary, Client Relationship Manager

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Opinion Centers America is the participant-facing brand for our research lab. Acquired by Precision Dialogue in 2012, the company is now owned by RR Donnelley's marketing group. Formerly known as Precision Dialogue, RRD Marketing Solutions helps brands optimize engagement with their customers, across all touchpoints. We combine predictive insights, inspired content and meaningful interactions to improve marketing ROI. Our 2,100-square-foot research facility was custom-built with a focus on technology, functional layout and extra perks that make observing a study more enjoyable. Features include: sound-resistant participant room, separate entrances for observers and participants, camouflaged cameras, real-time audio/visual monitoring and one-way mirror. We offer a full suite of research services, from participant recruiting to eye-tracking and emotional test-

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David Paull, Co-founder & CEO

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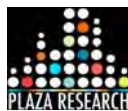
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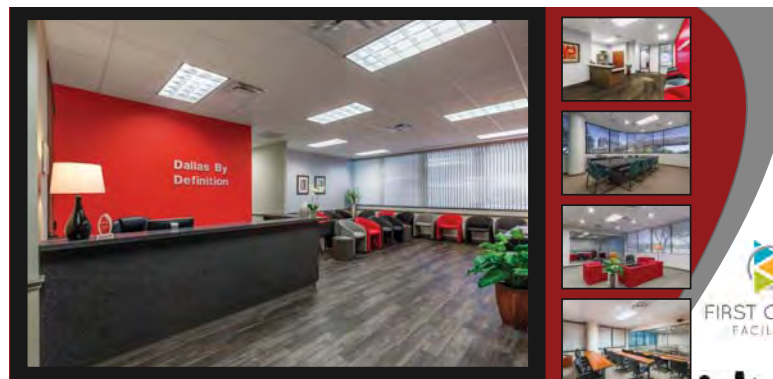
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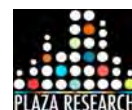
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Ph. 435-558-2551 or 602-831-1973
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Brad Larson, CEO

Salt Lake City



Clear Insights Group

210 N. 1200 E., Suite 110
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Ph. 801-901-3497
JeffW@clearinsightsgroup.com
www.clearinsightsgroup.com
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Newport News/Norfolk/Virginia Beach

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clindemann@issans.com
www.issans.net

Carla Lindemann, Chief Operating Officer
Peter J. McGuinness, President

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(See advertisement on p. 127)

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(See advertisement on p. 127)

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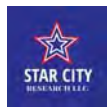
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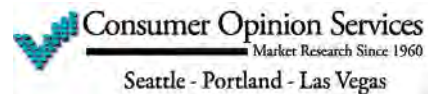
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Greg Carter, Vice President
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Info@ConsumerOpinionServices.com
www.ConsumerOpinionServices.com
Greg Carter, Vice President
Jerry Carter, President & CEO
(See advertisement on p. 129)

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Seattle, WA 98101
Ph. 206-838-7951 or 206-241-6050 for estimates
info@ConsumerOpinionServices.com
www.ConsumerOpinionServices.com
Greg Carter, Senior Vice President
(See advertisement on p. 129)

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Jim Longo

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nancy@hardwickresearch.com
www.hardwickresearch.com
Nancy Hardwick, Owner

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Simone.Hollin@myccresearch.com
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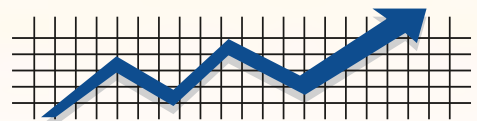
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Karen Munson, President

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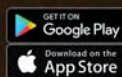
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MEDIA

Argentina	135	Republic of Korea	148
Australia	135	Malaysia	148
Barbados	135	Mexico	148
Belgium.....	135	Netherlands	148
Brazil.....	135	New Zealand.....	149
Bulgaria	136	Nigeria.....	149
Canada.....	136	Peru	149
Alberta	136	Philippines.....	149
British Columbia	136	Poland	150
Nova Scotia.....	137	Puerto Rico	150
Ontario	137	Romania	150
Quebec	140	Russian Federation	151
Chile	140	Saudi Arabia.....	151
China	140	Singapore.....	151
Costa Rica.....	142	Spain	152
Egypt.....	142	Sweden	152
France.....	142	Switzerland.....	153
Germany.....	142	Thailand	153
Guam	144	Turkey.....	153
Hong Kong.....	144	United Arab Emirates	153
India.....	145	United Kingdom	153
Indonesia	146	Vietnam	160
Italy	147		
Japan	147		

U.S. Geographic listings begin on page 25

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Kadence International is a global boutique market research agency. With offices spanning Asia, Europe and the US, we combine the global reach of a large research company with the agility and personalized service of a small boutique. With fieldwork specialists, insight consultants and local market experts in-house, we have the ability not just to conduct primary research but to harness it to unlock new ideas, strategies and business growth at a global level. We work with many global brands and clients in multiple countries. Our clients value access to our leading-edge, web-based data capture systems (including CATI call centres in each location), centralized reporting (24/7), advanced analytics, data quality processes, creative design-led reporting and total peace of mind.



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Market Resonance is a full service marketing research agency offering both Quantitative and Qualitative services to marketing research companies across the globe. We are 16 years in the business of market research. Headquartered in Mumbai (India) we offer services for India, all other Asian and Middle Eastern markets. We understand the quick turnarounds and cost effective data collection that agencies require and are uniquely positioned to assist in this regard. Our RFQ turnaround time is 24 hours and you can reach us at e-mail: kmotwani@marketresonance.co.in , Phone: +91 9820923459.



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1Lotus Market Research is an independent market research fieldwork agency, assisting fieldwork partners and advisory clients. 1Lotus Research specializes in delivering fieldwork services in B2B, health care segment and technology fields across 30 countries across Asia-Pacific, Middle East and Australia. 1Lotus Research has a CATI center to conduct telephonic qualitative, quantitative and online studies. 1Lotus Research has a dedicated two-way mirror viewing facility based out of Mumbai for conducting focus groups, in-depths and usability tests.



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RFR RFR International is an independent, market research service company based in Rome. We are specialized in the organization of qualitative market research studies in both the consumer and healthcare industries. We organize focus group discussions, individual interviews, usability sessions, ethnographic interviews across Italy for other market research companies based both in Italy and internationally. We offer our clients: translation of research material, recruitment, moderation, simultaneous translation, video streaming equipped venue and lab equipment, transcriptions, analysis and reporting.

Japan

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Aqua Insights Japan is a qualitative market research agency based in Tokyo, Japan, supporting agencies and brands from across the globe with their research needs in the Japanese market. We specialize in qualitative ethnographic research: in-home interviews, accompanied shopping, lifestyle safaris. However, we also conduct more traditional focus group discussions and in-facility interviews. Our bilingual and bicultural team has expertise in FMCG, health and beauty, IT hardware/software, cosmetics, food and beverage, in-home electronics, kitchen appliances, finance, automotive, amongst others.



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We are a full-service company providing both qualitative and quantitative research (online surveys, focus groups, in-depth interviews, central location testing, home use testing). We specialize in high quality panel and data services providing rapid, flexible responses for our clients. They include marketing research companies, advertising agencies, consulting firms, publishers, alcohol manufacturers, chain restaurants and travel agencies as well as food and beverage, personal care and cosmetics industries. Our testing includes: product and concept, pricing and packaging testing. Our surveys cover: needs, advertising effectiveness, brand and enterprise images, customer and employee satisfaction, customer trend research, cost structure research, chain restaurants, travel agencies and more!

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CarterJMRN (Japan Market Resource Network) is a full-service marketing research and strategic consultancy with offices in Tokyo and Osaka. Our goal is to help our clients "unmask" Japan. Our multicultural, fully bi-lingual team of 100 researchers and support staff delivers market research solutions adapted for the Japanese market and mind. We cover both B2C and B2B and we conduct projects throughout Japan and around the world. Since 1989, we have worked across a variety of industries and offer the full host of research approaches designed to provide insights and inform strategy in the Japanese market and beyond. Our work includes advertising, branding, customer and market entry assignments, with a particular focus on qualitative, ethnographic and experiential studies.

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GMO Research can offer you an online research solution platform that allows access to our multi-panel and multi-country online panel network – Asia Cloud Panel. While we are constantly expanding our reach in Asia and globally, Asia Cloud Panel consists of over 26 million online panelists across 14 APAC countries ranging from consumers to CEOs. GMO Research is also a part of and backed by GMO Internet Group, one of the largest Internet conglomerates in Japan specializing in a number of Internet-related technologies: Web infrastructure and e-commerce, Internet media, Internet securities and social media and smartphone platforms. They have the number one Japanese market share in Internet security, payment processing, e-commerce solutions, Web hosting, domain and FX trading.

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Vase.ai is a market research company providing market, consumer and product insights for companies looking to test and/or improve their products or companies looking for new opportunities. We provide brand and advertisement insights for marketers looking to track and enhance their marketing campaigns. With our proprietary 300,000 panel, we are able to target specific audiences in Malaysia and Singapore. We produce fast, accurate and actionable insights. What takes traditional research agencies 2-3 months to produce, takes us 14 days. We worked with Unilever, PepsiCo, Carlsberg, KFC and more.

Mexico



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Independent, full service market research agency assisting clients in Mexico since 2001. The company provides quantitative and qualitative research services. We have broad experience supporting our international clients, delivering reliable results: setup/project management; CAPI, CATI, PAPI and online interviews; focus groups; in-depth interviews; online BBGs; observation studies; ethnography; and translations, reporting and debriefing in English or Spanish. We specialize in Mexican markets and consumers covering FMCG, financial products/services, consumer durables and telecommunications.

Netherlands



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SKIM is a global insights agency helping leading companies thrive by understanding decision making. To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, healthcare and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges and innovative research techniques. The result? Practical recommendations you can use to propel your business forward, online and offline.

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Infotools is an award-winning software and services provider for the market research indus-

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Kantar Philippines is the market leader in the Philippine research industry and is part of the world-leading data, insight and consultancy company Kantar whose specialist brands Kantar TNS, Kantar Millward Brown, Kantar Media and Kantar Worldpanel work together across the whole spectrum of research and consulting disciplines to provide inspirational insights and business strategies for local and global clients. Kantar Millward Brown helps grow great brands by specializing in advertising effectiveness, strategic communication, media and digital and brand equity research. Kantar TNS helps clients identify, optimize and activate the moments that matter to drive growth for their business through expertise in innovation, brand and communication, shopper activation and customer experience. Kantar Media is a global leader in connected intelligence. Our data and insights provide clients with holistic understanding of the changing media landscape. This includes audience measurement, consumer targeting and in-depth intelligence into paid, owned and earned media. Kantar Worldpanel is the global expert in shoppers' behavior via continuous monitoring of household purchases, applying advanced analytics and creating tailored solutions.



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Spotlight Research is a senior quantitative and qualitative research boutique, going beyond clichés, sewing to measure, refining every detail and best fitting it to a client's needs and expectations. We specialize in hybrid projects which are a compilation of various techniques and research methods. This combination of techniques enables us to uncover deep insights and is a powerhouse of knowledge for marketing and new product development departments. It also requires extensive experience in both quantitative and qualitative research as in marketing – and we are there to help you!

Puerto Rico



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Gaither International was founded in 1971 in Stamford, Connecticut and a fully staffed office

was opened in Puerto Rico in 1984. Today, Gaither is one of the Caribbean's leading marketing research companies, serving hundreds of clients within numerous industries. At Gaither we conduct ad hoc, syndicated and qualitative market research. This makes us the only full-service marketing firm in the region. In our current facilities we have a test kitchen and a test wet bar, as well as three fully equipped Gessel cameras and a large space that serves as a theater and conference room. For our quantitative research, we have the largest field force in the island, visiting homes in all census regions and blocks every single day, conducting face-to-face interviews.

Romania



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Worldwide MR launched in 2013, in Dallas, Texas. We are domestic and global online panel provider with extensive reach and depth. We specialize in hard to reach audiences; B2B - workers to C-levels, health care - patients to doctors and professionals, IT, Trades and more. We help our clients achieve their Real Objectives by establishing meaningful relationships and have the flexibility to grow and adapt as their needs evolve. We believe people talking to people is the most effective way to achieve exceptional results. We don't do everything, but what we do, we do with excellence.



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MA PRAKTIKA Consumer Research is a nationwide Russian full-service and fieldwork agency since 2003. We specialize in focus groups, recruiting, sensory tests, street intercepts, sophisticated analytics and much more. Unlike other agencies, we operate our own perfectly equipped and centrally located FG and CLT facilities in three major cities of Russia (Moscow, St. Petersburg and Yekaterinburg) representing a majority of the country's population. We also run our own advanced CATI center. We offer top rated and no-incidence data collection, solid fieldwork and complete market research services.



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OMI is Russia's only ISO 20252 and 26362 certified online panel provider. It holds the Gold Certificate for quality and consistency awarded by the U.S.-based online panel auditor Mktg Inc. Since 2007 OMI has provided online survey programming and data collection through proprietary B2B and B2C online panels in Russia, Ukraine, Kazakhstan and Belarus. With OMI online panels you can access more than 1,000,000 consumers, 250,000 vehicle owners, 10,000 IT professionals, 16,000 physicians and 740,000 patients. OMI conducts 24-hour long Omnibus research that represents Russian Internet audiences.

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Mr. Hidekazu Hamano, Managing Director

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Naim ul Qadar, Founder & CEO

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Nitin Ladva, Director, Radius MEA

The merger between Radius Global Market Research and Illumination Research creates one of largest independent custom market research companies in the world. Our single-minded focus is helping organizations get closer to their customers to drive brand growth. To do so, Radius and Illumination creatively integrate the best of advanced data science with behavior-based research for deeper, more holistic human insights. We understand brands face complex challenges in development, marketing and communication. We design an innovative mix of research approaches to get at your brand's unique issues and we execute with agility to meet your go-to-market demands. Radius and Illumination also advise Fortune 500s and industry leaders on how to infuse human insights throughout the organization for better strategic decision-making across all functions and to transform to a more customer-centric brand. (See advertisement on p. 7)

United Kingdom



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The Future Thinking Group helps clients understand their customers by combining market research and data science to predict customer behaviour and drive competitive advantage. Integrating qual, quant and analytics, it employs behavioural economics, human understanding, machine learning and advanced analytics to maximise clients' sales, revenue and ultimately profit. The Group includes Future Thinking with offices in the U.K. and France, as well as GemSeek and cQuest with offices in Bulgaria and the Netherlands.



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Tara Lyons, Director

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**IQR Limited**

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Tom Stacey, Fieldwork Operations Director

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**i.view**

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Sam Grey, Operations Director

i-view London is a custom-built viewing facility established in 2012 as a contemporary hub for researchers. Located in the heart of central London on the Strand, we offer five technologi-

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**Kudos Research**

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Chris Smith, Managing Director

Kudos Research provides high-value international telephone data collection in over 80 countries using native-language speakers. Methodologies include CATI, online/mixed-mode, qual and quant, IDIs and recruitment. Our panel of 500 professional interviewers act as excellent ambassadors for you and your client, expertly engaging with C-suites, senior execs, KDMs, policy leaders, health care professionals and HNWI audiences. Centralized interviewing and project management from our London offices facilitates communication, coordination of quality and harmonization across markets. Offering competitive pricing, we are ISO 20252 and IQCS accredited and ESOMAR members.

**Language Insight**

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Stacey Harwood

Language Insight offers translation and language services designed specifically for market research. With a wealth of experience in qualitative and quantitative projects, we can offer: document translation (qualitative and quantitative), open-end translation, overlaying, link checking, transcription, interpreting and analysis. Language Insight has grown through excellent customer service, recommendations and high client retention. We have gained a reputation for providing quality and uncompromising service, which is reflected in our ISO 9001 (quality management), ISO 17100 (translation services) and ISO 27001 (information security) international accreditations. Our ethos is one of pride, motivation and client satisfaction. Simply going that extra mile is what our clients have come to trust and rely upon. Our business is driven around our quality systems and bespoke infrastructure, all designed towards the market research translation and language services, ensuring the security of all client data. We are also proud to be a winner of The Queen's Award For Enterprise For International Trade 2019. A direct result of our commitment to international trade, but above all, our values.

**LivingLens**

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Carl Wong, CEO

LivingLens is the friendly tech company that enables better, richer insight and greater business impact. We work with the world's best brands, insight and CX specialists and technology businesses to turn video and other multimedia into valuable stories, data and insight. Our leading video intelligence platform enables the capture of multimedia content, the extraction of meaningful data within that content, clever ways to analyse that data using AI and machine learning and easy ways for our clients to build powerful consumer stories to activate change in their businesses.

LRW (Br.)

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Joan Cassidy, SVP, Marketing and Communications

M3 Global Research and Studios (London)

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Laura Haxton-Wilde Head of EU Qualitative Research

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Susan Owen, CEO

Phoenix MRC blends inspired creativity, clear-sighted strategy and detail-obsessed execution to put the customer at the heart of the organisation and drive business performance. Bringing together disciplines of insight, customer experience and behavioural psychology, we provide practical market research/consultancy: Brand positioning/development, CX management, strategy, innovation, NPD and communications insight in a world of disruptions like digital and emerging markets. Our workshops on customer experience, insights, product development and training drive insight through to strategic implementation. We supply the MRI™, a system for assessing and benchmarking customer centrality, then help implement changes to improve CX throughout your organisation. We make it easy to make a difference



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Jon Weeks, Director, Radius Europe

The merger between Radius Global Market Research and Illumination Research creates one of largest independent custom market research companies in the world. Our single-minded focus is helping organizations get closer to their customers to drive brand growth. To do so, Radius and Illumination creatively integrate the best of advanced data science with behavior-based research for deeper, more holistic human insights. We understand brands face complex challenges in development, marketing and communication. We design an innovative mix of research approaches to get at your brand's unique issues and we execute with agility to meet your go-to-market demands. Radius and Illumination also advise Fortune 500s and industry leaders on how to infuse human insights throughout the organization for better strategic decision-making across all functions and to transform to a more customer-centric brand. (See advertisement on p. 7)



The Research House, A Schlesinger Company

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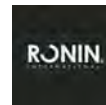


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Schlesinger Group is a leading data collection company offering a broad range of qualitative and quantitative research solutions. Working in partnership with you, we provide outstanding recruitment and project management for any methodology, including online surveys, online communities, telephone interviews, ethnographies, quantitative, webcam focus groups, traditional focus groups and in-depth interviews. We also offer a range of research labs for behavioral and emotional measures. Our commitment to quality and innovation ensures your study is powered by the best technology and the best team available. Our 25 high-specification focus group facilities are located in key markets across the US, UK, France, Germany and, most recently, Spain. (See advertisement on inside front cover)



RONIN International

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Simon Glanville, Managing Director

RONIN International is a leading data collection agency, conducting global online and telephone (CATI) research in 30 languages from our London research center. A pioneer in health care professional panels, global B2B and customer satisfaction studies, with over 20 years' experience delivering complex multi-country projects. RONIN continues to receive excellent client feedback for data quality and proactive project management in B2B, IT, customer satisfaction, stakeholder and health care professional studies. Services from questionnaire scripting and translation through to final data delivery.

**RP Translate**

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Since 1997, the RP Translate team has been a pioneer in translations for the insight industry. We work to raise the quality of global insight by combining innovative application of translation intelligence methods with a deep understanding of research methodologies and target markets. Today, our uniquely expert team partners with you to build language service packages tailored to your global research needs – and there's no experience quite like it. Whether you work in international B2C, B2B, health care/medical, pharmaceutical or public sector research, you can leave the translation intelligence to us and spend more time on the parts of research that you love. Simply reach out to us for a bespoke quote or to discuss your translation needs – we'd be delighted to hear from you!

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SKIM is a global insights agency helping leading companies thrive by understanding decision making. To stay ahead today, it's critical to know how decisions are made and how the changing environment influences decisions for consumers, healthcare and B2B professionals. We combine decision-behavior know-how with analytical rigor, a thorough understanding of marketing challenges and innovative research techniques. The result? Practical recommendations you can use to propel your business forward, online and offline.

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Skopos World is the long-established, award-winning, full-service, global business insights network based out of Europe, providing research skills and expertise to help clients maximize opportunities originating from "new world" developments. Our modern research toolkit, which fuses both high intellect and AI, in combination with locations across Europe and the world, deliver the scope and scale today's brands operating in this region require. Our experienced experts and leaders ensure the work is trusted and actioned within your business

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Fiona McNae, CEO

Space Doctors specializes in Creating Meaningful Futures. We are experts in creating and managing cultural meaning. We help businesses around the world solve their toughest questions through rigorous analysis, great conversations and playful provocation. Space Doctors use insights from semiotics, cultural analysis, ethnography, consumer research and design to understand deeply. We inspire and shape how brands show up in the world through building activation strategies, storytelling, copywriting, visualizing and developing creative platforms. Please get in touch to see how Space Doctors can create meaningful futures for your brand or business, or visit our website www.space-doctors.com for more information.

**Verve Partners Ltd**

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Paul Lawson

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**Vision One Research**

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Tony Lewis, Director

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VisionsLive provides a complete platform for running online qualitative research projects and insight communities. Run online focus groups, bulletin boards, social and mobile community panels, qualitative in-depth interviews, mobile ethnography and much more. VisionsLive helps you get answers to your most pressing business questions, fast. Our team has a passion for building tools that let you connect and engage with the right people on their devices and in their world to help you get the insight you need, fast. Online qualitative research made simple.



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The Research Services Cross-Index is designed to help you find companies that specialize in research services and techniques such as eye-tracking and mystery shopping. To find a company that specializes in researching a particular industry, such as senior citizens or sporting goods, turn to the Industry Cross-Index on page 202.

Acquisition/Divestiture Studies.....	162	Demographic Database.....	172	Media Research-Print/Publication.....	182	Semiotics.....	194
Advertising Claim Substantiation.....	162	Demographic Profiles.....	172	Media Research-Radio.....	182	Sensory Research.....	194
Advertising Effectiveness.....	162	Device Fingerprinting.....	172	Media Research-Television.....	182	Service Quality Measurement.....	194
Advertising Impression Studies.....	162	Distribution Checks.....	172	Medical Interviewing.....	182	Shopper Insights.....	194
Advertising Research.....	162	Distributor Research.....	172	Merchandising Studies.....	182	Site Selection Analysis.....	194
Advertising Tracking.....	162	DIY Research.....	172	Minority-Owned.....	182	Social Issue Research Consultation.....	194
Advertising/Communication Consultation.....	162	Door-To-Door Interviewing.....	172	Mobile Surveys.....	182	Social Media Research.....	194
Agile Research.....	163	E-mail Surveys.....	172	Mock Jury Trials.....	182	Social Research.....	194
Airport Interviews.....	163	Employee Opinion Studies.....	172	Modeling/Simulation Studies.....	183	Software-Apps.....	194
Artificial Intelligence/AI.....	163	Employment Recruiting.....	173	Motivational Research.....	183	Software-Automated Reporting.....	194
Association Membership Studies.....	163	Ethnic Interviewing.....	173	Movie/Film Previews.....	183	Software-CAPI.....	194
Attitude/Usage Studies.....	163	Ethnic Research Consultation.....	173	Multivariate Analysis.....	183	Software-CATI (Telephone Interviewing).....	196
Audience Research.....	163	Ethnographic Research.....	173	Music Tests.....	183	Software-Comprehensive Stat. Pkg.....	196
Audience Response Systems.....	163	Event Surveys.....	173	Mystery Shopping.....	183	Software-Conjoint Analysis.....	196
Automation.....	163	Executive Interviewing.....	173	Name Development.....	183	Software-Data Analysis.....	196
Behavioral Economics.....	163	Exit Interviews.....	174	Name Research.....	183	Software-Data Delivery Tools.....	196
Benchmark Studies.....	163	Exploratory Research.....	174	Neuromarketing Research.....	184	Software-Data Tabulation.....	196
Brainstorming/Idea Generation.....	163	Eye-Tracking.....	174	New Venture Analysis.....	184	Software-Database Management.....	196
Brand Equity.....	163	Facial Coding.....	174	Observation Research.....	184	Software-Mobile Surveys.....	196
Brand Identity.....	164	Factor Analysis.....	174	Omnibus Research.....	184	Software-Online Qualitative.....	196
Brand Loyalty Studies.....	164	Field Audits.....	174	Omnibus Surveys-Business.....	184	Software-Online Surveys.....	196
Brand Positioning Studies.....	164	Field Management Services.....	174	Omnibus Surveys-Consumers.....	184	Software-Qualitative.....	197
Brand Share Studies.....	164	Focus Group-Bulletin Board.....	174	Omnibus Surveys-Ethnic Markets.....	184	Software-Research Dashboard.....	197
Brand/Image Development.....	164	Focus Group-Facilities.....	175	One-On-One (Depth) Interviews.....	184	Software-Sampling.....	197
Brand/Image Tracking.....	165	Focus Group-Moderating.....	176	Online Communities - MROC.....	184	Software-Survey Design & Analysis.....	197
Branded Content Research.....	165	Focus Group-Moderator Training.....	176	Online Research.....	185	Software-Text Chat/SMS/IM Sessions.....	197
Business-To-Business Research.....	165	Focus Group-Online.....	176	Online Research Consultation.....	185	Software-TURF Analysis.....	197
Bus.-To-Bus. Rsch. Consultation.....	166	Focus Groups.....	177	Online Survey Design/Analysis.....	185	Spec Writing-CAPI.....	197
Business Plan Development.....	166	Focus Group-Teleconference.....	177	Online Surveys.....	185	Spec Writing-CATI.....	197
Car Clinics.....	166	Focus Group-Transcriptions.....	177	On-Site Interviewing.....	186	Spec Writing-Web.....	197
Census Data.....	166	Focus Group-Videconference.....	177	Package Development Research.....	186	Sponsorship Research.....	197
Central Location Interviewing.....	166	Focus Group-Web Conference.....	177	Packaging Testing.....	186	Statistical Analysis.....	197
Coding.....	166	Forecasting/Trends Research.....	177	Panels-Diary.....	186	Statistical Research Consultation.....	198
Commercials Testing.....	166	Foreign Language Interviewing.....	177	Panels-Mail.....	186	Store Audits.....	198
Communication Strategy Research.....	167	Forms Processing/Scanning.....	177	Panels-Online.....	186	Store Control Tests.....	198
Competitive Intelligence.....	167	Fraud Detection.....	177	Panels-Proprietary.....	187	Store Simulation Studies.....	198
Competitor Analysis Evaluation.....	167	Gamification.....	177	Panels-Telephone.....	187	Strategic Marketing.....	198
Competitor Customer Research.....	167	Gender Studies.....	177	Personal/CAPI Interviewing.....	187	Strategy Research.....	198
Concept Development.....	167	Graphics Research.....	177	Point-Of-Purchase Research.....	187	Survey Design.....	198
Concept Optimization.....	167	Health Care Research.....	177	Political Polling.....	187	Syndicated Research.....	198
Concept Research.....	167	Home-Use Tests.....	177	Political Research.....	187	Taste Test Facility.....	198
Concept Testing.....	168	Hybrid Research (Qual/Quant).....	178	Political Research Consultation.....	187	Taste Tests.....	198
Conjoint Analysis/Trade-Off Analysis.....	168	Image Studies.....	178	Predictive Markets.....	187	Telephone Interviewing/CATI.....	199
Consumer Promotion Research.....	168	Incentive Payment & Processing.....	178	Pre-Recruit Interviewing.....	187	Telephone Number Look-Ups.....	199
Consumer Research.....	168	Independent Field Director.....	178	Pricing Research.....	187	Telephone/Mail/Telephone Studies.....	199
Consumer Research Consultation.....	169	Industrial Research.....	178	Primary Research.....	188	Test Kitchen.....	199
Convention Interviews.....	169	In-Store Research.....	178	Product Development Research.....	188	Test-Market Research.....	199
Copy Development Research.....	169	Interactive Voice Response (IVR).....	178	Product Placement.....	188	Text Analytics.....	200
Copy Testing.....	169	International Interviewing.....	179	Product Positioning Studies.....	188	Text/SMS Surveys.....	200
Copy Testing-Online.....	169	International Research.....	179	Product Testing Research.....	188	Theater Counts & Research.....	200
Corporate Image Studies.....	169	Journey Mapping.....	179	Product/Sample Pick-Up.....	189	Tracking Research.....	200
Crowdsourcing.....	169	Legal Research.....	179	Program Effectiveness Studies.....	189	Trade Audits.....	200
Customer Loyalty.....	169	Lifestyle Research/Clustering.....	179	Promotion Dev./Evaluation Studies.....	189	Trade Surveys.....	200
Customer Recovery Studies.....	170	Low Incidence Research.....	179	Psychographic Research.....	189	Traffic Studies.....	200
Customer Satisfaction Studies.....	170	Low Incidence Screening.....	180	Psychological/Emotion Research.....	189	Training.....	200
CX/UX-Customer/User Experience.....	170	Mail Surveys.....	180	Public Opinion Studies.....	189	Transcription Services.....	200
Data Analysis.....	170	Mall Facility.....	180	Qualitative Research.....	189	Translation/Interpreting Services.....	200
Data Cleaning.....	171	Mall Interviewing.....	180	Qualitative-Online.....	191	Usability Lab.....	200
Data Collection Field Services.....	171	Mapping.....	180	Quantitative Research.....	191	Usability Testing.....	200
Data Conversion.....	171	Market Feasibility Studies.....	180	Questionnaire Analysis.....	192	Validation-Respondent.....	201
Data Crosstabulation.....	171	Market Forecasting.....	180	Readership Studies.....	192	Video Recording.....	201
Data Entry.....	171	Market Opportunity Studies.....	180	Recruiting-Qualitative.....	192	Virtual Reality.....	201
Data Integration.....	171	Market Segmentation Studies.....	180	Recruiting-Quantitative.....	193	Warranty Card Analysis.....	201
Data Processing.....	172	Market Statistics.....	181	Report Writing Services.....	193	Wearables/Sensors.....	201
Data Quality.....	172	Market/Category Evaluations.....	181	Repositioning Studies.....	193	Website Analysis.....	201
Data Security.....	172	Marketing Research Consultation.....	181	Reputation Management Research.....	193	Website Usability.....	201
Data Visualization/Infographics.....	172	Marketing Research-Full Service.....	181	Sales Intelligence.....	193	Woman-Owned.....	201
Database Development/M.I.S.....	172	Marketing Research-General.....	182	Sampling.....	193		
Decision Research Consultation.....	172	Media Research-Digital.....	182	Secondary/Desktop Research.....	193		
Demographic Analysis.....	172	Media Research-General.....	182	Segmentation Studies.....	193		

Acquisition/Divestiture Studies

Consight™ Marketing Group, LLC (IL), p. 59
 Finch Brands (PA), p. 108
 Geo Strategy Partners (GA), p. 55
 InfoTech Marketing (CO), p. 43
 Iurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Phase 5 (ON), p. 139

Advertising Claim Substantiation

Applied Marketing Science, Inc. (MA), p. 70
 Cabletrax (CA), p. 29
 City Research Solutions (WI), p. 132
 Escalent (MI), p. 73
 Focus World International, Inc. (NJ), p. 84
 Illumination – A Radius Global Market Research co. (OH), p. 102
Just The Facts, Inc. (IL), p. 62
 Precision Research, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RTI Research (CT), p. 46
 SKIM (NJ), p. 85
 SurveyUSA® (NJ), p. 85
 Wakefield Research (VA), p. 49

Advertising Effectiveness

Aeffect, Inc. (IL), p. 58
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
B2B International (NY), p. 87
 Beall Research, Inc. (IL), p. 59
 Cint USA, Inc. (NY), p. 88
 The Dieringer Research Group, Inc. (WI), p. 132
 Digital Research, Inc. (ME), p. 68
Dynata (TX), p. 120
 Engagious (OR), p. 106
 Erdos & Morgan, Inc. (NY), p. 89
 Forte Research Group (NY), p. 90
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 Horowitz Research (NY), p. 91
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 Lucid (LA), p. 68
 mo'web GmbH (Ger.), p. 144
 MSW-ARS Research (NY), p. 92
 Multivariate Solutions (NY), p. 92
 Performance Research (RI), p. 115
 Phoenix Marketing International (NY), p. 96
 Provoke Insights (NY), p. 93
 Readex Research (MN), p. 78
 Research Solutions, Inc. (WI), p. 133
 Savanta (NY), p. 94
 Success Drivers (CA), p. 42
 SurveyMonkey Audience (CA), p. 42
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46

Advertising Impression Studies

Cint USA, Inc. (NY), p. 88
Just The Facts, Inc. (IL), p. 62
 Lexicon Branding (CA), p. 40
Toluna (CT), p. 46

Advertising Research

Accelerant Research (NC), p. 96
 AcuPOLL Precision Research, Inc. (OH), p. 100
 Addison Research (NY), p. 87
 Advantage Research, Inc. (WI), p. 132
 AgMetrics Research & Consulting (MO), p. 79
 AIS Market Research, Inc. (CA), p. 28
 Alternate Routes, Inc. (CA), p. 29
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
B2B International (NY), p. 87
 BLS Research & Consulting LLC (CT), p. 45
 Blueberry Marketing and Sensory Research (PA), p. 107
C+R Research (IL), p. 59
 Cabletrax (CA), p. 29
 City Research Solutions (WI), p. 132
 Consumer Truth® Ltd (IL), p. 59
 Decision Analyst, Inc. (TX), p. 120
 Dialsmith - Perception Analyzer (OR), p. 105
 DLG Research & Marketing Solutions (TX), p. 124
Dynata (TX), p. 120
 EFFICIENCE3 (France), p. 142
 Emicity (MI), p. 73
 Emotive Analytics (MO), p. 79
 Erdos & Morgan, Inc. (NY), p. 89
 Explorer Research (IL), p. 60
 FieldGoals.US (PA), p. 106
 Firefish (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
 Forte Research Group (NY), p. 90
 Gaither International, Inc. (Puerto Rico), p. 150
 Galloway Research Service (TX), p. 126
 Gold Research, Inc. (TX), p. 126
 Group Dynamics in Focus, Inc. (PA), p. 108
 Heart + Mind Strategies (VA), p. 48
 Honest Data (NC), p. 97
 I/H/R Research Group (NV), p. 81
 Inkblot Analytics (MA), p. 71
 Insight Culture (Ger.), p. 143
 Insights in Marketing (IL), p. 62
 Ironwood Insights Group, LLC (AZ), p. 27
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 The Key Group, Inc. (MD), p. 69
 LRW (CA), p. 32
 Lucid (LA), p. 68
 Market Probe International, Inc. (NY), p. 92
 MarketView Research (NJ), p. 84
 Michigan Market Research (MI), p. 74
 Multivariate Solutions (NY), p. 92
Olson Research Group, Inc. (PA), p. 112
 Open Mind Strategy, LLC (NY), p. 92
 Orman Guidance, Inc. (MN), p. 77
 OvationMR (NY), p. 93
 Phoenix Marketing International (NY), p. 96
 Phoenix MRC Limited (UK), p. 158
Pinnacle Research Group, LLC (MO), p. 80
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
 QuestionPro Audience (IL), p. 64
 Ready to Launch Research (CA), p. 33
 RealityCheck Consulting (MO), p. 80
 Recollective (Ramius Corporation) (QC), p. 137
 Relevant Insights, LLC (TX), p. 122
 ReRez (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
RIVA Market Research & Training Inst. (MD), p. 48
 Russell Research, Inc. (NJ), p. 84
 Savanta (NY), p. 94
 Seratti Group (CA), p. 41
 SFI Marketing Research Consultants (IL), p. 65
 Shapard Research (OK), p. 105
 SKOPOS Insight Group (Europe) (UK), p. 159
 Space Doctors Ltd (UK), p. 159
 SR Research Consultant (MN), p. 78
 Storybrand Consulting (CA), p. 34
 Strategic Research Initiatives LLC (AZ), p. 27

SurveyMonkey Audience (CA), p. 42
 SurveyUSA® (NJ), p. 85
 SyncScript (PA), p. 114
 Targoz Market Research (TN), p. 117
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46
 Vase.ai (Malaysia), p. 148
 Vision One Research Ltd. (UK), p. 160
 W5, Inc. (NC), p. 99
 Wakefield Research (VA), p. 49
 WBA Research (MD), p. 49
 Welcome Research (CA), p. 35
 WestGroup Research (AZ), p. 28

Advertising Tracking

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
C+R Research (IL), p. 59
 Cabletrax (CA), p. 29
 ChildResearch.com (CT), p. 45
 Cooper Roberts Research, Inc. (CA), p. 39
 Dapresy (NH), p. 82
 Erdos & Morgan, Inc. (NY), p. 89
 Hall & Partners (UK), p. 156
 Honest Data (NC), p. 97
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Infotools (New Zealand), p. 149
Just The Facts, Inc. (IL), p. 62
 MSW-ARS Research (NY), p. 92
 Netquest (PA), p. 111
 Numerator (IL), p. 63
 OvationMR (NY), p. 93
 Peoples Marketing Insights, LLC (GA), p. 56
 Phoenix Marketing International (NY), p. 96
 Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Savanta (NY), p. 94
 SurveyUSA® (NJ), p. 85
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 W5, Inc. (NC), p. 99
 WBA Research (MD), p. 49

Advertising/Communication Consultation

Alternate Routes, Inc. (CA), p. 29
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
C+R Research (IL), p. 59
 Finch Brands (PA), p. 108
 Flying Horse Communication (MT), p. 80
 Heart + Mind Strategies (VA), p. 48
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 Lexicon Branding (CA), p. 40
 Marketing Workshop (GA), p. 56
 MSW-ARS Research (NY), p. 92
 Phoenix Marketing International (NY), p. 96
 Provoke Insights (NY), p. 93
 Sivo Insights (MN), p. 78
Toluna (CT), p. 46

Agile Research

Curion, LLC (IL), p. 60
 incling (UK), p. 156
 Provoke Insights (NY), p. 93
 Sivo Insights (MN), p. 78
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42

Airport Interviews

Addison Research (NY), p. 87
 Area Wide Market Research, Inc. (MD), p. 47
Creative Consumer Research – Houston (TX), p. 124
 Gaither International, Inc. (Puerto Rico), p. 150
 Gold Research, Inc. (TX), p. 126
 Opinion Search (MI), p. 74
 Opinions, Ltd. - Headquarters (OH), p. 103
 TRIA International Research & Consultancy (Turkey), p. 153

Artificial Intelligence/AI

Aurora WDC (WI), p. 132
 DigitalMR Ltd. (UK), p. 155
 InfoTech Marketing (CO), p. 43
 LivingLens (UK), p. 157
 Persuadable Research Corporation (MI), p. 74
 Quester (IA), p. 67

Association Membership Studies

Beta Research Corporation (NY), p. 88
 The Dunvegan Group (NV), p. 81
 EurekaFacts, LLC (MD), p. 47
 Gold Research, Inc. (TX), p. 126
 InfoTech Marketing (CO), p. 43
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Phase 5 (ON), p. 139
 Readex Research (MN), p. 78
 Rockbridge Associates, Inc. (VA), p. 48
 Targoz Market Research (TN), p. 117
 Untold Research (VA), p. 49
 Vault Consulting, LLC (VA), p. 49
 WBA Research (MD), p. 49

Attitude/Usage Studies

Action Based Research, LLC (OH), p. 99
 Addison Research (NY), p. 87
 Advantage Research, Inc. (WI), p. 132
 Aha! Online Qual Technology Platform (MI), p. 73
 Alternate Routes, Inc. (CA), p. 29
B2B International (NY), p. 87
 Bauman Research & Consulting, LLC (NJ), p. 83
 Blueberry Marketing and Sensory Research (PA), p. 107
 BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 ChildResearch.com (CT), p. 45
Creative Consumer Research – Houston (TX), p. 124
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Dapresy (NH), p. 82
 The Dieringer Research Group, Inc. (WI), p. 132
 Digital Research, Inc. (ME), p. 68
 Directions In Research, Inc. (CA), p. 37
 Directions Research, Inc. (OH), p. 100
 DLG Research & Marketing Solutions (TX), p. 124
Dynata (TX), p. 120
 Erdos & Morgan, Inc. (NY), p. 89
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Fountainhead Brand Strategy (WI), p. 132
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Heart + Mind Strategies (VA), p. 48
 Horowitz Research (NY), p. 91

Illumination – A Radius Global Market Research co. (OH), p. 102
 Infotools (New Zealand), p. 149
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 Lucid (LA), p. 68
 Market Cube (SC), p. 116
 Marketing Workshop (GA), p. 56
 MarketView Research (NJ), p. 84
 MSW-ARS Research (NY), p. 92
 Multivariate Solutions (NY), p. 92
 Opinions, Ltd. - Headquarters (OH), p. 103
 Persuadable Research Corporation (MI), p. 74
 Phase 5 (ON), p. 139
 ProSense Consumer Research Center (AZ), p. 28
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Relevant Insights, LLC (TX), p. 122
 ReRez (TX), p. 122
 RestaurantInsights.com (SC), p. 116
 Rockbridge Associates, Inc. (VA), p. 48
 Rose Research (FL), p. 54
 RTi Research (CT), p. 46
 Russell Research, Inc. (NJ), p. 84
 Savanta (NY), p. 94
 Sivo Insights (MN), p. 78
 Strategic Research Initiatives LLC (AZ), p. 27
 SurveyMonkey Audience (CA), p. 42
 Target Research Group Inc. (NY), p. 95
 360 Market Reach, Inc. (NY), p. 87
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 Untold Research (VA), p. 49
 Uwins Research Group (CA), p. 34
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 W5, Inc. (NC), p. 99
 Wakefield Research (VA), p. 49
 WestGroup Research (AZ), p. 28
 Wiese Research Associates, Inc. (NE), p. 81

Audience Research

Dialsmith - Perception Analyzer (OR), p. 105
 Gold Research, Inc. (TX), p. 126
 Group Dynamics in Focus, Inc. (PA), p. 108
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Lexicon Branding (CA), p. 40
 Multilingual Connections (IL), p. 63
 Open Mind Strategy, LLC (NY), p. 92
 Performance Research (RI), p. 115
 Provoke Insights (NY), p. 93
RIVA Market Research & Training Inst. (MD), p. 48
 SurveyUSA® (NJ), p. 85

Audience Response Systems

Gaither International, Inc. (Puerto Rico), p. 150
 Jackson Adept Research - Beverly Hills (CA), p. 31
 The MSR Group (NE), p. 81

Automation

SurveyMonkey Audience (CA), p. 42

Behavioral Economics

Chadwick Martin Bailey, Inc. (MA), p. 70
 CMI (GA), p. 54
 Engagious (OR), p. 106
 Explorer Research (IL), p. 60
 Inkblot Analytics (MA), p. 71
 Isobar Marketing Intelligence Practice (MA), p. 71
 Olson Zaltman (PA), p. 115
 Research Rockstar Training & Staffing (MA), p. 73
 Savanta (NY), p. 94
 xspert | Segmedica (NY), p. 86

Benchmark Studies

Aurora WDC (WI), p. 132
 BestMark (MN), p. 75
Creative Consumer Research – Houston (TX), p. 124
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Customer Service Profiles (CSP) (NE), p. 80
 Deft Research, LLC (MN), p. 76
Dynata (TX), p. 120
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 eVOC Insights, LLC (CA), p. 39
 Great Blue Research, Inc. (CT), p. 45
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Orman Guidance, Inc. (MN), p. 77
 Second To None (MI), p. 74
 SERVICE 800, Inc. (MN), p. 78
 Starmass International Business Consultants (China), p. 141
 SurveyMonkey Audience (CA), p. 42
 Untold Research (VA), p. 49

Brainstorming/Idea Generation

Applied Marketing Science, Inc. (MA), p. 70
C+R Research (IL), p. 59
 City Research Solutions (WI), p. 132
 Doyle Research Associates, Inc. (IL), p. 60
 Engel Research Partners (CA), p. 39
 Ferman Innovation (FL), p. 50
 Geo Strategy Partners (GA), p. 55
 Great Questions, LLC (MO), p. 79
 Heart + Mind Strategies (VA), p. 48
 IdeaSuite (OR), p. 106
 Insight Culture (Ger.), p. 143
 InsightFarm Inc. (OR), p. 106
 Jackson Adept Research - Beverly Hills (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 KL Communications, Inc. (NJ), p. 84
 Michigan Market Research (MI), p. 74
 Peoples Marketing Insights, LLC (GA), p. 56
 Phoenix MRC Limited (UK), p. 158
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
 Research America Market Research Solutions (PA), p. 113
 Sivo Insights (MN), p. 78
 Talking Business, LLC (CA), p. 36
 Untold Research (VA), p. 49
 Whaling Insights (NC), p. 99

Brand Equity

Addison Research (NY), p. 87
B2B International (NY), p. 87
 Bellomy (NC), p. 98
C+R Research (IL), p. 59
 Directions Research, Inc. (OH), p. 100

Escalent (MI), p. 73
 Finch Brands (PA), p. 108
 Fountainhead Brand Strategy (WI), p. 132
 Geo Strategy Partners (GA), p. 55
 Heart + Mind Strategies (VA), p. 48
 Honest Data (NC), p. 97
 I/H/R Research Group (NV), p. 81
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Inkblot Analytics (MA), p. 71
 Insights in Marketing (IL), p. 62
 Ironwood Insights Group, LLC (AZ), p. 27
 Isurus Market Research and Consulting (MA), p. 71
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 LRW (CA), p. 32
 Lucid (LA), p. 68
 Market Cube (SC), p. 116
 MarketVision Research® (OH), p. 102
 MSW-ARS Research (NY), p. 92
 Multivariate Solutions (NY), p. 92
 NAXION (PA), p. 111
Olson Research Group, Inc. (PA), p. 112
 Phoenix Marketing International (NY), p. 96
 Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Research Solutions, Inc. (WI), p. 133
 Second To None (MI), p. 74
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 TRC Market Research (PA), p. 115

Brand Identity

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
B2B International (NY), p. 87
 Beta Research Corporation (NY), p. 88
C+R Research (IL), p. 59
 Campos (PA), p. 115
 Conisght™ Marketing Group, LLC (IL), p. 59
 Escalent (MI), p. 73
 Finch Brands (PA), p. 108
 Fountainhead Brand Strategy (WI), p. 132
 Hall & Partners (UK), p. 156
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 Lexicon Branding (CA), p. 40
 Matrix Research, Inc. (NY), p. 92
 Multivariate Solutions (NY), p. 92
 NameQuest, Inc. (AZ), p. 27
 Olson Zaltman (PA), p. 115
 Open Mind Strategy, LLC (NY), p. 92
 Phoenix Marketing International (NY), p. 96
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
 Savanta (NY), p. 94
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46

Brand Loyalty Studies

Advantage Research, Inc. (WI), p. 132
B2B International (IL), p. 58
B2B International (NY), p. 87

Bazis Russia (Russian Federation), p. 151
C+R Research (IL), p. 59
 CaptureISG (FL), p. 53
 Clear Insights Group (UT), p. 126
 Conisght™ Marketing Group, LLC (IL), p. 59
 Dapresy (NH), p. 82
 The Dieringer Research Group, Inc. (WI), p. 132
 Directions In Research, Inc. (CA), p. 37
Dynata (TX), p. 120
 Escalent (MI), p. 73
 FUEL CYCLE (CA), p. 30
 Geo Strategy Partners (GA), p. 55
 Infotools (New Zealand), p. 149
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 The Key Group, Inc. (MD), p. 69
 Lucid (LA), p. 68
 Multivariate Solutions (NY), p. 92
 Performance Research (RI), p. 115
 Phoenix Marketing International (NY), p. 96
 Precision Opinion (NV), p. 82
 Provoke Insights (NY), p. 93
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SMS Insights (NV), p. 82
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 Welcome Research (CA), p. 35

Brand Positioning Studies

AcuPOLL Precision Research, Inc. (OH), p. 100
 AgMetrics Research & Consulting (MO), p. 79
 Alternate Routes, Inc. (CA), p. 29
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Artemis Strategy Group, LLC (DC), p. 47
B2B International (IL), p. 58
B2B International (NY), p. 87
 Bauman Research & Consulting, LLC (NJ), p. 83
 Beta Research Corporation (NY), p. 88
 Blueberry Marketing and Sensory Research (PA), p. 107
C+R Research (IL), p. 59
 Campos (PA), p. 115
 Cascade Insights (OR), p. 105
 The Center for Strategy Research, Inc. (MA), p. 70
 Clarity Pharma Research (SC), p. 116
 ConneXion Research and Strategy (TX), p. 124
 Conisght™ Marketing Group, LLC (IL), p. 59
 Consumer Truth® Ltd (IL), p. 59
 Decision Point (WI), p. 132
 The Dieringer Research Group, Inc. (WI), p. 132
 Directions Research, Inc. (OH), p. 100
 DLG Research & Marketing Solutions (TX), p. 124
 Downs & St. Germain Research (FL), p. 52
 Emotive Analytics (MO), p. 79
 Engel Research Partners (CA), p. 39
 Escalent (MI), p. 73
 Finch Brands (PA), p. 108
 Firefish (NY), p. 89
 First Insights (NY), p. 89
 Fountainhead Brand Strategy (WI), p. 132
 FUEL (NY), p. 90
 Geo Strategy Partners (GA), p. 55
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Heart + Mind Strategies (VA), p. 48
 Honest Data (NC), p. 97
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
 IsoBar Marketing Intelligence Practice (MA), p. 71
 Isurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 Lexicon Branding (CA), p. 40
 Magnet, Inc. Brand Planning (RI), p. 116
 Marketing Workshop (GA), p. 56

Millennium Research, Inc. (MN), p. 77
 MSW-ARS Research (NY), p. 92
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
Olson Research Group, Inc. (PA), p. 112
 Persuadable Research Corporation (MI), p. 74
 Phoenix Marketing International (NY), p. 96
 Phoenix MRC Limited (UK), p. 158
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RDI Sightline (KY), p. 102
 Ready to Launch Research (CA), p. 33
 RealityCheck Consulting (MO), p. 80
 Relevant Insights, LLC (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
 RTI Research (CT), p. 46
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 Sivo Insights (MN), p. 78
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 Vocci, LLC (NC), p. 98
 W5, Inc. (NC), p. 99
 Wakefield Research (VA), p. 49
 Wyckoff Partners (CA), p. 35
 xspert | Segmedica (NY), p. 86

Brand Share Studies

C+R Research (IL), p. 59
Irwin Broh Research (IL), p. 62
 Multivariate Solutions (NY), p. 92
 Provoke Insights (NY), p. 93
 SurveyMonkey Audience (CA), p. 42

Brand/Image Development

Acorn Marketing and Research Consultants (Hong Kong), p. 144
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Artemis Strategy Group, LLC (DC), p. 47
C+R Research (IL), p. 59
 Chadwick Martin Bailey, Inc. (MA), p. 70
 City Research Solutions (WI), p. 132
 Engel Research Partners (CA), p. 39
 Escalent (MI), p. 73
 Finch Brands (PA), p. 108
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FUEL CYCLE (CA), p. 30
 Insight Culture (Ger.), p. 143
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 KNow Research (CA), p. 40
 LRW (CA), p. 32
 MSW-ARS Research (NY), p. 92
 Phoenix Marketing International (NY), p. 96
 Point Blank Research & Consultancy (Ger.), p. 144
 Provoke Insights (NY), p. 93
 Research America Market Research Solutions (PA), p. 113
 Research Solutions, Inc. (WI), p. 133
 Russell Research, Inc. (NJ), p. 84
 Savanta (NY), p. 94
 Sivo Insights (MN), p. 78
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46

Brand/Image Tracking

Action Based Research, LLC (OH), p. 99
 AgMetrics Research & Consulting (MO), p. 79
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
C+R Research (IL), p. 59
 CaptureISG (FL), p. 53
 City Research Solutions (WI), p. 132
 CMI (GA), p. 54
 Dapresy (NH), p. 82
 Digital Research, Inc. (ME), p. 68
 Directions In Research, Inc. (CA), p. 77
 Directions Research, Inc. (OH), p. 100
Dynata (TX), p. 120
 Escalent (MI), p. 73
 GlobaLexicon Translations (UK), p. 156
 Honest Data (NC), p. 97
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Indochina Research Limited (Vietnam), p. 160
 Infotools (New Zealand), p. 149
 Inkblot Analytics (MA), p. 71
 Insight Strategy Group (NY), p. 91
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Kantar Philippines, Inc. (Philippines), p. 150
 Kelton Global (CA), p. 32
 LRW (CA), p. 32
 MMR Research Associates, Inc. (GA), p. 56
 MSW-ARS Research (NY), p. 92
 Pacific Market Research (WA), p. 130
 Performance Research (RI), p. 115
 Phoenix Marketing International (NY), p. 96
 Precision Opinion (NV), p. 82
 Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Relevant Insights, LLC (TX), p. 122
 Savanta (NY), p. 94
 Schmidt Market Research (PA), p. 115
 Second To None (MI), p. 74
 SMS Insights (NV), p. 82
 Success Drivers (CA), p. 42
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 VegasFocus (NV), p. 82
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 WBA Research (MD), p. 49
 Wiese Research Associates, Inc. (NE), p. 81

Branded Content Research

Provoke Insights (NY), p. 93

Business-To-Business Research

Addison Research (NY), p. 87
 Adelman Research Group-A SurveyService Company (NY), p. 86
 Advantage Market Intelligence SRL (Peru), p. 149
 AG3 Consulting (Brazil), p. 136
 AgMetrics Research & Consulting (MO), p. 79
 AIS Market Research, Inc. (CA), p. 28
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Aurora WDC (WI), p. 132
B2B International (IL), p. 58
B2B International (NY), p. 87
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bazis B2B Field (IL), p. 58

Bazis Russia (Russian Federation), p. 151
 Beall Research, Inc. (IL), p. 59
 Beehive Research Limited (UK), p. 154
 BLS Research & Consulting LLC (CT), p. 45
 Branded Research, Inc. (CA), p. 37
C+R Research (IL), p. 59
 Cascade Insights (OR), p. 105
 CATALYSTMR (CA), p. 38
 The Center for Strategy Research, Inc. (MA), p. 70
 Charles, Charles & Associates Inc. (AZ), p. 26
 Clarion Research Inc. (NY), p. 88
 Communications For Research, Inc. (MO), p. 79
 Consight™ Marketing Group, LLC (IL), p. 59
 Cooper Roberts Research, Inc. (CA), p. 39
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Customer Foresight Group, Limited (ON), p. 138
 Customer Service Profiles (CSP) (NE), p. 80
 Daniel Research Group (MA), p. 70
 Database Analysts Ltd. (ON), p. 138
 dataSpring (CA), p. 35
 Davis Research, LLC (CA), p. 30
 Directions In Research, Inc. (CA), p. 37
 Directions Research, Inc. (OH), p. 100
Dynata (TX), p. 120
 EFFICIENCE3 (France), p. 142
 Elemental Data Collection, Inc. (ON), p. 137
 Erdos & Morgan, Inc. (NY), p. 89
 FCP Research Services LLC (PA), p. 115
 Ferman Innovation (FL), p. 50
 Finch Brands (PA), p. 108
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Full Circle Research, LLC (MD), p. 47
 Geo Strategy Partners (GA), p. 55
 Global Data Collection Company (GDCC) (Netherlands), p. 148
Global Survey (India), p. 145
 The GlobalVision Insight Services (FL), p. 51

Gold Research, Inc. (TX), p. 126
 Graff Group (MN), p. 76
 Granite State Marketing Research, Inc. (NH), p. 82
 Group Dynamics in Focus, Inc. (PA), p. 108
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
 Headway Workforce Solutions (NC), p. 98
 Heart + Mind Strategies (VA), p. 48
 Honest Data (NC), p. 97
 I/H/R Research Group (NV), p. 81
 IGV Marktforschung GmbH (Ger.), p. 143
 Illumination – A Radius Global Market Research co. (OH), p. 102
 InfoTech Marketing (CO), p. 43
 Infotools (New Zealand), p. 149
 Innovate (CA), p. 31
 Insight Culture (Ger.), p. 143
 Interviewing Service of America, LLC - HQ (CA), p. 31
 IQS Research (KY), p. 68
Irwin Broh Research (IL), p. 62
 Isurus Market Research and Consulting (MA), p. 71
 iThoughts (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kadence International (Thailand), p. 153
 Kadence International (Singapore), p. 151
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (Indonesia), p. 146
 Kadence International (India), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (UK), p. 157
 Kadence International (Hong Kong), p. 144
 Kadence International (Philippines), p. 149
 Kadence International (MA), p. 72
 Kadence International (MA), p. 71
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69



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Kudos Research (UK), p. 157
 The Logit Group, Inc. (ON), p. 139
 Lucid (LA), p. 68
 M/A/R/C Research LLC (TX), p. 120
M3 Global Research (PA), p. 110
 Magnet, Inc. Brand Planning (RI), p. 116
 Market Research Answers, Inc. (TX), p. 120
MAXimum Research, Inc. (NJ), p. 110
Mindfield – Tech Innovation and Audience Insights (WV), p. 130
 mo'web GmbH (Ger.), p. 144
 myCLEARopinion Panel (MI), p. 74
 National Service Research (TX), p. 122
 Alan Newman Research (VA), p. 128
 NextON Services (United Arab Emirates), p. 153
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Op4G (NH), p. 82
 Open Mind Strategy, LLC (NY), p. 92
 Opinion Access, LLC. (NY), p. 92
 Orman Guidance, Inc. (MN), p. 77
 OvationMR (NY), p. 93
 Partners & Schorr (FL), p. 53
 Peoples Marketing Insights, LLC (GA), p. 56
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
 Pursue Research (MA), p. 72
 PVR Research, Inc. (GA), p. 56
 Quester (IA), p. 67
 Rabin Research Co. (IL), p. 65
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Rakuten Insight (Japan), p. 148
 Rakuten Insight (New York Office) (NY), p. 94
 RazorFocus (CT), p. 46
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 ReRez (TX), p. 122
 The Research Department (CT), p. 45
 Rockbridge Associates, Inc. (VA), p. 48
 RONIN International (UK), p. 158
 Rose Research (FL), p. 54
 Russell Research, Inc. (NJ), p. 84
 Satrix Solutions (AZ), p. 27
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 Second To None (MI), p. 74
 SFI Marketing Research Consultants (IL), p. 65
 Shapard Research (OK), p. 105
 Strategic Research Initiatives LLC (AZ), p. 27
 SurveyMonkey Audience (CA), p. 42
 Talking Heads Studio (GA), p. 57
 Targoz Market Research (TN), p. 117
Telepoll Market Research (ON), p. 140
Toluna (CT), p. 46
 Track Opinion (India), p. 146
 TRIA International Research & Consultancy (Turkey), p. 153
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 Visions Research (CA), p. 38
 Vocci, LLC (NC), p. 98
 WBA Research (MD), p. 49
 Welcome Research (CA), p. 35
 WestGroup Research (AZ), p. 28
 Wiese Research Associates, Inc. (NE), p. 81
 Wyckoff Partners (CA), p. 35

Bus.-To-Bus. Rsch. Consultation

B2B International (NY), p. 87
 Bazis B2B Field (IL), p. 58
 Communications For Research, Inc. (MO), p. 79

Conisght™ Marketing Group, LLC (IL), p. 59
 Consumer Truth® Ltd (IL), p. 59
 Daniel Research Group (MA), p. 70
 The Dunvegan Group (NV), p. 81
 Heart + Mind Strategies (VA), p. 48
Just The Facts, Inc. (IL), p. 62
 Precision Research, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
 reed/group (PA), p. 113
 ReRez (TX), p. 122
RIVA Market Research & Training Inst. (MD), p. 48
 Satrix Solutions (AZ), p. 27
 Savanta (NY), p. 94
 SR Research Consultant (MN), p. 78

Business Plan Development

BestMark (MN), p. 75
 Heart + Mind Strategies (VA), p. 48
 Line of Sight Group (MN), p. 77

Car Clinics

Access Insights (TN), p. 117
 Addison Research (NY), p. 87
 AG3 Consulting (Brazil), p. 136
 AIM/LA (Br.) (CA), p. 29
Dallas By Definition (TX), p. 120
 Davis Research, LLC (CA), p. 30
 Escalent (MI), p. 73
 Flagship Research (CA), p. 37
 Focus Crossroads (NJ), p. 83
 Indiefield Ltd (UK), p. 156
 Jackson Adept Research - Beverly Hills (CA), p. 31
 LextantLabs (OH), p. 104
 LW Adler Weiner Research (CA), p. 32
 Michigan Market Research (MI), p. 74
 Opinion Search (MI), p. 74
 Precision Research, Inc. (IL), p. 64
Schlesinger Group New Jersey (NJ), p. 85
Schmiedl Marktforschung Berlin (Ger.), p. 144
 Spotlight Research (CA), p. 33
 Strategic Research Initiatives LLC (AZ), p. 27

Census Data

Cint USA, Inc. (NY), p. 88
 EurekaFacts, LLC (MD), p. 47
 InfoTech Marketing (CO), p. 43
 Marketing Systems Group (PA), p. 110
 Scientific Telephone Samples (CA), p. 36
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Central Location Interviewing

Access Insights (TN), p. 117
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 ASMARQ Co., Ltd. (Japan), p. 147
 Bazis Russia (Russian Federation), p. 151
 CarterJMRN KK (Japan), p. 147
 CEC Research (NJ), p. 83
 City Research Solutions (WI), p. 132
Consumer Opinion Services, Inc. (WA), p. 128
 Contract Testing Inc. (ON), p. 138
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
 Eastcoast Research (NC), p. 98
 Flagship Research (CA), p. 37
 Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
 Granite State Marketing Research, Inc. (NH), p. 82
 Herron Associates, Inc. (FL), p. 52
 IGV Marktforschung GmbH (Ger.), p. 143

Inmedial Research Berlin/Germany (Ger.), p. 143
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Lucas Market Research, LLC (MO), p. 80
 MarketView Research (NJ), p. 84
 Mediabarn Research (VA), p. 48
Murray Hill National Dallas (TX), p. 122
 N-equals Vietnam (Vietnam), p. 160
Olson Research Group, Inc. (PA), p. 112
 Opinions, Ltd. - Headquarters (OH), p. 103
 QUALWORLD (NC), p. 97
 Quick Test/Heakin (FL), p. 53
Schlesinger Group New Jersey (NJ), p. 85
Schmiedl Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 Shugoll Research (MD), p. 48
 Spotlight Research (CA), p. 33
 Steady Pace (Saudi Arabia), p. 151
 3Q GLOBAL (FL), p. 54

Coding

ADAPT, Inc. (MN), p. 75
Ascribe (OH), p. 100
 ATP Canada Software and Services Ltd. (ON), p. 138
 BJD Research Services, Inc. (NJ), p. 107
 Cimbal Research Services (NJ), p. 83
 CodingExperts (TX), p. 119
 DataStar, Inc. (MA), p. 70
 Digital Taxonomy Ltd. (UK), p. 155
 Focus Forward (PA), p. 108
 G3 Translate (NY), p. 90
 Gazelle Global Research (NY), p. 90
 GlobalLexicon Translations (UK), p. 156
IntelliSurvey, Inc. (CA), p. 36
 Interviewing Service of America, LLC - HQ (CA), p. 31
Issues and Answers Network, Inc. (VA), p. 127
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 The Logit Group, Inc. (ON), p. 139
 Netquest (PA), p. 111
 Nuance (TX), p. 122
Olson Research Group, Inc. (PA), p. 112
 Optimum Solutions Corp. (NY), p. 93
 ResearchSIX, LLC (TX), p. 123
 Rosetta Studio International (ON), p. 139
 RP Translate (UK), p. 159
Schlesinger Group New Jersey (NJ), p. 85
 Superior DataWorks, LLC (TN), p. 117
 Symmetric, A Decision Analyst Company (TX), p. 123
Telepoll Market Research (ON), p. 140
 The Uncle Group, Inc. (CA), p. 34

Commercials Testing

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 DLG Research & Marketing Solutions (TX), p. 124
Dynata (TX), p. 120
 Explorer Research (IL), p. 60
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FUEL (NY), p. 90
Just The Facts, Inc. (IL), p. 62
 Market Cube (SC), p. 116
 MSW-ARS Research (NY), p. 92
 Opinions, Ltd. - Headquarters (OH), p. 103
 Precision Research, Inc. (IL), p. 64
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 VegasFocus (NV), p. 82

Communication Strategy Research

Alternate Routes, Inc. (CA), p. 29
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Artemis Strategy Group, LLC (DC), p. 47
 Baltimore Research, A Schlesinger Company (MD), p. 68
 BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 The Center for Strategy Research, Inc. (MA), p. 70
 Consumer Truth® Ltd (IL), p. 59
 DLG Research & Marketing Solutions (TX), p. 124
 Emotive Analytics (MO), p. 79
 Engagious (OR), p. 106
 Escalent (MI), p. 73
 Finch Brands (PA), p. 108
 FUEL (NY), p. 90
 Great Blue Research, Inc. (CT), p. 45
 Heart + Mind Strategies (VA), p. 48
 Insight Culture (Ger.), p. 143
 Insights in Marketing (IL), p. 62
 IsoBar Marketing Intelligence Practice (MA), p. 71
 Ixurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 KNow Research (CA), p. 40
 Marketing Workshop (GA), p. 56
 Millennium Research, Inc. (MN), p. 77
 MSW-ARS Research (NY), p. 92
 Multivariate Solutions (NY), p. 92
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Open Mind Strategy, LLC (NY), p. 92
 Performance Research (RI), p. 115
 Point Blank Research & Consultancy (Ger.), p. 144
 Provoke Insights (NY), p. 93
 Savanta (NY), p. 94
 Sivo Insights (MN), p. 78
 SKIM (NJ), p. 85
 Space Doctors Ltd (UK), p. 159
 Strategic Research Initiatives LLC (AZ), p. 27
Toluna (CT), p. 46
 Untold Research (VA), p. 49
 Uwvins Research Group (CA), p. 34
 W5, Inc. (NC), p. 99
 Wakefield Research (VA), p. 49
 Wyckoff Partners (CA), p. 35

Competitive Intelligence

Answers & Insights Market Research (IN), p. 66
 ath Power Consulting Corporation (MA), p. 70
 Aurora WDC (WI), p. 132
B2B International (NY), p. 87
 BestMark (MN), p. 75
C+R Research (IL), p. 59
 Cabletrax (CA), p. 29
 Campos (PA), p. 115
 Cascade Insights (OR), p. 105
 Cirrus Marketing Intelligence (CA), p. 35
 Clarity Pharma Research (SC), p. 116
 Customer Foresight Group, Limited (ON), p. 138
DSG Associates (CA), p. 30
 eVOC Insights, LLC (CA), p. 39
 Finch Brands (PA), p. 108
 Geo Strategy Partners (GA), p. 55
 InfoTech Marketing (CO), p. 43
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Line of Sight Group (MN), p. 77
 Lucid (LA), p. 68
 Market Analytics International, Inc. (NJ), p. 84
 Provoke Insights (NY), p. 93
 Second To None (MI), p. 74
 Shoppers' View (MI), p. 75
 SIS International Research, Inc. (NY), p. 95
 Starmass International Business Consultants (China), p. 141
 SurveyMonkey Audience (CA), p. 42
 Wakefield Research (VA), p. 49

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Competitor Analysis Evaluation

Aurora WDC (WI), p. 132
B2B International (NY), p. 87
C+R Research (IL), p. 59
 Cabletrax (CA), p. 29
 CATALYSTMR (CA), p. 38
 Customer Foresight Group, Limited (ON), p. 138
 Finch Brands (PA), p. 108
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 InfoTech Marketing (CO), p. 43
 Ixurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Line of Sight Group (MN), p. 77
 Multivariate Solutions (NY), p. 92
 Provoke Insights (NY), p. 93
 Pursue Research (MA), p. 72
 Starmass International Business Consultants (China), p. 141

Competitor Customer Research

Aurora WDC (WI), p. 132
C+R Research (IL), p. 59
 Curion, LLC (IL), p. 60
 Customer Foresight Group, Limited (ON), p. 138
Dynata (TX), p. 120
 Finch Brands (PA), p. 108
 Great Blue Research, Inc. (CT), p. 45
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Line of Sight Group (MN), p. 77
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Second To None (MI), p. 74
 Starmass International Business Consultants (China), p. 141
 Superior DataWorks, LLC (TN), p. 117
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46

Concept Development

AcuPOLL Precision Research, Inc. (OH), p. 100
 Alternate Routes, Inc. (CA), p. 29
 Blueberry Marketing and Sensory Research (PA), p. 107
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 The Center for Strategy Research, Inc. (MA), p. 70
 ChildResearch.com (CT), p. 45
 Curion, LLC (IL), p. 60
 Engel Research Partners (CA), p. 39
 Escalent (MI), p. 73
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Ferman Innovation (FL), p. 50
 Finch Brands (PA), p. 108
 Insight Culture (Ger.), p. 143
 InsightFarm Inc. (OR), p. 106
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 MarketVision Research® (OH), p. 102
 MSW-ARS Research (NY), p. 92
 New Markets Advisors (MA), p. 72
 Phase 5 (ON), p. 139
 Phoenix MRC Limited (UK), p. 158
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
 RTI Research (CT), p. 46

Russell Research, Inc. (NJ), p. 84
 Savanta (NY), p. 94
 Sivo Insights (MN), p. 78
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
 TouchstoneResearch.com (CT), p. 46
 TRC Market Research (PA), p. 115
 Vital Findings (CA), p. 34

Concept Optimization

Blueberry Marketing and Sensory Research (PA), p. 107
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Curion, LLC (IL), p. 60
 Decision Point (WI), p. 132
 Escalent (MI), p. 73
 Finch Brands (PA), p. 108
Forza Insights Group, LLC (CA), p. 36
 Illumination – A Radius Global Market Research co. (OH), p. 102
 InsightFarm Inc. (OR), p. 106
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 Open Mind Strategy, LLC (NY), p. 92
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RealityCheck Consulting (MO), p. 80
 RTI Research (CT), p. 46
 Savanta (NY), p. 94
Sawtooth Software, Inc. (UT), p. 127
 TRC Market Research (PA), p. 115
 Usability Resources Inc. (MA), p. 72

Concept Research

Alternate Routes, Inc. (CA), p. 29
B2B International (NY), p. 87
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Catalyx (Switzerland), p. 153
 ChildResearch.com (CT), p. 45
 Clear Insights Group (UT), p. 126
 Consumer Truth® Ltd (IL), p. 59
 Curion, LLC (IL), p. 60
 Escalent (MI), p. 73
 Ferman Innovation (FL), p. 50
 Finch Brands (PA), p. 108
 Firefish (NY), p. 89
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 InsightFarm Inc. (OR), p. 106
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 LBR Insight, Inc. (PA), p. 110
 Lexicon Branding (CA), p. 40
 MarketView Research (NJ), p. 84
 MSW-ARS Research (NY), p. 92
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 Product Evaluations, Inc. (IL), p. 64
 Recollective (Ramius Corporation) (QC), p. 137
 ReRez (TX), p. 122
 The Research Department (CT), p. 45
 Savanta (NY), p. 94
 Smarty Pants® (TN), p. 116
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46

TouchstoneResearch.com (CT), p. 46
Vision One Research (UK), p. 159
Vision One Research Ltd. (UK), p. 160
Wyckoff Partners (CA), p. 35

Concept Testing

Action Based Research, LLC (OH), p. 99
AcuPOLL Precision Research, Inc. (OH), p. 100
Advantage Research, Inc. (WI), p. 132
AgMetrics Research & Consulting (MO), p. 79
Aha! Online Qual Technology Platform (MI), p. 73
Ameritest - Chicago (Br) (IL), p. 58
Ameritest/CY Research (NM), p. 86
B2B International (NY), p. 87
Bauman Research & Consulting, LLC (NJ), p. 83
Beta Research Corporation (NY), p. 88
Blink UX (WA), p. 128
BLS Research & Consulting LLC (CT), p. 45
Blueberry Marketing and Sensory Research (PA), p. 107
BuzzBack Market Research (NY), p. 88

C+R Research (IL), p. 59
CarterJMRN KK (Japan), p. 147
Cascade Insights (OR), p. 105
Catalyx (Switzerland), p. 153
The Center for Strategy Research, Inc. (MA), p. 70
ChildResearch.com (CT), p. 45
City Research Solutions (WI), p. 132
Clear Insights Group (UT), p. 126
ConneXion Research and Strategy (TX), p. 124
Contract Testing Inc. (ON), p. 138
Cooper Roberts Research, Inc. (CA), p. 39
CSS/datatelligence, a division of CRG Global (FL), p. 50
Curion, LLC (IL), p. 60
Decision Analyst, Inc. (TX), p. 120
Directions Research, Inc. (OH), p. 100

Dynata (TX), p. 120
Elevated Insights (CO), p. 42
Engagious (OR), p. 106
Escalent (MI), p. 73
EurekaFacts, LLC (MD), p. 47
Falk Research Associates, Inc. (FL), p. 51
Finch Brands (PA), p. 108
First Insights (NY), p. 89
Focus Groups of Cleveland, Inc. (OH), p. 103
Fountainhead Brand Strategy (WI), p. 132
Frieden Qualitative Services (CA), p. 30
FUEL (NY), p. 90
FUEL CYCLE (CA), p. 30
Geo Strategy Partners (GA), p. 55
Gold Research, Inc. (TX), p. 126
Great Blue Research, Inc. (CT), p. 45
Honest Data (NC), p. 97
Horowitz Research (NY), p. 91
incling (UK), p. 156
Insight Culture (Ger.), p. 143
Insights in Marketing (IL), p. 62
Interaction Experience (QC), p. 140
Isobar Marketing Intelligence Practice (MA), p. 71

Just The Facts, Inc. (IL), p. 62
Kadence International (Philippines), p. 149
The Key Group, Inc. (MD), p. 69
Leede Research (MN), p. 77
Lucid (LA), p. 68
Market Analytics International, Inc. (NJ), p. 84
Marketing Workshop (GA), p. 56
MSW-ARS Research (NY), p. 92
Olson Research Group, Inc. (PA), p. 112
Opinions, Ltd. - Headquarters (OH), p. 103
Orman Guidance, Inc. (MN), p. 77
Persuadable Research Corporation (MI), p. 74
Phase 5 (ON), p. 139
Precision Research, Inc. (IL), p. 64
Provoke Insights (NY), p. 93
Quest Mindshare (ON), p. 139
RDI Sightline (KY), p. 102
Ready to Launch Research (CA), p. 33
RealityCheck Consulting (MO), p. 80
Relevant Insights, LLC (TX), p. 122

RestaurantInsights.com (SC), p. 116
Rose Research (FL), p. 54
RTI Research (CT), p. 46
Savanta (NY), p. 94
SIS International Research, Inc. (NY), p. 95
Sivo Insights (MN), p. 78
Spotlight Research (CA), p. 33
SurveyMonkey Audience (CA), p. 42
Target Research Group Inc. (NY), p. 95
360 Market Reach, Inc. (NY), p. 87

Toluna (CT), p. 46
TouchstoneResearch.com (CT), p. 46
VegasFocus (NV), p. 82
Wakefield Research (VA), p. 49
Welcome Research (CA), p. 35
Whaling Insights (NC), p. 99

Conjoint Analysis/Trade-Off Analysis

Action Based Research, LLC (OH), p. 99
AgMetrics Research & Consulting (MO), p. 79
Applied Marketing Science, Inc. (MA), p. 70
B2B International (NY), p. 87
Bazis B2B Field (IL), p. 58
Bazis Russia (Russian Federation), p. 151
Beta Research Corporation (NY), p. 88
C+R Research (IL), p. 59
CATALYSTMR (CA), p. 38
Customer Lifecycle, LLC (IL), p. 60
Decision Point (WI), p. 132
Deft Research, LLC (MN), p. 76
The Dieringer Research Group, Inc. (WI), p. 132
dobney.com - market research (UK), p. 155
elucidate (CA), p. 39
Gold Research, Inc. (TX), p. 126
Hall & Partners (UK), p. 156
Heart + Mind Strategies (VA), p. 48
Illumination - A Radius Global Market Research co. (OH), p. 102
Informed Decisions Group, Inc. (OH), p. 103
Insights in Marketing (IL), p. 62
JTN Research Ltd (Bulgaria), p. 136
Kelton Global (CA), p. 32
The Key Group, Inc. (MD), p. 69
LRW (CA), p. 32
Mangen Research Associates, Inc. (MN), p. 77
Marketing Workshop (GA), p. 56
MarketVision Research® (OH), p. 102
Multivariate Solutions (NY), p. 92
Netquest (PA), p. 111

Olson Research Group, Inc. (PA), p. 112
Phase 5 (ON), p. 139

Phoenix MRC Limited (UK), p. 158
Provoke Insights (NY), p. 93

Radius Europe (UK), p. 158

Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Raman Analytics, LLC (PA), p. 112

Relevant Insights, LLC (TX), p. 122
Rockbridge Associates, Inc. (VA), p. 48

RTI Research (CT), p. 46
Savanta (NY), p. 94

Sawtooth Software, Inc. (UT), p. 127
Schmidt Market Research (PA), p. 115

SKIM (NJ), p. 85
Spotlight Research (Poland), p. 150
StrateSci Inc. (CA), p. 34
The TabLab (OR), p. 106

TRC Market Research (PA), p. 115
U&I Collaboration (U&I) (NJ), p. 85
Visions Research (CA), p. 38
W5, Inc. (NC), p. 99

Consumer Promotion Research

C+R Research (IL), p. 59
ChildResearch.com (CT), p. 45
Just The Facts, Inc. (IL), p. 62
Rose Research (FL), p. 54
TouchstoneResearch.com (CT), p. 46

Consumer Research

Accurate Data Marketing, Inc. (IL), p. 58
AG3 Consulting (Brazil), p. 136
Alternate Routes, Inc. (CA), p. 29
Ameritest - Chicago (Br) (IL), p. 58
Ameritest/CY Research (NM), p. 86
AnswerQuest, an Insights Center Facility (MA), p. 69
AOC Marketing Research (NC), p. 97
Ascendancy Research - Your Inner Circle Partner (MN), p. 75
Beehive Research Limited (UK), p. 154
BestMark (MN), p. 75
Beta Research Corporation (NY), p. 88
BLS Research & Consulting LLC (CT), p. 45
Blueberry Marketing and Sensory Research (PA), p. 107
C.L. Galley Research (CA), p. 37

C+R Research (IL), p. 59
Campos (PA), p. 115
CarterJMRN KK (Japan), p. 147
CATALYSTMR (CA), p. 38
Catalyx (Switzerland), p. 153
CEC Research (NJ), p. 83
ChildResearch.com (CT), p. 45
Clear Insights Group (UT), p. 126
ClearView Research - Orlando, Inc. (FL), p. 51
ClearView Research, Inc. (IL), p. 59
Codigital (UK), p. 154
CodingExperts (TX), p. 119
ConneXion Research and Strategy (TX), p. 124
Consumer Research Corp. (MN), p. 76
Contract Testing Inc. (ON), p. 138

Creative Consumer Research - Houston (TX), p. 124
CRG Global, Inc. (FL), p. 50

Curion, LLC (IL), p. 60
The Dallas Marketing Group, Inc. (TX), p. 120
Daniel Research Group (MA), p. 70
DataDiggers (QC), p. 140
Deft Research, LLC (MN), p. 76
Dialsmith - Perception Analyzer (OR), p. 105
Directions In Research, Inc. (CA), p. 37
DLG Research & Marketing Solutions (TX), p. 124
DO Research, Inc. (NY), p. 89

Dynata (TX), p. 120
Elemental Data Collection, Inc. (ON), p. 137
Engel Research Partners (CA), p. 39
e-Research-Global.com (HI), p. 57
FieldGoals.US (PA), p. 106
Fieldinitially - Brerapoint (Italy), p. 147
Finch Brands (PA), p. 108
Firefish (NY), p. 89
Focus Groups of Cleveland, Inc. (OH), p. 103
The Focus Room (NY), p. 89
FocusVision (NY), p. 90

Foresight R & D Africa Limited (Nigeria), p. 149
Fountainhead Brand Strategy (WI), p. 132
FUEL (NY), p. 90
FUEL CYCLE (CA), p. 30
Full Circle Research, LLC (MD), p. 47
Galloway Research Service (TX), p. 126
Global Survey (India), p. 145
GloboLexicon Translations (UK), p. 156
GMO Research Inc. (Japan), p. 148
Gold Research, Inc. (TX), p. 126
Gongos, Inc. (MI), p. 74
Great Blue Research, Inc. (CT), p. 45
H.I. Thomas Group - Customer Insights Research (OH), p. 103
H2R Market Research (MO), p. 79
Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
Headway Workforce Solutions (NC), p. 98
Heart + Mind Strategies (VA), p. 48
Herron Associates, Inc. (FL), p. 52

Herron Associates, Inc. (IN), p. 66
 IGV Marktforschung GmbH (Ger.), p. 143
 Infotools (New Zealand), p. 149
 Inkblot Analytics (MA), p. 71
 Innovate (CA), p. 31
 Insight Culture (Ger.), p. 143
 Insight Loft (NY), p. 91
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 IntelliShop (OH), p. 105
 Intouch Insight (ON), p. 137
Irwin Broh Research (IL), p. 62
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Kadence International (Thailand), p. 153
 Kadence International (Singapore), p. 151
 Kadence International (Vietnam), p. 160
 Kadence International (Hong Kong), p. 144
 Kadence International (UK), p. 157
 Kadence International (Indonesia), p. 146
 Kadence International (India), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (MA), p. 71
 Kantar Philippines, Inc. (Philippines), p. 150
 Kudos Research (UK), p. 157
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 LBR Insight, Inc. (PA), p. 110
 Lucas Market Research, LLC (MO), p. 80
 Lucid (LA), p. 68
 MA PRAKTIKA Consumer Research (Russian Federation), p. 151
 Magnet, Inc. Brand Planning (RI), p. 116
 Market Research Answers, Inc. (TX), p. 120
MAXimum Research, Inc. (NJ), p. 110
 Midwest Inquiry, LLC (MN), p. 77
 MKOR Market Opportunity Research (Romania), p. 150
 mo'web GmbH (Ger.), p. 144
 Multilingual Connections (IL), p. 63
 Multivariate Solutions (NY), p. 92
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Op4G (NH), p. 82
 Open Mind Strategy, LLC (NY), p. 92
 Opinion Search (MI), p. 74
 Opinions, Ltd. - Headquarters (OH), p. 103
P2Sample (GA), p. 56
 Pacific Market Research (WA), p. 130
 Phoenix Marketing International (NY), p. 96
 Platinum Research (Italy), p. 147
 Precision Opinion (NV), p. 82
 ProSense Consumer Research Center (AZ), p. 28
 Provoke Insights (NY), p. 93
 Punctum (Argentina), p. 135
 PVR Research, Inc. (GA), p. 56
 Quest Mindshare (ON), p. 139
 Quester (IA), p. 67
 QuestionPro Audience (IL), p. 64
 Rabin Research Co. (IL), p. 65
 Rakuten Insight (Japan), p. 148
 Rakuten Insight (New York Office) (NY), p. 94
 RazorFocus (CT), p. 46
 Ready to Launch Research (CA), p. 33
 Recollective (Ramius Corporation) (QC), p. 137
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Research America Market Research Solutions (PA), p. 113
 The Research Department (CT), p. 45
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 Research Rockstar Training & Staffing (MA), p. 73
RIVA Market Research & Training Inst. (MD), p. 48
 RRD Marketing Solutions (OH), p. 104
 Savanta (NY), p. 94
 Scoot Insights (CA), p. 41
 Scotti Research, Inc. (IL), p. 66
 Second To None (MI), p. 74
 Shapard Research (OK), p. 105
 SIS International Research, Inc. (NY), p. 95

SMS Insights (NV), p. 82
 Space Doctors Ltd (UK), p. 159
 Spotlight Research (Poland), p. 150
 Spotlight Research (CA), p. 33
 Steady Pace (Saudi Arabia), p. 151
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 SyncScript (PA), p. 114
 Synergy Marketing Strategy and Research, Inc. (OH), p. 100
 Synergy Marketing Strategy and Research, Inc. (OH), p. 104
 Talking Heads Studio (GA), p. 57
Telepoll Market Research (ON), p. 140
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 20/20 (TN), p. 117
 U&I Collaboration (U&I) (NJ), p. 85
 Ulta Research Services LLC (IL), p. 66
 Uwins Research Group (CA), p. 34
 Various Views Research (OH), p. 102
 VegasFocus (NV), p. 82
 ViewPoint Streaming LLC (CT), p. 47
 Vocci, LLC (NC), p. 98
 Wakefield Research (VA), p. 49
 Welcome Research (CA), p. 35
 WestGroup Research (AZ), p. 28
 Wyckoff Partners (CA), p. 35

Consumer Research Consultation

Alternate Routes, Inc. (CA), p. 29
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
C+R Research (IL), p. 59
 Catalyx (Switzerland), p. 153
 Curion, LLC (IL), p. 60
 Directions Research, Inc. (OH), p. 100
 Hall & Partners (UK), p. 156
 Heart + Mind Strategies (VA), p. 48
 Infotools (New Zealand), p. 149
 Inkblot Analytics (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 ReRez (TX), p. 122
 SR Research Consultant (MN), p. 78
 StrateSci Inc. (CA), p. 34
Toluna (CT), p. 46

Convention Interviews

Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 Falk Research Associates, Inc. (FL), p. 51
 Ferman Innovation (FL), p. 50
Fieldwork Webwork & Anywhere (IL), p. 61
 Gold Research, Inc. (TX), p. 126
Just The Facts, Inc. (IL), p. 62
 Opinions, Ltd. - Headquarters (OH), p. 103

Copy Development Research

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
C+R Research (IL), p. 59
 Engel Research Partners (CA), p. 39
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Lexicon Branding (CA), p. 40
 LRW (CA), p. 32
 MSW-ARS Research (NY), p. 92
 Provoke Insights (NY), p. 93
 Savanta (NY), p. 94
 SurveyMonkey Audience (CA), p. 42

Copy Testing

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Beta Research Corporation (NY), p. 88
 BuzzBack Market Research (NY), p. 88

C+R Research (IL), p. 59
 DLG Research & Marketing Solutions (TX), p. 124
 Escalent (MI), p. 73
 Forte Research Group (NY), p. 90
 Gold Research, Inc. (TX), p. 126
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 LBR Insight, Inc. (PA), p. 110
 MSW-ARS Research (NY), p. 92
Olson Research Group, Inc. (PA), p. 112
 Phoenix Marketing International (NY), p. 96
 Provoke Insights (NY), p. 93
 Savanta (NY), p. 94
 Success Drivers (CA), p. 42
 SurveyMonkey Audience (CA), p. 42
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46
 Wakefield Research (VA), p. 49
 WBA Research (MD), p. 49

Copy Testing-Online

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
C+R Research (IL), p. 59
 incling (UK), p. 156
 Insights in Marketing (IL), p. 62
 MSW-ARS Research (NY), p. 92
 SurveyMonkey Audience (CA), p. 42

Corporate Image Studies

Artemis Strategy Group, LLC (DC), p. 47
B2B International (NY), p. 87
C+R Research (IL), p. 59
 Engel Research Partners (CA), p. 39
 Escalent (MI), p. 73
 Finch Brands (PA), p. 108
 Geo Strategy Partners (GA), p. 55
 Illumination - A Radius Global Market Research co. (OH), p. 102
Just The Facts, Inc. (IL), p. 62
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Savanta (NY), p. 94
 WBA Research (MD), p. 49
 WestGroup Research (AZ), p. 28

Crowdsourcing

Catalyx (Switzerland), p. 153
 incling (UK), p. 156
 KL Communications, Inc. (NJ), p. 84
 Lucid (LA), p. 68
Toluna (CT), p. 46

Customer Loyalty

Accelerant Research (NC), p. 96
B2B International (NY), p. 87
 BestMark (MN), p. 75
C+R Research (IL), p. 59
 CaptureISG (FL), p. 53
 Chadwick Martin Bailey, Inc. (MA), p. 70
 Clear Insights Group (UT), p. 126
 Communications For Research, Inc. (MO), p. 79
 Concentrix (CA), p. 39
 Conisght™ Marketing Group, LLC (IL), p. 59
 Customer Service Profiles (CSP) (NE), p. 80
Dynata (TX), p. 120

Escalent (MI), p. 73
Forza Insights Group, LLC (CA), p. 36
 Frieden Qualitative Services (CA), p. 30
 Geo Strategy Partners (GA), p. 55
 Gold Research, Inc. (TX), p. 126
 Honest Data (NC), p. 97
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Intouch Insight (ON), p. 137
Irwin Broh Research (IL), p. 62
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 KNow Research (CA), p. 40
 LRW (CA), p. 32
 Marketing Workshop (GA), p. 56
 The MSR Group (NE), p. 81
 Multivariate Solutions (NY), p. 92
 Partners & Schorr (FL), p. 53
 Phase 5 (ON), p. 139
 Phoenix Marketing International (NY), p. 96
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 reed/group (PA), p. 113
 Rockbridge Associates, Inc. (VA), p. 48
 Satrix Solutions (AZ), p. 27
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SERVICE 800, Inc. (MN), p. 78
 Shapard Research (OK), p. 105
 Storybrand Consulting (CA), p. 34
 StrateSci Inc. (CA), p. 34
 Success Drivers (CA), p. 42
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 Uwvins Research Group (CA), p. 34
 Wakefield Research (VA), p. 49

Customer Recovery Studies

The Dunvegan Group (NV), p. 81
 Escalent (MI), p. 73
 Focus Groups of Cleveland, Inc. (OH), p. 103
Just The Facts, Inc. (IL), p. 62
 LRW (CA), p. 32

Customer Satisfaction Studies

Accelerant Research (NC), p. 96
 Adelman Research Group-A SurveyService Company (NY), p. 86
 Advantage Research, Inc. (WI), p. 132
 AgMetrics Research & Consulting (MO), p. 79
 AIS Market Research, Inc. (CA), p. 28
 Answers & Insights Market Research (IN), p. 66
 ath Power Consulting Corporation (MA), p. 70
B2B International (IL), p. 58
B2B International (NY), p. 87
 Beehive Research Limited (UK), p. 154
 BestMark (MN), p. 75
 Beta Research Corporation (NY), p. 88
C+R Research (IL), p. 59
 Campos (PA), p. 115
 CapturelSG (FL), p. 53
 CATALYSTMR (CA), p. 38
 Clear Insights Group (UT), p. 126
 CMI (GA), p. 54
 CodingExperts (TX), p. 119
 Concentrix (CA), p. 39

Concepts In Focus (aka RDTeam-South) (FL), p. 50
 Consiht™ Marketing Group, LLC (IL), p. 59
 Consumer Research Corp. (MN), p. 76
Creative Consumer Research – Houston (TX), p. 124
 Curion, LLC (IL), p. 60
 Customer Service Profiles (CSP) (NE), p. 80
 The Dallas Marketing Group, Inc. (TX), p. 120
 Decision Point (WI), p. 132
 The Dieringer Research Group, Inc. (WI), p. 132
 Digital Research, Inc. (ME), p. 68
 Directions Research, Inc. (OH), p. 100
Dynata (TX), p. 120
 EFFICIENCE3 (France), p. 142
 Escalent (MI), p. 73
 Ferman Innovation (FL), p. 50
 FieldGoals.US (PA), p. 106
 First Insights (NY), p. 89
Forza Insights Group, LLC (CA), p. 36
 Geo Strategy Partners (GA), p. 55
 Global Data Collection Company (GDCC) (Netherlands), p. 148
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 I/H/R Research Group (NV), p. 81
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Indochina Research Limited (Vietnam), p. 160
 Inkblot Analytics (MA), p. 71
 Interviewing Service of America, LLC - HQ (CA), p. 31
 Intouch Insight (ON), p. 137
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kadence International (Thailand), p. 153
 Kadence International (Vietnam), p. 160
 Kadence International (Singapore), p. 151
 Kadence International (India), p. 146
 Kadence International (Indonesia), p. 146
 Kadence International (UK), p. 157
 Kadence International (Hong Kong), p. 144
 Kadence International (India), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (MA), p. 71
 Kantar Philippines, Inc. (Philippines), p. 150
 The Key Group, Inc. (MD), p. 69
 LRW (CA), p. 32
 Marketing Workshop (GA), p. 56
 MarketView Research (NJ), p. 84
 MKOR Market Opportunity Research (Romania), p. 150
 The MSR Group (NE), p. 81
 Multivariate Solutions (NY), p. 92
 NAXION (PA), p. 111
 Opinion Search (MI), p. 74
 Orman Guidance, Inc. (MN), p. 77
 OvationMR (NY), p. 93
 Phoenix Marketing International (NY), p. 96
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Research & Marketing Strategies, Inc. (NY), p. 96
 Research America Market Research Solutions (PA), p. 113
 Rockbridge Associates, Inc. (VA), p. 48
 RONIN International (UK), p. 158
 Rose Research (FL), p. 54
 RTI Research (CT), p. 46
 Satrix Solutions (AZ), p. 27
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SERVICE 800, Inc. (MN), p. 78
 Shoppers' View (MI), p. 75
 SKOPOS Insight Group (Europe) (UK), p. 159
 Strategic Research Initiatives LLC (AZ), p. 27
 Success Drivers (CA), p. 42
 Superior DataWorks, LLC (TN), p. 117
 SurveyGizmo (CO), p. 42

SurveyHealthcare (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
 Targoz Market Research (TN), p. 117
Toluna (CT), p. 46
 TRC Market Research (PA), p. 115
 WBA Research (MD), p. 49
 WestGroup Research (AZ), p. 28
 Wiese Research Associates, Inc. (NE), p. 81

CX/UX-Customer/User Experience

ath Power Consulting Corporation (MA), p. 70
B2B International (IL), p. 58
 Beggs & Associates (NY), p. 87
 Bellomy (NC), p. 98
 BestMark (MN), p. 75
 Campos (PA), p. 115
 CarterJMRRN KK (Japan), p. 147
 The Center for Strategy Research, Inc. (MA), p. 70
 Civicom Marketing Research Services (CT), p. 46
 Dashboard Vision (FL), p. 52
 DigitalMR Ltd. (UK), p. 155
 The Dunvegan Group (NV), p. 81
 EFFICIENCE3 (France), p. 142
 Escalent (MI), p. 73
 Explorer Research (IL), p. 60
 FUEL CYCLE (CA), p. 30
 Geo Strategy Partners (GA), p. 55
 Gold Research, Inc. (TX), p. 126
 Gongs, Inc. (MI), p. 74
 Great Blue Research, Inc. (CT), p. 45
 Insight Culture (Ger.), p. 143
 Interaction Experience (QC), p. 140
 Intouch Insight (ON), p. 137
 iThoughts (UK), p. 157
 LivingLens (UK), p. 157
 Multilingual Connections (IL), p. 63
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 100 Market Research (Mexico), p. 148
 Opinion Search (MI), p. 74
 Phase 5 (ON), p. 139
 Phoenix Marketing International (NY), p. 96
 Precision Research, Inc. (IL), p. 64
 RDI Sightline (KY), p. 102
 Relevant Insights, LLC (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 Seratti Group (CA), p. 41
 SKOPOS Insight Group (Europe) (UK), p. 159
 Tobii Pro (VA), p. 48
 Usability Resources Inc. (MA), p. 72
 Whaling Insights (NC), p. 99

Data Analysis

AgMetrics Research & Consulting (MO), p. 79
Ascribe (OH), p. 100
 Babbletype, LLC (PA), p. 107
 BestMark (MN), p. 75
 BLS Research & Consulting LLC (CT), p. 45
 Burke Institute (OH), p. 100
 Campos (PA), p. 115
 CEC Research (NJ), p. 83
 Communications For Research, Inc. (MO), p. 79
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
Creative Consumer Research – Houston (TX), p. 124
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Dapresy (NH), p. 82
 DataStar, Inc. (MA), p. 70
 Elevated Insights (CO), p. 42
Global Survey (India), p. 145
 Great Blue Research, Inc. (CT), p. 45
 Great Lakes Marketing Research (OH), p. 104
 Hall & Partners (UK), p. 156
 Holborn Focus (UK), p. 156
 IGV Marktforschung GmbH (Ger.), p. 143

InfoTech Marketing (CO), p. 43
 Infotools (New Zealand), p. 149
 Insight Loft (NY), p. 91
 Insights in Marketing (IL), p. 62
 Intelligent Analytical Services (CA), p. 31
 Interviewing Service of America, LLC - HQ (CA), p. 31
 IQS Research (KY), p. 68
 Isobar Marketing Intelligence Practice (MA), p. 71
Issues and Answers Network, Inc. (VA), p. 127
 Kadence International (Philippines), p. 149
 Kelton Global (CA), p. 32
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Marketing Systems Group (PA), p. 110
 Maryland Marketing Source, Inc. (MD), p. 69
 Multivariate Solutions (NY), p. 92
 NextON Services (United Arab Emirates), p. 153
 Opinion Search (MI), p. 74
 Orman Guidance, Inc. (MN), p. 77
 Phoenix Marketing International (NY), p. 96
 Precision Opinion (NV), p. 82
 Quest Mindshare (ON), p. 139
 Research Solutions, Inc. (WI), p. 133
 Savanta (NY), p. 94
 SDR Consulting (GA), p. 57
 Second To None (MI), p. 74
 Snap Surveys, Ltd. (NH), p. 83
 StrateSci Inc. (CA), p. 34
 Superior DataWorks, LLC (TN), p. 117
 Untold Research (VA), p. 49
 Wakefield Research (VA), p. 49
 WebMD/Medscape Market Research (NY), p. 96

Data Cleaning

Digital Taxonomy Ltd. (UK), p. 155
IntelliSurvey, Inc. (CA), p. 36
 NextON Services (United Arab Emirates), p. 153
 Quest Mindshare (ON), p. 139

Data Collection Field Services

Addison Research (NY), p. 87
 AIS Market Research, Inc. (CA), p. 28
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 ASMARQ Co., Ltd. (Japan), p. 147
 Asplor Research Private Limited (India), p. 145
 Bazis B2B Field (IL), p. 58
BDI Research, A Schlesinger Company (Spain), p. 152
 BJD Research Services, Inc. (NJ), p. 107
C&C Market Research (AR), p. 28
 C&F Market Research (MI), p. 73
 CEC Research (NJ), p. 83
 Clear Insights Group (UT), p. 126
 Comiskey Research, Inc. (IL), p. 59
 Communications For Research, Inc. (MO), p. 79
 Connected Research & Consulting, LLC (FL), p. 53
 Connecticut Connection - Hartford Research (CT), p. 45
 Consumer Logic Research (OK), p. 105
Consumer Opinion Services, Inc. (WA), p. 128
 Contract Testing Inc. (ON), p. 138
 Creoso Corporation (AZ), p. 26
 CRG Global, Inc. (FL), p. 50
 Customer Research International (TX), p. 118
 DataDiggers (QC), p. 140
 dataSpring (CA), p. 35
 Directions In Research, Inc. (CA), p. 37
 Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120
 Eastcoast Research (NC), p. 98
 Elemental Data Collection, Inc. (ON), p. 137
 Engage in Depth (MD), p. 47
 Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brazil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 EurekaFacts, LLC (MD), p. 47

FieldGoals.US (PA), p. 106
 Flagship Research (CA), p. 37
FOCUSCOPE, Inc. (IL), p. 62
 Foresight R & D Africa Limited (Nigeria), p. 149
 Galloway Research Service (TX), p. 126
 Gazelle Global Research (NY), p. 90
 Global Data Collection Company (GDCC) (Netherlands), p. 148
 The GlobalVision Insight Services (FL), p. 51
 GMO Research Inc. (Japan), p. 148
 Gold Research, Inc. (TX), p. 126
 Granite State Marketing Research, Inc. (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 Harmon Research Group, LLC (CA), p. 36
 Headway Workforce Solutions (NC), p. 98
 IGV Marktforschung GmbH (Ger.), p. 143
 Indochina Research Limited (Vietnam), p. 160
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Infomine Healthcare Research (Egypt), p. 142
 Information Specialists Group, Inc. (ISG) (MN), p. 76
 Innovate (CA), p. 31
 Insight Loft (NY), p. 91
 Insights Center, LLC (CO), p. 43
 IntelliShop (OH), p. 105
IntelliSurvey, Inc. (CA), p. 36
 Intouch Insight (ON), p. 137
 IQR Limited (UK), p. 157
Issues and Answers Network, Inc. (VA), p. 127
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 JTN Research Ltd (Bulgaria), p. 136
 Kadence International (Philippines), p. 149
 Kudos Research (UK), p. 157
 Las Vegas Field and Focus, LLC (NV), p. 81
 Leede Research (MN), p. 77
 Lighthouse Research Focus Center (UT), p. 126
 Lighthouse Research & Development, Inc. (UT), p. 126
 Lucid (LA), p. 68
 MA PRAKTIKA Consumer Research (Russian Federation), p. 151
 Market Mix, Inc. (MS), p. 78
 Market Resonance (India), p. 146
MAXimum Research, Inc. (NJ), p. 110
 mo'web GmbH (Ger.), p. 144
 The MSR Group (NE), p. 81
 National Field & Focus, Inc. (MA), p. 72
 National Market Research & Recruiting, (TN), p. 117
 N-equals Vietnam (Vietnam), p. 160
 Netquest (PA), p. 111
 Nichols Research - San Francisco (CA), p. 40
Olson Research Group, Inc. (PA), p. 112
 100 Market Research (Mexico), p. 148
 Op4G (NH), p. 82
 Opinion Search (MI), p. 74
 Opinions, Ltd. - Headquarters (OH), p. 103
 OvationMR (NY), p. 93
 Partners & Schorr (FL), p. 53
 PVR Research, Inc. (GA), p. 56
 Quest Mindshare (ON), p. 139
 QuestionPro Audience (IL), p. 64
 Quick Test/Heakin (FL), p. 53
 Random Dynamic Resources (Nigeria), p. 149
 Reckner Healthcare (PA), p. 113
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Reconnaissance Market Research (ReconMR) (TX), p. 125
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Research America Market Research Solutions (PA), p. 113
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 Richmond Focus Group Center (VA), p. 128
 RONIN International (UK), p. 158
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 Shoppers' View (MI), p. 75
 Scott C. Solis Market Research (SCSMR) (CA), p. 41
 Spotlight Research (CA), p. 33
 Starmass International Business Consultants (China), p. 141
 SurveyHealthcare (NY), p. 95
 Taylor Research, Inc. (CA), p. 38
Telepoll Market Research (ON), p. 140

3Q GLOBAL (FL), p. 54
Toluna (CT), p. 46
 TRIA International Research & Consultancy (Turkey), p. 153
 WebMD/Medscape Market Research (NY), p. 96
 WestGroup Research (AZ), p. 28

Data Conversion

Digital Taxonomy Ltd. (UK), p. 155
 Infotools (New Zealand), p. 149
 Optimum Solutions Corp. (NY), p. 93
 The TabLab (OR), p. 106

Data Crosstabulation

AgMetrics Research & Consulting (MO), p. 79
 AIS Market Research, Inc. (CA), p. 28
Ascribe (OH), p. 100
 ATP Canada Software and Services Ltd. (ON), p. 138
 BJD Research Services, Inc. (NJ), p. 107
 CEC Research (NJ), p. 83
 CodingExperts (TX), p. 119
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 DataStar, Inc. (MA), p. 70
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 IGV Marktforschung GmbH (Ger.), p. 143
 Infotools (New Zealand), p. 149
 Interviewing Service of America, LLC - HQ (CA), p. 31
Issues and Answers Network, Inc. (VA), p. 127
 JTN Research Ltd (Bulgaria), p. 136
 Lucidity Research, LLC (MD), p. 69
MAXimum Research, Inc. (NJ), p. 110
 Multivariate Solutions (NY), p. 92
 NextON Services (United Arab Emirates), p. 153
 Nuance (TX), p. 122
Olson Research Group, Inc. (PA), p. 112
 Quest Mindshare (ON), p. 139
 Quick Tab Associates, Inc. (PA), p. 112
 ResearchSIX, LLC (TX), p. 123
 Rosetta Studio International (ON), p. 139
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 SDR Consulting (GA), p. 57
 Superior DataWorks, LLC (TN), p. 117
 SurveyMonkey Audience (CA), p. 42
 Symmetric, A Decision Analyst Company (TX), p. 123
 The TabLab (OR), p. 106
Telepoll Market Research (ON), p. 140
 The Uncle Group, Inc. (CA), p. 34
 WebMD/Medscape Market Research (NY), p. 96

Data Entry

ADAPT, Inc. (MN), p. 75
 The Analytical Group, Inc. (AZ), p. 26
 BJD Research Services, Inc. (NJ), p. 107
 CaptureISG (FL), p. 53
 DataStar, Inc. (MA), p. 70
Global Survey (India), p. 145
 Great Blue Research, Inc. (CT), p. 45
 Headway Workforce Solutions (NC), p. 98
Issues and Answers Network, Inc. (VA), p. 127
 NextON Services (United Arab Emirates), p. 153
 Nuance (TX), p. 122
Olson Research Group, Inc. (PA), p. 112
 Optimum Solutions Corp. (NY), p. 93
 Superior DataWorks, LLC (TN), p. 117
 The Uncle Group, Inc. (CA), p. 34
 WestGroup Research (AZ), p. 28

Data Integration

Digital Taxonomy Ltd. (UK), p. 155
 NextON Services (United Arab Emirates), p. 153
 StrateSci Inc. (CA), p. 34

Data Processing

The Analytical Group, Inc. (AZ), p. 26
Ascribe (OH), p. 100
 ATP Canada Software and Services Ltd. (ON), p. 138
 BJD Research Services, Inc. (NJ), p. 107
 CEC Research (NJ), p. 83
 Communications For Research, Inc. (MO), p. 79
 DataStar, Inc. (MA), p. 70
 Davis Research, LLC (CA), p. 30
 Digital Taxonomy Ltd. (UK), p. 155
 Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120
 Holborn Focus (UK), p. 156
 Infotools (New Zealand), p. 149
 Interviewing Service of America, LLC - HQ (CA), p. 31
 JTN Research Ltd (Bulgaria), p. 136
 Netquest (PA), p. 111
 NextON Services (United Arab Emirates), p. 153
 Nuance (TX), p. 122
 Optimum Solutions Corp. (NY), p. 93
 Quick Tab Associates, Inc. (PA), p. 112
 Reckner Healthcare (PA), p. 113
 ResearchSIX, LLC (TX), p. 123
 RLR Research & Analysis, Inc. (Philippines), p. 150
 Rosetta Studio International (ON), p. 139
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 SurveyHealthcare (NY), p. 95
 The TabLab (OR), p. 106
 WebMD/MeDScape Market Research (NY), p. 96

Data Quality

ATP Canada Software and Services Ltd. (ON), p. 138
 Infotools (New Zealand), p. 149
IntelliSurvey, Inc. (CA), p. 36
 JTN Research Ltd (Bulgaria), p. 136
 NextON Services (United Arab Emirates), p. 153
 Quest Mindshare (ON), p. 139
 Rosetta Studio International (ON), p. 139

Data Security

Davis Research, LLC (CA), p. 30

Data Visualization/Infographics

ATP Canada Software and Services Ltd. (ON), p. 138
 Aurora WDC (WI), p. 132
 Dashboard Vision (FL), p. 52
 Discovery Research Group (UT), p. 126
 E-Tabs (UK), p. 155
 Gongs, Inc. (MI), p. 74
 IGW Marktforschung GmbH (Ger.), p. 143
 Infotools (New Zealand), p. 149
 Inkblot Analytics (MA), p. 71
 NextON Services (United Arab Emirates), p. 153
 Rosetta Studio International (ON), p. 139
 Savanta (NY), p. 94
 StrateSci Inc. (CA), p. 34
 3Q GLOBAL (FL), p. 54

Database Development/M.I.S.

Marketing Systems Group (PA), p. 110
 NextON Services (United Arab Emirates), p. 153

Decision Research Consultation

Communications For Research, Inc. (MO), p. 79
 Emotive Analytics (MO), p. 79
 Gongs, Inc. (MI), p. 74
 Heart + Mind Strategies (VA), p. 48
 Inkblot Analytics (MA), p. 71
 Savanta (NY), p. 94
 SR Research Consultant (MN), p. 78
 StrateSci Inc. (CA), p. 34

Demographic Analysis

Cint USA, Inc. (NY), p. 88
Dynata (TX), p. 120
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 InfoTech Marketing (CO), p. 43
Just The Facts, Inc. (IL), p. 62
 Marketing Systems Group (PA), p. 110
 NextON Services (United Arab Emirates), p. 153
 Scientific Telephone Samples (CA), p. 36

Demographic Database

Cint USA, Inc. (NY), p. 88
 Daniel Research Group (MA), p. 70
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Innovate (CA), p. 31
 Marketing Systems Group (PA), p. 110
Murray Hill National Dallas (TX), p. 122
 NextON Services (United Arab Emirates), p. 153
 Taylor Research, Inc. (CA), p. 38

Demographic Profiles

Cint USA, Inc. (NY), p. 88
Dynata (TX), p. 120
 InfoTech Marketing (CO), p. 43
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Marketing Systems Group (PA), p. 110
 NextON Services (United Arab Emirates), p. 153
 Untold Research (VA), p. 49

Device Fingerprinting

NextON Services (United Arab Emirates), p. 153

Distribution Checks

FieldGoals.US (PA), p. 106
 Gold Research, Inc. (TX), p. 126
Schlesinger Group New Jersey (NJ), p. 85
 Wallace Data & Marketing Services (IN), p. 67

Distributor Research

The Center for Strategy Research, Inc. (MA), p. 70
 Consight™ Marketing Group, LLC (IL), p. 59
 FieldGoals.US (PA), p. 106
 Geo Strategy Partners (GA), p. 55
 Gold Research, Inc. (TX), p. 126
 Graff Group (MN), p. 76
 InfoTech Marketing (CO), p. 43
Just The Facts, Inc. (IL), p. 62
 SIS International Research, Inc. (NY), p. 95

DIY Research

Ascribe (OH), p. 100
C+R Research (IL), p. 59
 Cint USA, Inc. (NY), p. 88
Dynata (TX), p. 120
 e-Research-Global.com (HI), p. 57
 icanmakeitbetter (TX), p. 118
 incling (UK), p. 156
 Innovate (CA), p. 31
 Isobar Marketing Intelligence Practice (MA), p. 71
 MSW-ARS Research (NY), p. 92
 NextON Services (United Arab Emirates), p. 153
 Recollective (Ramius Corporation) (QC), p. 137
 Sivo Insights (MN), p. 78
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46

Door-To-Door Interviewing

CEC Research (NJ), p. 83
 Headway Workforce Solutions (NC), p. 98
 The Logit Group, Inc. (ON), p. 139
 N-equals Vietnam (Vietnam), p. 160
Schlesinger Group New Jersey (NJ), p. 85
 Spotlight Research (CA), p. 33

E-mail Surveys

C+R Research (IL), p. 59
 Cirrus Marketing Intelligence (CA), p. 35
 Communications For Research, Inc. (MO), p. 79
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 Curion, LLC (IL), p. 60
 Customer Service Profiles (CSP) (NE), p. 80
 Datatelligence Online, a division of CRG Global (FL), p. 50
 e-Research-Global.com (HI), p. 57
 Flagship Research (CA), p. 37
Global Survey (India), p. 145
 Great Blue Research, Inc. (CT), p. 45
 Insights in Marketing (IL), p. 62
 Interviewing Service of America, LLC - HQ (CA), p. 31
 Intouch Insight (ON), p. 137
Just The Facts, Inc. (IL), p. 62
M3 Global Research (PA), p. 110
 Market Cube (SC), p. 116
 NextON Services (United Arab Emirates), p. 153
Olson Research Group, Inc. (PA), p. 112
 Online Survey Solution (TN), p. 117
 Opinion Access, LLC (NY), p. 92
 Precision Opinion (NV), p. 82
 Satrix Solutions (AZ), p. 27
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SERVICE 800, Inc. (MN), p. 78
 Shoppers' View (MI), p. 75
 Snap Surveys, Ltd. (NH), p. 83
 Taylor Research, Inc. (CA), p. 38
Toluna (CT), p. 46
 UC Translations (NY), p. 95
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 WebMD/MeDScape Market Research (NY), p. 96

Employee Opinion Studies

AgMetrics Research & Consulting (MO), p. 79
 BestMark (MN), p. 75
 BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 CaptureISG (FL), p. 53
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 Consight™ Marketing Group, LLC (IL), p. 59
Dynata (TX), p. 120
 Erdos & Morgan, Inc. (NY), p. 89
 EurekaFacts, LLC (MD), p. 47
 Gatliff Brothers Insights (GA), p. 54
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Great Questions, LLC (MO), p. 79
 Honest Data (NC), p. 97
 IQS Research (KY), p. 68
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 The MSR Group (NE), p. 81
 Multivariate Solutions (NY), p. 92
 RDI Sightline (KY), p. 102
 Satrix Solutions (AZ), p. 27
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 Scoot Insights (CA), p. 41
 Second To None (MI), p. 74
 Superior DataWorks, LLC (TN), p. 117

SurveyGizmo (CO), p. 42
Toluna (CT), p. 46
 UC Translations (NY), p. 95
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 Wakefield Research (VA), p. 49
 WestGroup Research (AZ), p. 28

Employment Recruiting

The Forum Group (NY), p. 90
 Gatliff Brothers Insights (GA), p. 54
 Headway Workforce Solutions (NC), p. 98
 O'Connell Group, LLC (CT), p. 44
 O'Connell Group, LLC (Br.) (MO), p. 80
 Research Rockstar Training & Staffing (MA), p. 73
 Trusted Talent, LLC (CA), p. 37

Ethnic Interviewing

Access Insights (TN), p. 117
 AIS Market Research, Inc. (CA), p. 28
C+R Research (IL), p. 59
 CEC Research (NJ), p. 83
 DLG Research & Marketing Solutions (TX), p. 124
 Flagship Research (CA), p. 37
 Focus World International, Inc. (NJ), p. 84
 Headway Workforce Solutions (NC), p. 98
 House of Marketing Research (CA), p. 31
 I/H/R Research Group (NV), p. 81
 Insight Loft (NY), p. 91
 Interviewing Service of America, LLC - HQ (CA), p. 31
 The Logit Group, Inc. (ON), p. 139
 Market Analytics International, Inc. (NJ), p. 84
 Merkadoteknia Research & Consulting (TX), p. 124
 Multilingual Connections (IL), p. 63
 Opinion Access, LLC. (NY), p. 92
 Opinions, Ltd. - Headquarters (OH), p. 103
P2Sample (GA), p. 56
Schlesinger Group New Jersey (NJ), p. 85
 361 Degrees Consulting, Inc. (China), p. 141
 361 Degrees Consulting, Inc. (CA), p. 34
 Welcome Research (CA), p. 35

Ethnic Research Consultation

C+R Research (IL), p. 59
 DLG Research & Marketing Solutions (TX), p. 124
 Horowitz Research (NY), p. 91
 Interviewing Service of America, LLC - HQ (CA), p. 31
 Multilingual Connections (IL), p. 63
 361 Degrees Consulting, Inc. (China), p. 141
 361 Degrees Consulting, Inc. (CA), p. 34
 Worldbridge Language Services (CA), p. 35

Ethnographic Research

Access Insights (TN), p. 117
 Acorn Marketing and Research Consultants (Hong Kong), p. 144
 Addison Research (NY), p. 87
 Aha! Online Qual Technology Platform (MI), p. 73
 Amplify Research Partners, LLC (CA), p. 38
 AnswerQuest, an Insights Center Facility (MA), p. 69
 Applied Marketing Science, Inc. (MA), p. 70
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 ASMARQ Co., Ltd. (Japan), p. 147
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bazis Russia (Russian Federation), p. 151
BDI Research, A Schlesinger Company (Spain), p. 152
 Beall Research, Inc. (IL), p. 59
 Beggs & Associates (NY), p. 87
 Bernstein Research Group, Inc. (CT), p. 46
 BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 Campos (PA), p. 115
 CarterJMRN KK (Japan), p. 147

CEC Research (NJ), p. 83
 Consumer Centers of New York and New Jersey / New York
 Consumer Center (NY), p. 88
 Consumer Truth® Ltd (IL), p. 59
 Curion, LLC (IL), p. 60
 DLG Research & Marketing Solutions (TX), p. 124
 Doyle Research Associates, Inc. (IL), p. 60
 Elevated Insights (CO), p. 42
 Engage in Depth (MD), p. 47
 Engel Research Partners (CA), p. 39
 Explorer Research (IL), p. 60
 FieldGoals.US (PA), p. 106
 First Insights (NY), p. 89
 Focus Crossroads (NJ), p. 83
 Focus Groups of Cleveland, Inc. (OH), p. 103
 The Focus Room (NY), p. 89
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 FocusVision (NY), p. 90
 Foresight R & D Africa Limited (Nigeria), p. 149
 Fountainhead Brand Strategy (WI), p. 132
 FUEL (NY), p. 90
 Geo Strategy Partners (GA), p. 55
 GMO Research Inc. (Japan), p. 148
 Gold Research, Inc. (TX), p. 126
 Great Lakes Marketing Research (OH), p. 104
 Group Dynamics in Focus, Inc. (PA), p. 108
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
 Hall & Partners (UK), p. 156
 Heart + Mind Strategies (VA), p. 48
 Horowitz Research (NY), p. 91
 incling (UK), p. 156
 Informed Decisions Group, Inc. (OH), p. 103
 Insight Culture (Ger.), p. 143
 Insight Loft (NY), p. 91
 InsightFarm Inc. (OR), p. 106
 Insights in Marketing (IL), p. 62
 Interaction Experience (QC), p. 140
Interactive Video Productions, LLC (NJ), p. 84
 iThoughts (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 KL Communications, Inc. (NJ), p. 84
 Leede Research (MN), p. 77
 LivingLens (UK), p. 157
 Lucas Market Research, LLC (MO), p. 80
M3 Global Research (PA), p. 110
 Matrix Research, Inc. (IL), p. 63
 Matrix Research, Inc. (NY), p. 92
 Meadowlands Consumer Center / Consumer Centers of New York and New Jersey (NJ), p. 84
 Merkadoteknia Research & Consulting (TX), p. 124
 Michigan Market Research (MI), p. 74
 Multilingual Connections (IL), p. 63
 National Field & Focus, Inc. (MA), p. 72
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Open Mind Strategy, LLC (NY), p. 92
 Opinion Search (MI), p. 74
 Opinions, Ltd. - Headquarters (OH), p. 103
 Phase 5 (ON), p. 139
Pinnacle Research Group, LLC (MO), p. 80
 Platinum Research (Italy), p. 147
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Point Blank Research & Consultancy (Ger.), p. 144

PortiCo Research Inc. (IL), p. 64
 Product Ventures (CT), p. 44
 Punctum (Argentina), p. 135
 Ready to Launch Research (CA), p. 33
 RealityCheck Consulting (MO), p. 80
 Recollective (Ramius Corporation) (QC), p. 137
 The Research Department (CT), p. 45
 Research Rockstar Training & Staffing (MA), p. 73
 Resolution Research® (CO), p. 44
RIVA Market Research & Training Inst. (MD), p. 48
 Rome Field & Research International (Italy), p. 147
 RRD Marketing Solutions (OH), p. 104
 Savanta (NY), p. 94
 Seratti Group (CA), p. 41
 Sivo Insights (MN), p. 78
 Smarty Pants® (TN), p. 116
 Snell Associates, Inc. (CA), p. 41
 Storybrand Consulting (CA), p. 34
 Strategic Focus Research and Consultancy Ltd. (Hong Kong), p. 145
 Sundberg-Ferar, Inc. (MI), p. 75
 SunResearch (NY), p. 95
 Synergy Marketing Strategy and Research, Inc. (OH), p. 104
 Synergy Marketing Strategy and Research, Inc. (OH), p. 100
 Talk Shoppe (CA), p. 34
 Talking Business, LLC (CA), p. 36
 TRIA International Research & Consultancy (Turkey), p. 153
 U&I Collaboration (U&I) (NJ), p. 85
 UniqueView (China), p. 141
 Untold Research (VA), p. 49
 Uwins Research Group (CA), p. 34
 ViewPoint Streaming LLC (CT), p. 47
 Vital Findings (CA), p. 34
 W5, Inc. (NC), p. 99
 Wyckoff Partners (CA), p. 35
 xspert | Segmedica (NY), p. 86

Event Surveys

Downs & St. Germain Research (FL), p. 52
 Drive Research (NY), p. 96
 Gold Research, Inc. (TX), p. 126
 IGV Marktforschung GmbH (Ger.), p. 143
 Optimum Solutions Corp. (NY), p. 93
 Performance Research (RI), p. 115
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Executive Interviewing

Bauman Research & Consulting, LLC (NJ), p. 83
 Bazis B2B Field (IL), p. 58
 C&F Market Research (MI), p. 73
C+R Research (IL), p. 59
 The Center for Strategy Research, Inc. (MA), p. 70
Consumer Opinion Services, Inc. (WA), p. 128
 Directions In Research, Inc. (CA), p. 37
 Erdos & Morgan, Inc. (NY), p. 89
 Ferman Innovation (FL), p. 50
 FieldGoals.US (PA), p. 106
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Fountainhead Brand Strategy (WI), p. 132
 Geo Strategy Partners (GA), p. 55
 Graff Group (MN), p. 76
 Great Blue Research, Inc. (CT), p. 45
 Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
 Headway Workforce Solutions (NC), p. 98
 I/H/R Research Group (NV), p. 81
 Isurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Kudos Research (UK), p. 157
 Lisa Chiappetta & Associates (CA), p. 40
Olson Research Group, Inc. (PA), p. 112
 Partners & Schorr (FL), p. 53
 Phase 5 (ON), p. 139
 Phoenix MRC Limited (UK), p. 158
 Precision Research, Inc. (IL), p. 64

Resolution Research® (CO), p. 44
Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
SIS International Research, Inc. (NY), p. 95
Visions Research (CA), p. 38
WBA Research (MD), p. 49
Whaling Insights (NC), p. 99

Exit Interviews

Area Wide Market Research, Inc. (MD), p. 47
BestMark (MN), p. 75
C&F Market Research (MI), p. 73
Comiskey Research, Inc. (IL), p. 59
Eastcoast Research (NC), p. 98
FieldGoals.US (PA), p. 106
Galloway Research Service (TX), p. 126
Gold Research, Inc. (TX), p. 126
Headway Workforce Solutions (NC), p. 98
House of Marketing Research (CA), p. 31
Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
Opinion Search (MI), p. 74
Opinions, Ltd. - Headquarters (OH), p. 103
Performance Research (RI), p. 115
Precision Research, Inc. (IL), p. 64
Quick Test/Heakin (FL), p. 53
Taylor Research, Inc. (CA), p. 38
UC Translations (NY), p. 95

Exploratory Research

AnswerQuest, an Insights Center Facility (MA), p. 69
Blueberry Marketing and Sensory Research (PA), p. 107
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
The Center for Strategy Research, Inc. (MA), p. 70
Curion, LLC (IL), p. 60
Engel Research Partners (CA), p. 39
Ferman Innovation (FL), p. 50
Firefish (NY), p. 89
Fountainhead Brand Strategy (WI), p. 132
incling (UK), p. 156
Insight Culture (Ger.), p. 143
Insights in Marketing (IL), p. 62
Jackson Associates Research, an Insights Center Facility (GA), p. 55
Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
Open Mind Strategy, LLC (NY), p. 92
PortiCo Research Inc. (IL), p. 64
Quester (IA), p. 67
Seratti Group (CA), p. 41
SurveyMonkey Audience (CA), p. 42
ViewPoint Streaming LLC (CT), p. 47

Eye-Tracking

Addison Research (NY), p. 87
C+R Research (IL), p. 59
Campos (PA), p. 115
CarterJMRN KK (Japan), p. 147
CRG Global, Inc. (FL), p. 50
eVOC Insights, LLC (CA), p. 39
Explorer Research (IL), p. 60
Focus World International, Inc. (NJ), p. 84
Forte Research Group (NY), p. 90
Gold Research, Inc. (TX), p. 126
Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
Illumination – A Radius Global Market Research co. (OH), p. 102
Informed Decisions Group, Inc. (OH), p. 103
Insight Loft (NY), p. 91
Insight Space (CA), p. 38
Insight Space (WA), p. 129
Interactive Video Productions, LLC (NJ), p. 84
i-view (UK), p. 157
Leede Research (MN), p. 77
MarketView Research (NJ), p. 84
MSW-ARS Research (NY), p. 92

Netquest (PA), p. 111
Opinions, Ltd. - Headquarters (OH), p. 103
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
RRD Marketing Solutions (OH), p. 104
Tobii Pro (VA), p. 48
Various Views Research (OH), p. 102

Facial Coding

C+R Research (IL), p. 59
Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
CRG Global, Inc. (FL), p. 50
Explorer Research (IL), p. 60
H.I. Thomas Group - Customer Insights Research (OH), p. 103
Informed Decisions Group, Inc. (OH), p. 103
LivingLens (UK), p. 157
LRW (CA), p. 32
MSW-ARS Research (NY), p. 92
Netquest (PA), p. 111
Schlesinger Group New Jersey (NJ), p. 85

Factor Analysis

Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
Heart + Mind Strategies (VA), p. 48
Insights in Marketing (IL), p. 62
Multivariate Solutions (NY), p. 92
StrateSci Inc. (CA), p. 34

Field Audits

C&F Market Research (MI), p. 73
Cirrus Marketing Intelligence (CA), p. 35
Comiskey Research, Inc. (IL), p. 59
Confero, Inc. (NC), p. 98
The GlobalVision Insight Services (FL), p. 51
Gold Research, Inc. (TX), p. 126
Intouch Insight (ON), p. 137
New South Research (AL), p. 26
Schlesinger Group New Jersey (NJ), p. 85
Taylor Research, Inc. (CA), p. 38
Wallace Data & Marketing Services (IN), p. 67

Field Management Services

Access Insights (TN), p. 117
Acorn Marketing and Research Consultants (Hong Kong), p. 144
Amplify Research Partners, LLC (CA), p. 38
AnswerQuest, an Insights Center Facility (MA), p. 69
BJD Research Services, Inc. (NJ), p. 107
C&C Market Research (AR), p. 28
C&F Market Research (MI), p. 73
Cabrera Marketing Research Services, LLC (CT), p. 45
Communications For Research, Inc. (MO), p. 79
Connected Research & Consulting, LLC (FL), p. 53
Consumer Connections Research, LLC (WI), p. 130
Consumer Opinion Services, Inc. (WA), p. 128
Contract Testing Inc. (ON), p. 138
Criteria Fieldwork Ltd. (UK), p. 155
CSS/datatelligence, a division of CRG Global (FL), p. 50
Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120
Eastcoast Research (NC), p. 98
Engage in Depth (MD), p. 47
Fieldwork Network (IL), p. 61
Focus Crossroads (NJ), p. 83

Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
Foresight R & D Africa Limited (Nigeria), p. 149
FUEL (NY), p. 90
GMO Research Inc. (Japan), p. 148
Gold Research, Inc. (TX), p. 126
Group Dynamics in Focus, Inc. (PA), p. 108
Headway Workforce Solutions (NC), p. 98
Herron Associates, Inc. (IN), p. 66
House of Marketing Research (CA), p. 31
Innovate (CA), p. 31
Insight Loft (NY), p. 91
Insights Center, LLC (CO), p. 43
Insights in Marketing (IL), p. 62
IntelliSurvey, Inc. (CA), p. 36
Intouch Insight (ON), p. 137
iThoughts (UK), p. 157
Leede Research (MN), p. 77
Lisa Chiappetta & Associates (CA), p. 40
M3 Global Research (PA), p. 110
MA PRAKTIKA Consumer Research (Russian Federation), p. 151
Murray Hill National Dallas (TX), p. 122
National Field & Focus, Inc. (MA), p. 72
Nichols Research - San Francisco (CA), p. 40
Opinions, Ltd. - Headquarters (OH), p. 103
Orman Guidance, Inc. (MN), p. 77
Partners & Schorr (FL), p. 53
Qualitative Coordination (AB), p. 136
Reckner Facilities: Milwaukee (WI), p. 133
Reckner Facilities: Philadelphia MSA (PA), p. 112
Reckner Facilities: Westchester (NY), p. 94
Reckner Healthcare (PA), p. 113
Recruit and Field Inc (NY), p. 94
Research Design Team, Inc. (RDTeam) (PA), p. 114
Rome Field & Research International (Italy), p. 147
Spotlight Research (CA), p. 33
Taylor Research, Inc. (CA), p. 38
Telepoll Market Research (ON), p. 140
UniqueView (China), p. 141
WebMD/Medscape Market Research (NY), p. 96

Focus Group-Bulletin Board

A & K Research, Inc. (MI), p. 73
C+R Research (IL), p. 59
City Research Solutions (WI), p. 132
Civicom Marketing Research Services (CT), p. 46
Dynata (TX), p. 120
Explorer Research (IL), p. 60
Fieldwork Webwork & Anywhere (IL), p. 61
Focus Crossroads (NJ), p. 83
Focus Forward (PA), p. 108
Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
FocusVision (NY), p. 90
FUEL (NY), p. 90
Geo Strategy Partners (GA), p. 55
Great Blue Research, Inc. (CT), p. 45
Group Dynamics in Focus, Inc. (PA), p. 108
H2R Market Research (MO), p. 79
icanmakeitbetter (TX), p. 118
incling (UK), p. 156
Insight Loft (NY), p. 91
Insights in Marketing (IL), p. 62
M3 Global Research (PA), p. 110
P2Sample (GA), p. 56
Ready to Launch Research (CA), p. 33
Recollective (Ramius Corporation) (QC), p. 137
Recruit and Field Inc (NY), p. 94
Schlesinger Quantitative (NJ), p. 85
Sivo Insights (MN), p. 78
Think Group Austin (TX), p. 119
20I20 (TN), p. 117
US Research Recruiting & Facilities, LLC (WI), p. 133
Vault Consulting, LLC (VA), p. 49
VisionsLive Limited (UK), p. 160
W5, Inc. (NC), p. 99

Focus Group-Facilities

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
 Access Insights (TN), p. 117
 Accurate Market Research, SA de CV (FL), p. 50
 Ad Hoc Research (QC), p. 140
 Adelman Research Group-A SurveyService Company (NY), p. 86
 Adler Weiner Research Chicago, Inc. (IL), p. 58
 Adler Weiner Research Lincolnwood, Inc. (IL), p. 58
 Adler Weiner Research Los Angeles, Inc. (CA), p. 29
 Adler Weiner Research Orange County, Inc. (CA), p. 35
 Advanced Focus – The Facility, NYC (NY), p. 87
 AIS Market Research, Inc. (CA), p. 28
 Amplify Research Partners, LLC (CA), p. 38
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 Area Wide Market Research, Inc. (MD), p. 47
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 Ask Miami (FL), p. 51
 ASMARQ Co., Ltd. (Japan), p. 147
 Atkins Research Global, Inc. (CA), p. 29
BDI Research, A Schlesinger Company (Spain), p. 152
 Beta Research Corporation (NY), p. 88
 BLS Research & Consulting LLC (CT), p. 45
 C&F Market Research (MI), p. 73
 Campos (PA), p. 115
 CarterJMRN KK (Japan), p. 147
 CEC Research (NJ), p. 83
 Central Focus (PA), p. 107
 City Research Solutions (WI), p. 132
 ClearView Research - Orlando, Inc. (FL), p. 51
 ClearView Research, Inc. (IL), p. 59
 Concepts In Focus (aka RDTeam-South) (FL), p. 50
 Connecticut Connection - Hartford Research (CT), p. 45
 Connexion Research and Strategy (TX), p. 124
Consumed Research, A Schlesinger Co.(France), p. 142
 Consumer Centers of New York and New Jersey / New York
 Consumer Center (NY), p. 88
 Consumer Connections Research, LLC. (WI), p. 130
 Consumer Logic Research (OK), p. 105
Consumer Opinion Services, Inc. (WA), p. 128
 Contract Testing Inc. (ON), p. 138
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
 CRC Research Inc- Downtown (ON), p. 138
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
Dallas By Definition (TX), p. 120
 Davis Research, LLC (CA), p. 30
 The Dieringer Research Group, Inc. (WI), p. 132
 Digital Research, Inc. (ME), p. 68
 Drive Research (NY), p. 96
 Eastcoast Research (NC), p. 99
 Eastcoast Research (NC), p. 98
 Elevated Insights (CO), p. 42
 Elliott Benson Research (CA), p. 37
 Emicity (MI), p. 73
 Essman Research, a Division of SPPG, LLC (IA), p. 67
 Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brasil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 EurekaFacts, LLC (MD), p. 47
 Explorer Research (IL), p. 60
 FCP Research Services LLC (PA), p. 115
 FieldGoals.US (PA), p. 106
 Fieldinitially - Brerapoint (Italy), p. 147
Fieldwork Atlanta (GA), p. 54
Fieldwork Boston (MA), p. 71
Fieldwork Chicago-Downtown (IL), p. 60
Fieldwork Chicago-O'Hare (IL), p. 60
Fieldwork Chicago-Schaumburg (IL), p. 60
Fieldwork Dallas (TX), p. 120
Fieldwork Denver (CO), p. 43
Fieldwork Flex (IL), p. 61
Fieldwork Fort Lee, NJ (NJ), p. 83
Fieldwork L.A. - Orange County (CA), p. 36
Fieldwork Minneapolis (MN), p. 76

Fieldwork New York City (NY), p. 89
Fieldwork Phoenix (AZ), p. 26
Fieldwork San Francisco (CA), p. 39
Fieldwork Seattle (WA), p. 129
 Flagship Research (CA), p. 37
 Flying Horse Communication (MT), p. 80
 Focus & Testing, An Insights Center Facility (CA), p. 30
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus Crossroads (NJ), p. 83
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus On Boston - Suburban (MA), p. 71
 Focus On Boston - Waterfront (MA), p. 71
Focus Pointe Global - Philadelphia (PA), p. 108
 The Focus Room (NY), p. 89
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 FocusVision (NY), p. 90
 Foresight R & D Africa Limited (Nigeria), p. 149
 FUEL (NY), p. 90
 Galloway Research Service (TX), p. 126
Global Survey (India), p. 145
 Granite State Marketing Research, Inc. (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 Group Dynamics in Focus, Inc. (PA), p. 108
 H2R Market Research (MO), p. 79
 Herron Associates, Inc. (FL), p. 52
 Herron Associates, Inc. (IN), p. 66
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Holborn Focus (UK), p. 156
 House of Marketing Research (CA), p. 31
 IdeaSuite (OR), p. 106
 IndyFocus, Inc. (IN), p. 67
 Inmedial Research Berlin/Germany (Ger.), p. 143
 Insight Culture (Ger.), p. 143
The Insight Lab (MO), p. 79
 Insight Loft (NY), p. 91
 Insight Space (CA), p. 38
 Insight Space (WA), p. 129
 Insights Center, LLC (CO), p. 43
 Intact Qualitative Research (CA), p. 40
 i-view (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Kadence International (Singapore), p. 151
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (UK), p. 157
 Kadence International (Indonesia), p. 146
 Kadence International (Vietnam), p. 160
 L&E Research (CO), p. 43
 L&E Research (FL), p. 52
 L&E Research (MN), p. 76
 L&E Research (MO), p. 79
 L&E Research (NC), p. 99
 L&E Research (NC), p. 97
 L&E Research (OH), p. 102
 L&E Research (OH), p. 104
 L&E Research (TX), p. 118
 Leede Research (MN), p. 77
 LextantLabs (OH), p. 104
 Lighthouse Research Focus Center (UT), p. 126
 Lighthouse Research & Development, Inc. (UT), p. 126
 Lucas Market Research, LLC (MO), p. 80
 LW Adler Weiner Research (CA), p. 32
M3 Global Research (PA), p. 110
 MA PRAKTIKA Consumer Research (Russian Federation), p. 151
 Market Insight Inc. (Barbados), p. 135
 MarketVision Research® (OH), p. 102
 Maryland Marketing Source, Inc. (MD), p. 69
 Mazur/Zachow, Inc. (WI), p. 132
 Meadowlands Consumer Center / Consumer Centers of New
 York and New Jersey (NJ), p. 84
 Mediabarn Research (VA), p. 48
 Merkatoteknia Research & Consulting (TX), p. 124
 Michigan Market Research (MI), p. 74
Mindfield – Tech Innovation and Audience

Insights (WV), p. 130
 Moore Research Services, Inc. (PA), p. 106
 The MSR Group (NE), p. 81
Murray Hill National Dallas (TX), p. 122
 National Field & Focus, Inc. (MA), p. 72
 N-equals Vietnam (Vietnam), p. 160
 New England Interviewing (NH), p. 82
 New England Marketing Research, Inc. (CT), p. 46
 New South Research (AL), p. 26
 Alan Newman Research (VA), p. 128
 Nichols Research - San Francisco (CA), p. 40
 Nordic Viewpoint (Sweden), p. 152
 Observation Baltimore (MD), p. 69
 1Lotus Marketing Research Services (India), p. 146
 Opinions Unlimited - Houston (TX), p. 124
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Cleveland (OH), p. 103
 Opinions, Ltd. - Dallas (TX), p. 122
 Opinions, Ltd. - Denver (CO), p. 43
 Opinions, Ltd. - Headquarters (OH), p. 103
 Opinions, Ltd. - Indianapolis (IN), p. 67
 Opinions, Ltd. (Los Angeles) (CA), p. 32
 Opinions, Ltd. - Los Angeles, CA (CA), p. 32
 Opinions, Ltd. - Miami (FL), p. 51
 Opinions, Ltd. - NYC (NY), p. 93
 Opinions, Ltd. - NYC (NY), p. 92
 Opinions, Ltd. - Raleigh-Durham (NC), p. 99
 Opinions, Ltd. - Rochester (NY), p. 96
 Opinions, Ltd. - Sacramento (CA), p. 37
 Opinions, Ltd. - San Francisco (CA), p. 40
 Opinions, Ltd. - Seattle (WA), p. 129
 Opinions, Ltd. - Tucson (AZ), p. 28
 Orman Guidance, Inc. (MN), p. 77
Passerelles, A Schlesinger Company (France), p. 142
 Pittsburgh Speaks (PA), p. 115
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Precision Research, Inc. (IL), p. 64
 Product Evaluations, Inc. (IL), p. 64
 Product Ventures (CT), p. 44
 PVR Research, Inc. (GA), p. 56
 Qualitative Coordination (AB), p. 136
 RazorFocus (CT), p. 46
 RDI Sightline (KY), p. 102
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 Research & Marketing Strategies, Inc. (NY), p. 96
 Research America Market Research Solutions (PA), p. 113
 Research Connections Pty Ltd (Australia), p. 135
The Research House, A Schlesinger Co. (UK), p. 158
The Research House Wimbledon (UK), p. 158
 Resolution Research® (CO), p. 44
 Richmond Focus Group Center (VA), p. 128
 Rome Field & Research International (Italy), p. 147
 RRU Research - Fusion Focus (NY), p. 94
 S C I (LA), p. 68
Schlesinger Group New Jersey (NJ), p. 85
Schmiel Marktforschung Berlin (Ger.), p. 144
**Schmiel Marktforschung Frankfurt, A
 Schlesinger Company (Ger.), p. 144**
**Schmiel Marktforschung Munich, A Schlesinger
 Company (Ger.), p. 144**
 Scotti Research, Inc. (IL), p. 66
 Shifrin-Hayworth (MI), p. 74
 Shugoll Research (MD), p. 48
 SIS International Research, Inc. (NY), p. 95
 Strategic Research Associates Spokane (WA), p. 130

Talking Heads Studio (GA), p. 57
Taylor Research, Inc. (CA), p. 38
TheMedicalPanel.com (CO), p. 44
Think Group Austin (TX), p. 119
20/20 Research - Charlotte (NC), p. 97
20/20 Research - Miami (FL), p. 51
20/20 Research - Nashville (TN), p. 117
UniqueView (China), p. 141
US Research Recruiting & Facilities, LLC (WI), p. 133
Vancouver Focus® (BC), p. 137
Various Views Research (OH), p. 102
VegasFocus (NV), p. 82
Ward Research, Inc. (HI), p. 57
WestGroup Research (AZ), p. 28

Focus Group-Moderating

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
Ad Hoc Research (QC), p. 140
Addison Research (NY), p. 87
Advantage Research, Inc. (WI), p. 132
Aeffect, Inc. (IL), p. 58
AgMetrics Research & Consulting (MO), p. 79
Alternate Routes, Inc. (CA), p. 29
Amplify Research Partners, LLC (CA), p. 38
Bauman Research & Consulting, LLC (NJ), p. 83
Bazis Russia (Russian Federation), p. 151
BDI Research, A Schlesinger Company (Spain), p. 152
Beggs & Associates (NY), p. 87
Bernstein Research Group, Inc. (CT), p. 46
Blink UX (WA), p. 128
BLS Research & Consulting LLC (CT), p. 45
Boulder Focus Center (CO), p. 42
BuzzBack Market Research (NY), p. 88
C.L. Gailey Research (CA), p. 37
C+R Research (IL), p. 59
Campos (PA), p. 115
CarterJMRN KK (Japan), p. 147
Cascade Insights (OR), p. 105
The Center for Strategy Research, Inc. (MA), p. 70
City Research Solutions (WI), p. 132
ConneXion Research and Strategy (TX), p. 124
Consumer Centers of New York and New Jersey / New York Consumer Center (NY), p. 88
Consumer Focus LLC (TX), p. 119
Consumer Logic Research (OK), p. 105
Consumer Opinion Services, Inc. (WA), p. 128
Consumer Truth® Ltd (IL), p. 59
Contract Testing Inc. (ON), p. 138
CRC Research Inc (BC), p. 137
CRC Research Inc (QC), p. 140
CRC Research Inc - Midtown (ON), p. 138
Creative Consumer Research – Houston (TX), p. 124
CSS/datatelligence, a division of CRG Global (FL), p. 50
Daniel Research Group (MA), p. 70
DLG Research & Marketing Solutions (TX), p. 124
DO Research, Inc. (NY), p. 89
Downs & St. Germain Research (FL), p. 52
Doyle Research Associates, Inc. (IL), p. 60
Drive Research (NY), p. 96
Elevated Insights (CO), p. 42
Engel Research Partners (CA), p. 39
Essman Research, a Division of SPPG, LLC (IA), p. 67
EurekaFacts, LLC (MD), p. 47
Explorer Research (IL), p. 60
Falk Research Associates, Inc. (FL), p. 51
Ferman Innovation (FL), p. 50
FieldGoals.US (PA), p. 106
Fieldinitaly - Brerapoint (Italy), p. 147
Finch Brands (PA), p. 108
First Insights (IL), p. 61
First Insights (NY), p. 89
Flying Horse Communication (MT), p. 80
Focus Crossroads (NJ), p. 83
Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
Foresight R & D Africa Limited (Nigeria), p. 149
Frieden Qualitative Services (CA), p. 30
Galloway Research Service (TX), p. 126

Geo Strategy Partners (GA), p. 55
GOGO Insights and Results (IL), p. 62
Gongos, Inc. (MI), p. 74
Great Blue Research, Inc. (CT), p. 45
Great Lakes Marketing Research (OH), p. 104
Great Questions, LLC (MO), p. 79
H.I. Thomas Group - Customer Insights Research (OH), p. 103
H2R Market Research (MO), p. 79
Hardwick Research (WA), p. 129
Horowitz Research (NY), p. 91
House of Marketing Research (CA), p. 31
Insight Culture (Ger.), p. 143
The Insight Lab (MO), p. 79
Insight Loft (NY), p. 91
InsightFarm Inc. (OR), p. 106
Insights in Marketing (IL), p. 62
Interaction Experience (QC), p. 140
Issues and Answers Network, Inc. (VA), p. 127
i-view (UK), p. 157
Jackson Adept Research - Beverly Hills (CA), p. 31
Just The Facts, Inc. (IL), p. 62
Kadence International (Thailand), p. 153
Kadence International (Singapore), p. 151
Kadence International (Vietnam), p. 160
Kadence International (Philippines), p. 149
Kadence International (UK), p. 157
Kadence International (Indonesia), p. 146
Kadence International (Hong Kong), p. 144
Kadence International (India), p. 146
Kadence International (India), p. 146
Kadence International (Vietnam), p. 160
Kadence International (MA), p. 71
Kantar Philippines, Inc. (Philippines), p. 150
KNow Research (CA), p. 40
LBR Insight, Inc. (PA), p. 110
Lexicon Branding (CA), p. 40
Lighthouse Research Focus Center (UT), p. 126
Lighthouse Research & Development, Inc. (UT), p. 126
Lisa Chiappetta & Associates (CA), p. 40
M G Z Research (IL), p. 62
M3 Global Research (PA), p. 110
Magnet, Inc. Brand Planning (RI), p. 116
Market Research Answers, Inc. (TX), p. 120
Maryland Marketing Source, Inc. (MD), p. 69
Matrix Research, Inc. (IL), p. 63
Matrix Research, Inc. (NY), p. 92
Meadowlands Consumer Center / Consumer Centers of New York and New Jersey (NJ), p. 84
Merkadoteknia Research & Consulting (TX), p. 124
Millennium Research, Inc. (MN), p. 77
Murray Hill National Dallas (TX), p. 122
National Service Research (TX), p. 122
N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
New South Research (AL), p. 26
Nichols Research - San Francisco (CA), p. 40
Nordic Viewpoint (Sweden), p. 152
Open Mind Strategy, LLC (NY), p. 92
Opinion Search (MI), p. 74
Opinions Unlimited - Houston (TX), p. 124
Peoples Marketing Insights, LLC (GA), p. 56
Performance Research (RI), p. 115
Phase 5 (ON), p. 139
Platinum Research (Italy), p. 147
Point Blank Research & Consultancy (Ger.), p. 144
PortiCo Research Inc. (IL), p. 64
Precision Research, Inc. (IL), p. 64
Provoke Insights (NY), p. 93
Quixote Group (NC), p. 98
RDI Sightline (KY), p. 102
Relevant Insights, LLC (TX), p. 122
Research America Market Research Solutions (PA), p. 113
Research Connections Pty Ltd (Australia), p. 135
The Research Department (CT), p. 45
Research Design Team, Inc. (RDTeam) (PA), p. 114
Research Explorers™, Inc. (IL), p. 65
Research Solutions, Inc. (WI), p. 133
RIVA Market Research & Training Inst. (MD), p. 48
Seratti Group (CA), p. 41
Sivo Insights (MN), p. 78

Smarty Pants® (TN), p. 116
Snell Associates, Inc. (CA), p. 41
Stat One Research (GA), p. 57
Stellar Strategic Services, Inc. (IL), p. 65
Storybrand Consulting (CA), p. 34
Strategic Focus Research & Consultancy Ltd. (Hong Kong), p. 145
SunResearch (NY), p. 95
Synergy Marketing Strategy and Research, Inc. (OH), p. 100
Synergy Marketing Strategy and Research, Inc. (OH), p. 104
Talk Shoppe (CA), p. 34
Talking Business, LLC (CA), p. 36
Targoz Market Research (TN), p. 117
The Research Alliance (TRA) (Indonesia), p. 146
U&I Collaboration (U&I) (NJ), p. 85
Uwins Research Group (CA), p. 34
Vision One Research (UK), p. 159
Vision One Research Ltd. (UK), p. 160
Vocci, LLC (NC), p. 98
Wakefield Research (VA), p. 49
WBA Research (MD), p. 49
Whaling Insights (NC), p. 99
Wiese Research Associates, Inc. (NE), p. 81
Wyckoff Partners (CA), p. 35

Focus Group-Moderator Training

Burke Institute (OH), p. 100
Just The Facts, Inc. (IL), p. 62
RIVA Market Research & Training Inst. (MD), p. 48
Stat One Research (GA), p. 57

Focus Group-Online

Angelfish Fieldwork (UK), p. 153
B2B International (NY), p. 87
Bauman Research & Consulting, LLC (NJ), p. 83
BLS Research & Consulting LLC (CT), p. 45
BroadData Conferencing (KY), p. 67
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
Campos (PA), p. 115
Civicom Marketing Research Services (CT), p. 46
Codigital (UK), p. 154
Datatelligence Online, a division of CRG Global (FL), p. 50
Doyle Research Associates, Inc. (IL), p. 60
Dynata (TX), p. 120
Elliott Benson Research (CA), p. 37
Fieldwork Webwork & Anywhere (IL), p. 61
First Insights (NY), p. 89
Focus Forward (PA), p. 108
Focus Groups of Cleveland, Inc. (OH), p. 103
Focus Pointe Global - Philadelphia (PA), p. 108
FOCUSCOPE, Inc. (IL), p. 62
FocusVision (NY), p. 90
Frieden Qualitative Services (CA), p. 30
FUEL (NY), p. 90
Gold Research, Inc. (TX), p. 126
Great Blue Research, Inc. (CT), p. 45
H2R Market Research (MO), p. 79
Honest Data (NC), p. 97
icanmakeitbetter (TX), p. 118
incling (UK), p. 156
IndyFocus, Inc. (IN), p. 67
Insight Loft (NY), p. 91
Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
M3 Global Research (PA), p. 110
MKOR Market Opportunity Research (Romania), p. 150
Netquest (PA), p. 111
New England Marketing Research, Inc. (CT), p. 46
OMI (Online Market Intelligence) (Russian Federation), p. 151
Opinion Search (MI), p. 74
P2Sample (GA), p. 56
Phase 5 (ON), p. 139
Ready to Launch Research (CA), p. 33
Recollective (Ramius Corporation) (QC), p. 137
Recruit and Field Inc (NY), p. 94
ReRez (TX), p. 122

Research Connections Pty Ltd (Australia), p. 135
Schlesinger Quantitative (NJ), p. 85
 Schmidt Market Research (PA), p. 115
 SIS International Research, Inc. (NY), p. 95
 Spotlight Research (CA), p. 33
 Star City Research LLC (VA), p. 128
 Talking Business, LLC (CA), p. 36
Toluna (CT), p. 46
 20|20 (TN), p. 117
 US Research Recruiting & Facilities, LLC (WI), p. 133
 Vase.ai (Malaysia), p. 148
 Vault Consulting, LLC (VA), p. 49
 VegasFocus (NV), p. 82
 ViewPoint Streaming LLC (CT), p. 47
 VisionsLive Limited (UK), p. 160

Focus Groups

Scout Insights (CA), p. 14
 Sundberg-Ferar, Inc. (MI), p. 75

Focus Group-Teleconference

BroadData Conferencing (KY), p. 67
 Civicom Marketing Research Services (CT), p. 46
Consumer Opinion Services, Inc. (WA), p. 128
 FocusVision (NY), p. 90
 Group Dynamics in Focus, Inc. (PA), p. 108
M3 Global Research (PA), p. 110
 New England Marketing Research, Inc. (CT), p. 46

Focus Group-Transcriptions

Babbletype, LLC (PA), p. 107
 BroadData Conferencing (KY), p. 67
 CarterJMRN KK (Japan), p. 147
 FocusVision (NY), p. 90
 GlobalLexicon Translations (UK), p. 156
 Gordon Transcripts, Inc. (MD), p. 68
 Insight Loft (NY), p. 91
 Jolly Road Productions (CA), p. 32
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
M3 Global Research (PA), p. 110
 Multilingual Connections (IL), p. 63
 Premier Transcription Service (TX), p. 122
Schlesinger Transcription Services (PA), p. 114
 SyncScript (PA), p. 114
 Tape To Type (CA), p. 38

Focus Group-Videoconference

Acorn Marketing and Research Consultants (Hong Kong), p. 144
 AIS Market Research, Inc. (CA), p. 28
 Ask Miami (FL), p. 51
 BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
Consumer Opinion Services, Inc. (WA), p. 128
 Elliott Benson Research (CA), p. 37
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus On Boston - Suburban (MA), p. 71
 Focus On Boston - Waterfront (MA), p. 71
 FocusVision (NY), p. 90
 House of Marketing Research (CA), p. 31
 Insight Loft (NY), p. 91
 i-view (UK), p. 157
 Jolly Road Productions (CA), p. 32
M3 Global Research (PA), p. 110
 National Field & Focus, Inc. (MA), p. 72
 New England Interviewing (NH), p. 82
 New England Marketing Research, Inc. (CT), p. 46
The Research House, A Schlesinger Co. (UK), p. 158
The Research House Wimbledon (UK), p. 158
Schlesinger Group New Jersey (NJ), p. 85
 20|20 Research - Charlotte (NC), p. 97

20|20 Research - Miami (FL), p. 51
 20|20 Research - Nashville (TN), p. 117
 ViewPoint Streaming LLC (CT), p. 47

Focus Group-Web Conference

Ad Hoc Research (QC), p. 140
 BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
 Civicom Marketing Research Services (CT), p. 46
ConsuMed Research, A Schlesinger Company (France), p. 142
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 FocusVision (NY), p. 90
 Insights in Marketing (IL), p. 62
M3 Global Research (PA), p. 110
Passerelles, A Schlesinger Company (France), p. 142
 Qualitative Coordination (AB), p. 136
 Recruit and Field Inc (NY), p. 94
The Research House, A Schlesinger Co. (UK), p. 158
The Research House Wimbledon (UK), p. 158
 20|20 Research - Charlotte (NC), p. 97
 20|20 Research - Miami (FL), p. 51
 20|20 Research - Nashville (TN), p. 117
 Vancouver Focus® (BC), p. 137

Forecasting/Trends Research

Daniel Research Group (MA), p. 70
 Directions Research, Inc. (OH), p. 100
Just The Facts, Inc. (IL), p. 62
 Marketing Systems Group (PA), p. 110
 Point Blank Research & Consultancy (Ger.), p. 144
 Sivo Insights (MN), p. 78
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42

Foreign Language Interviewing

Geo Strategy Partners (GA), p. 55
 I/H/R Research Group (NV), p. 81
 Multilingual Connections (IL), p. 63
 Opinion Access, LLC. (NY), p. 92

Forms Processing/Scanning

ADAPT, Inc. (MN), p. 75
 Optimum Solutions Corp. (NY), p. 93
 Snap Surveys, Ltd. (NH), p. 83

Fraud Detection

Quest Mindshare (ON), p. 139

Gamification

AnswerQuest, an Insights Center Facility (MA), p. 69
 ASKIA - Software for Surveys (New York) (NY), p. 87
B2B International (NY), p. 87
C+R Research (IL), p. 59
 Civicom Marketing Research Services (CT), p. 46
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Toluna (CT), p. 46

Gender Studies

BLS Research & Consulting LLC (CT), p. 45
 Punctum (Argentina), p. 135
 Space Doctors Ltd (UK), p. 159

Graphics Research

C+R Research (IL), p. 59
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Product Ventures (CT), p. 44
 Wyckoff Partners (CA), p. 35

Health Care Research

Rome Field & Research International (Italy), p. 147

Home-Use Tests

Access Insights (TN), p. 117
 Aha! Online Qual Technology Platform (MI), p. 73

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Amplify Research Partners, LLC (CA), p. 38
 AOC Marketing Research (NC), p. 97
 ASMARQ Co., Ltd. (Japan), p. 147
 Beta Research Corporation (NY), p. 88
 C&F Market Research (MI), p. 73
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 CEC Research (NJ), p. 83
 City Research Solutions (WI), p. 132
 ClearView Research - Orlando, Inc. (FL), p. 51
 ClearView Research, Inc. (IL), p. 59
 Concepts In Focus (aka RDTeam-South) (FL), p. 50
 Consumer Connections Research, LLC. (WI), p. 130
 Contract Testing Inc. (ON), p. 138
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
Dynata (TX), p. 120
 Eastcoast Research (NC), p. 98
 EFFICIENCE3 (France), p. 142
 Elevated Insights (CO), p. 42
 Engage in Depth (MD), p. 47
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Falk Research Associates, Inc. (FL), p. 51
 Focus Crossroads (NJ), p. 83
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 GMO Research Inc. (Japan), p. 148
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Illumination - A Radius Global Market Research co. (OH), p. 102
 Insight Loft (NY), p. 91
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Lucas Market Research, LLC (MO), p. 80
 MarketView Research (NJ), p. 84
 MarketVision Research® (OH), p. 102
 Moore Research Services, Inc. (PA), p. 106
 National Field & Focus, Inc. (MA), p. 72
 National Market Research & Recruiting, (TN), p. 117
 Netquest (PA), p. 111
 Opinions, Ltd. - Headquarters (OH), p. 103
P2Sample (GA), p. 56
 Precision Research, Inc. (IL), p. 64
 ProSense Consumer Research Center (AZ), p. 28
 PVR Research, Inc. (GA), p. 56
 Quester (IA), p. 67
 Quick Test/Heakin (FL), p. 53
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RazorFocus (CT), p. 46
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 Research Solutions, Inc. (WI), p. 133
 Resolution Research® (CO), p. 44
 RTI Research (CT), p. 46
Schlesinger Group New Jersey (NJ), p. 85
 SoapBoxSample (CA), p. 33
 US Research Recruiting & Facilities, LLC (WI), p. 133
 Usability Resources Inc. (MA), p. 72

Hybrid Research (Qual/Quant)

AcuPOLL Precision Research, Inc. (OH), p. 100
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
Ascribe (OH), p. 100
 ASMARQ Co., Ltd. (Japan), p. 147

Beta Research Corporation (NY), p. 88
 Blueberry Marketing and Sensory Research (PA), p. 107
 BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
 The Center for Strategy Research, Inc. (MA), p. 70
 ClearView Research, Inc. (IL), p. 59
 CMI (GA), p. 54
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Elevated Insights (CO), p. 42
 Engel Research Partners (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Evaluative Criteria, a division of CRG Global (NY), p. 89
 Focus Crossroads (NJ), p. 83
 FUEL (NY), p. 90
 GMO Research Inc. (Japan), p. 148
 Great Blue Research, Inc. (CT), p. 45
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 House of Marketing Research (CA), p. 31
 Insight Loft (NY), p. 91
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 Isurus Market Research and Consulting (MA), p. 71
 Jackson Adept Research - Beverly Hills (CA), p. 31
M3 Global Research (PA), p. 110
 Market Probe International, Inc. (NY), p. 92
 Open Mind Strategy, LLC (NY), p. 92
 Pacific Market Research (WA), p. 130
 Persuadable Research Corporation (MI), p. 74
 Phoenix MRC Limited (UK), p. 158
 Precision Research, Inc. (IL), p. 64
 Product Ventures (CT), p. 44
 Quest Mindshare (ON), p. 139
 Quester (IA), p. 67
 Quixote Group (NC), p. 98
 Recollective (Ramius Corporation) (QC), p. 137
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Research America Market Research Solutions (PA), p. 113
 Savanta (NY), p. 94
 Spotlight Research (Poland), p. 150
 Spotlight Research (CA), p. 33
 SSRS (PA), p. 114
 Sundberg-Ferar, Inc. (MI), p. 75
 3Q GLOBAL (FL), p. 54
Toluna (CT), p. 46
 20I20 (TN), p. 117
 U&I Collaboration (U&I) (NJ), p. 85
 Vault Consulting, LLC (VA), p. 49
 W5, Inc. (NC), p. 99
 Wakefield Research (VA), p. 49

Image Studies

Just The Facts, Inc. (IL), p. 62
 MarketView Research (NJ), p. 84
 100 Market Research (Mexico), p. 148
 Savanta (NY), p. 94
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46

Incentive Payment & Processing

CEC Research (NJ), p. 83
 ClearView Research - Orlando, Inc. (FL), p. 51
 Confero, Inc. (NC), p. 98
 Great Blue Research, Inc. (CT), p. 45
Incheck, LLC (CO), p. 43
 Insight Space (CA), p. 38
 Insight Space (WA), p. 129
 Market Cube (SC), p. 116
 Welcome Research (CA), p. 35

Independent Field Director

Cabrera Marketing Research Services, LLC (CT), p. 45
 Recruit and Field Inc (NY), p. 94

Industrial Research

Adelman Research Group-A SurveyService Company (NY), p. 86
B2B International (NY), p. 87
 Bazis B2B Field (IL), p. 58
 Conisght™ Marketing Group, LLC (IL), p. 59
 Customer Lifecycle, LLC (IL), p. 60
 Daniel Research Group (MA), p. 70
 Geo Strategy Partners (GA), p. 55
 Isurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Kadence International (MA), p. 72
 Savanta (NY), p. 94
 Starmass International Business Consultants (China), p. 141

In-Store Research

BestMark (MN), p. 75
 Blink UX (WA), p. 128
C+R Research (IL), p. 59
 City Research Solutions (WI), p. 132
 Comiskey Research, Inc. (IL), p. 59
 Consumer Centers of New York and New Jersey / New York
 Consumer Center (NY), p. 88
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
DSG Associates (CA), p. 30
 Elevated Insights (CO), p. 42
 Explorer Research (IL), p. 60
 FieldGoals.US (PA), p. 106
 Flagship Research (CA), p. 37
 Focus Crossroads (NJ), p. 83
Focus Pointe Global - Philadelphia (PA), p. 108
FOCUSCOPE, Inc. (IL), p. 62
 FocusVision (NY), p. 90
 Gold Research, Inc. (TX), p. 126
 Granite State Marketing Research, Inc. (NH), p. 82
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Headway Workforce Solutions (NC), p. 98
 Informed Decisions Group, Inc. (OH), p. 103
 Inquiry Market Research (Poland), p. 150
 InsightFarm Inc. (OR), p. 106
 Insights in Marketing (IL), p. 62
 Jolly Road Productions (CA), p. 32
 The Logit Group, Inc. (ON), p. 139
 Meadowlands Consumer Center / Consumer Centers of New
 York and New Jersey (NJ), p. 84
 Midwest Inquiry, LLC (MN), p. 77
 National Field & Focus, Inc. (MA), p. 72
 New South Research (AL), p. 26
 Opinions, Ltd. - Headquarters (OH), p. 103
 Peoples Marketing Insights, LLC (GA), p. 56
 Quester (IA), p. 67
 Quick Test/Heakin (FL), p. 53
 RDI Sightline (KY), p. 102
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 Second To None (MI), p. 74
 Sivo Insights (MN), p. 78
 Scott C. Solis Market Research (SCSMR) (CA), p. 41
 Spotlight Research (CA), p. 33
 Target Research Group Inc. (NY), p. 95
 360 Market Reach, Inc. (NY), p. 87
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 W5, Inc. (NC), p. 99
 Wallace Data & Marketing Services (IN), p. 67

Interactive Voice Response (IVR)

ASDE Survey Sampler (QC), p. 137
 Concentrix (CA), p. 39
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 Discovery Research Group (UT), p. 126

Focus World International, Inc. (NJ), p. 84
 Interviewing Service of America, LLC - HQ (CA), p. 31
Issues and Answers Network, Inc. (VA), p. 127
 The Logit Group, Inc. (ON), p. 139
 Marketing Systems Group (PA), p. 110
 Precision Opinion (NV), p. 82
 ReRez (TX), p. 122
 ResearchSIX, LLC (TX), p. 123
 SurveyUSA® (NJ), p. 85
Toluna (CT), p. 46

International Interviewing

Bazis B2B Field (IL), p. 58
C+R Research (IL), p. 59
 Civicom Marketing Research Services (CT), p. 46
 Focus World International, Inc. (NJ), p. 84
 Global Data Collection Company (GDCC) (Netherlands), p. 148
 incling (UK), p. 156
 Interviewing Service of America, LLC - HQ (CA), p. 31
 Kudos Research (UK), p. 157
 Multilingual Connections (IL), p. 63
 Netquest (PA), p. 111
 ReRez (TX), p. 122
 RONIN International (UK), p. 158
 Savanta (NY), p. 94
Toluna (CT), p. 46
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 Wyckoff Partners (CA), p. 35

International Research

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 ASMARQ Co., Ltd. (Japan), p. 147
 Aurora WDC (WI), p. 132
B2B International (IL), p. 58
B2B International (NY), p. 87
 Bazis B2B Field (IL), p. 58
 Blink UX (WA), p. 128
 BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 CATALYSTMR (CA), p. 38
 Contract Testing Inc. (ON), p. 138
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Customer Lifecycle, LLC (IL), p. 60
 DataDiggers (QC), p. 140
 dataSpring (CA), p. 35
 Decision Analyst, Inc. (TX), p. 120
 Directions Research, Inc. (OH), p. 100
 dobney.com - market research (UK), p. 155
 Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120
 Escalent (MI), p. 73
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
Fieldwork Network (IL), p. 61
 Firefish (NY), p. 89
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 84
 FocusVision (NY), p. 90
 FUEL (NY), p. 90
 Gazelle Global Research (NY), p. 90
 GCA Consulting (TX), p. 118
 Geo Strategy Partners (GA), p. 55
 Global Accent (CO), p. 44
 GlobalLexicon Translations (UK), p. 156
 Harmon Research Group, LLC (CA), p. 36
 Heart + Mind Strategies (VA), p. 48
 IGV Marktforschung GmbH (Ger.), p. 143
 Illumination - A Radius Global Market Research co. (OH), p. 102
 incling (UK), p. 156
 Insight Culture (Ger.), p. 143
 Insights in Marketing (IL), p. 62

Isobar Marketing Intelligence Practice (MA), p. 71
Issues and Answers Network, Inc. (VA), p. 127
 iThoughts (UK), p. 157
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Kadence International (MA), p. 72
 Kelton Global (CA), p. 32
 KNow Research (CA), p. 40
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 LRW (CA), p. 32
 Lucid (LA), p. 68
 Market Probe International, Inc. (NY), p. 92
 MarketView Research (NJ), p. 84
 Matrix Research, Inc. (IL), p. 63
 Matrix Research, Inc. (NY), p. 92
 MKOR Market Opportunity Research (Romania), p. 150
 mo'web GmbH (Ger.), p. 144
Olson Research Group, Inc. (PA), p. 112
 Opinion Access, LLC. (NY), p. 92
 OvationMR (NY), p. 93
P2Sample (GA), p. 56
 Phase 5 (ON), p. 139
 Point Blank Research & Consultancy (Ger.), p. 144
 Provoke Insights (NY), p. 93
 Quest Mindshare (ON), p. 139
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 84
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Rakuten Insight (Japan), p. 148
 Rakuten Insight (New York Office) (NY), p. 94
 Research America Market Research Solutions (PA), p. 113
 Rose Research (FL), p. 54
 RTi Research (CT), p. 46
 Savanta (NY), p. 94
Schmiedl Marktforschung Berlin (Ger.), p. 144
Schmiedl Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
Schmiedl Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 SIS International Research, Inc. (NY), p. 95
 Spotlight Research (Poland), p. 150
 SSRS (PA), p. 114
 Strategic Research Initiatives LLC (AZ), p. 27
 SurveyHealthcare (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
 Target Research Group Inc. (NY), p. 95
 361 Degrees Consulting, Inc. (China), p. 141
 361 Degrees Consulting, Inc. (CA), p. 34
 Tobii Pro (VA), p. 48
 Untold Research (VA), p. 49
 Verve North America Inc. (IL), p. 66
 Verve Partners Ltd (UK), p. 159
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 Visions Research (CA), p. 38
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 W5, Inc. (NC), p. 99
 Wakefield Research (VA), p. 49
 Worldbridge Language Services (CA), p. 35
 Wyckoff Partners (CA), p. 35
 xsperient | Segmedica (NY), p. 86

Journey Mapping

Aha! Online Qual Technology Platform (MI), p. 73
 Bazis B2B Field (IL), p. 58
 BestMark (MN), p. 75
 CarterJMRN KK (Japan), p. 147

Cascade Insights (OR), p. 105
 Consumer Truth® Ltd (IL), p. 59
 Explorer Research (IL), p. 60
 Ferman Innovation (FL), p. 50
 Gold Research, Inc. (TX), p. 126
 Gongs, Inc. (MI), p. 74
 Great Blue Research, Inc. (CT), p. 45
 incling (UK), p. 156
 Inkblot Analytics (MA), p. 71
 Intouch Insight (ON), p. 137
 Millennium Research, Inc. (MN), p. 77
 MSW-ARS Research (NY), p. 92
 Peoples Marketing Insights, LLC (GA), p. 56
 Phoenix Marketing International (NY), p. 96
 Quester (IA), p. 67
 RealityCheck Consulting (MO), p. 80
 Relevant Insights, LLC (TX), p. 122
 Savanta (NY), p. 94
 Sivo Insights (MN), p. 78

Legal Research

Applied Marketing Science, Inc. (MA), p. 70
 Consumer Centers of New York and New Jersey / New York Consumer Center (NY), p. 88
 Davis Research, LLC (CA), p. 30
 Directions Research, Inc. (OH), p. 100
 FieldGoals.US (PA), p. 106
 Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
 Galloway Research Service (TX), p. 126
 Granite State Marketing Research, Inc. (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 Illumination - A Radius Global Market Research co. (OH), p. 102
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Lucas Market Research, LLC (MO), p. 80
 Meadowlands Consumer Center / Consumer Centers of New York and New Jersey (NJ), p. 84
Mindfield - Tech Innovation and Audience Insights (WV), p. 130
Murray Hill National Dallas (TX), p. 122
 National Field & Focus, Inc. (MA), p. 72
 Opinion Search (MI), p. 74
 Precision Research, Inc. (IL), p. 64
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Schlesinger Group New Jersey (NJ), p. 85
 Shapard Research (OK), p. 105
 Target Research Group Inc. (NY), p. 95
 3Q GLOBAL (FL), p. 54
 Vault Consulting, LLC (VA), p. 49

Lifestyle Research/Clustering

Inkblot Analytics (MA), p. 71
 Performance Research (RI), p. 115
 Provoke Insights (NY), p. 93

Low Incidence Research

Clarity Pharma Research (SC), p. 116
 Connected Research & Consulting, LLC (FL), p. 53
Dynata (TX), p. 120
 Evaluative Criteria, a division of CRG Global (NY), p. 89
Fieldwork National Recruiting Ctr. (NRC) (IL), p. 61
 Flagship Research (CA), p. 37

Focus World International, Inc. (NJ), p. 84
Global Survey (India), p. 145
 Graff Group (MN), p. 76
 I/H/R Research Group (NV), p. 81
 Lucid (LA), p. 68
 Market Cube (SC), p. 116
Murray Hill National Dallas (TX), p. 122
 OvationMR (NY), p. 93
 Quest Mindshare (ON), p. 139
 ReRez (TX), p. 122
 SIS International Research, Inc. (NY), p. 95
 Spotlight Research (CA), p. 33
 U&I Collaboration (U&I) (NJ), p. 85
 Wakefield Research (VA), p. 49

Low Incidence Screening

Graff Group (MN), p. 76
Irwin Broh Research (IL), p. 62
Murray Hill National Dallas (TX), p. 122
 3Q GLOBAL (FL), p. 54

Mail Surveys

ADAPT, Inc. (MN), p. 75
 DataStar, Inc. (MA), p. 70
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Mail Survey Solutions (MN), p. 77
 Nuance (TX), p. 122
 Opinion Access, LLC. (NY), p. 92
 Optimum Solutions Corp. (NY), p. 93
 Readex Research (MN), p. 78
 3Q GLOBAL (FL), p. 54
 WBA Research (MD), p. 49
 WestGroup Research (AZ), p. 28

Mall Facility

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
 Canadian Viewpoint Inc. (ON), p. 138
 CRG Global, Inc. (FL), p. 50
 Focus World International, Inc. (NJ), p. 85
 Focus World International, Inc. (NJ), p. 84
 Focus World International, Inc. (Br.) (NJ), p. 83
 The Logit Group, Inc. (ON), p. 139
 Opinions, Ltd. - Atlanta (GA), p. 56
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Chicago (IL), p. 64
 Opinions, Ltd. - Cleveland (OH), p. 103
 Opinions, Ltd. - Dallas (TX), p. 122
 Opinions, Ltd. - Dallas (TX), p. 122
 Opinions, Ltd. - Denver (CO), p. 43
 Opinions, Ltd. - Headquarters (OH), p. 103
 Opinions, Ltd. - Indianapolis (IN), p. 67
 Opinions, Ltd. (Los Angeles) (CA), p. 32
 Opinions, Ltd. - Los Angeles, CA (CA), p. 32
 Opinions, Ltd. - Miami (FL), p. 51
 Opinions, Ltd. - NYC (NY), p. 93
 Opinions, Ltd. - NYC (NY), p. 92
 Opinions, Ltd. - Philadelphia (PA), p. 112
 Opinions, Ltd. - Pittsburgh (PA), p. 106
 Opinions, Ltd. - Raleigh-Durham (NC), p. 99
 Opinions, Ltd. - Rochester (NY), p. 96
 Opinions, Ltd. - Sacramento (CA), p. 37
 Opinions, Ltd. - San Francisco (CA), p. 40
 Opinions, Ltd. - Seattle (WA), p. 129
 Opinions, Ltd. - Tucson (AZ), p. 28

Mall Interviewing

BLS Research & Consulting LLC (CT), p. 45
C&C Market Research (AR), p. 28

Consumer Opinion Services, Inc. (WA), p. 128

CRG Global, Inc. (FL), p. 50
 Flagship Research (CA), p. 37
 Focus World International, Inc. (NJ), p. 84
 Gold Research, Inc. (TX), p. 126
 Great Lakes Marketing Research (OH), p. 104
 Headway Workforce Solutions (NC), p. 98
Just The Facts, Inc. (IL), p. 62
 The Logit Group, Inc. (ON), p. 139
 Opinions, Ltd. - Headquarters (OH), p. 103
 Quick Test/Heakin (FL), p. 53
 Quick Test/Heakin (Akron) (OH), p. 99
 Quick Test/Heakin (Atlanta) (GA), p. 56
 Quick Test/Heakin (Baltimore) (MD), p. 69
 Quick Test/Heakin (Boston) (MA), p. 72
 Quick Test/Heakin (Chicago) (IL), p. 64
 Quick Test/Heakin (Dallas) (TX), p. 122
 Quick Test/Heakin (Detroit) (MI), p. 74
 Quick Test/Heakin (Greensboro) (NC), p. 98
 Quick Test/Heakin (Houston) (TX), p. 125
 Quick Test/Heakin (Los Angeles) (CA), p. 37
 Quick Test/Heakin (Milwaukee) (WI), p. 132
 Quick Test/Heakin (New York) (NY), p. 84
 Quick Test/Heakin (New York) (NY), p. 93
 Quick Test/Heakin (Philadelphia) (PA), p. 112
 Quick Test/Heakin (Portland) (OR), p. 105
 Quick Test/Heakin (Tampa) (FL), p. 53
 QuickView (Los Angeles) (CA), p. 33
 QuickView (Phoenix) (AZ), p. 27
 Scott C. Solis Market Research (SCSMR) (CA), p. 41
 Spotlight Research (CA), p. 33

Mapping

Marketing Systems Group (PA), p. 110
 NextON Services (United Arab Emirates), p. 153
Olson Research Group, Inc. (PA), p. 112

Market Feasibility Studies

Answers & Insights Market Research (IN), p. 66
B2B International (NY), p. 87
 Cascade Insights (OR), p. 105
 CATALYSTMR (CA), p. 38
 Conisght™ Marketing Group, LLC (IL), p. 59
 Customer Foresight Group, Limited (ON), p. 138
 Daniel Research Group (MA), p. 70
 Escalent (MI), p. 73
 Flying Horse Communication (MT), p. 80
 Geo Strategy Partners (GA), p. 55
 Great Blue Research, Inc. (CT), p. 45
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 InfoTech Marketing (CO), p. 43
 Isurus Market Research and Consulting (MA), p. 71
 JTN Research Ltd (Bulgaria), p. 136
 Kadence International (Philippines), p. 149
 Provoke Insights (NY), p. 93
 SIS International Research, Inc. (NY), p. 95
 Vase.ai (Malaysia), p. 148

Market Forecasting

Daniel Research Group (MA), p. 70
 dobnay.com - market research (UK), p. 155
 InfoTech Marketing (CO), p. 43
 Multivariate Solutions (NY), p. 92
 Provoke Insights (NY), p. 93

Market Opportunity Studies

B2B International (IL), p. 58
B2B International (NY), p. 87
 Beggs & Associates (NY), p. 87
 Customer Foresight Group, Limited (ON), p. 138
 Daniel Research Group (MA), p. 70
 Escalent (MI), p. 73

Geo Strategy Partners (GA), p. 55
 Great Blue Research, Inc. (CT), p. 45
 Illumination - A Radius Global Market Research co. (OH), p. 102
 InfoTech Marketing (CO), p. 43
 Insights in Marketing (IL), p. 62
 IQS Research (KY), p. 68
 Isurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Line of Sight Group (MN), p. 77
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 New Markets Advisors (MA), p. 72
 Panoptika Inc. (ON), p. 139
 Phase 5 (ON), p. 139
 Provoke Insights (NY), p. 93
 Pursue Research (MA), p. 72
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 SIS International Research, Inc. (NY), p. 95
 Space Doctors Ltd (UK), p. 159

Market Segmentation Studies

Accelerant Research (NC), p. 96
 Aeffect, Inc. (IL), p. 58
 Alternate Routes, Inc. (CA), p. 29
B2B International (IL), p. 58
B2B International (NY), p. 87
 Beehive Research Limited (UK), p. 154
C+R Research (IL), p. 59
 Campos (PA), p. 115
 Clear Insights Group (UT), p. 126
 Conisght™ Marketing Group, LLC (IL), p. 59
 Customer Lifecycle, LLC (IL), p. 60
 Daniel Research Group (MA), p. 70
 Digital Research, Inc. (ME), p. 68
 Escalent (MI), p. 73
Forza Insights Group, LLC (CA), p. 36
 Geo Strategy Partners (GA), p. 55
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 Illumination - A Radius Global Market Research co. (OH), p. 102
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71
 Isurus Market Research and Consulting (MA), p. 71
 The Key Group, Inc. (MD), p. 69
 LRW (CA), p. 32
 Lucid (LA), p. 68
 Market Cube (SC), p. 116
 Marketing Workshop (GA), p. 56
 MarketView Research (NJ), p. 84
MAXimum Research, Inc. (NJ), p. 110
 Motivo consulting - div. of Strategic Directions Group, Inc. (MN), p. 77
 Multivariate Solutions (NY), p. 92
 NAXION (PA), p. 111
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
Olson Research Group, Inc. (PA), p. 112
 Phase 5 (ON), p. 139
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153

Relevant Insights, LLC (TX), p. 122
RTi Research (CT), p. 46
Savanta (NY), p. 94
StrateSci Inc. (CA), p. 34
Target Research Group Inc. (NY), p. 95
TRC Market Research (PA), p. 115
xspient | Segmedica (NY), p. 86

Market Statistics

Cint USA, Inc. (NY), p. 88
InfoTech Marketing (CO), p. 43
Just The Facts, Inc. (IL), p. 62
Marketing Systems Group (PA), p. 110
MKOR Market Opportunity Research (Romania), p. 150
Multivariate Solutions (NY), p. 92

Market/Category Evaluations

Consight™ Marketing Group, LLC (IL), p. 59
Escalent (MI), p. 73
Great Blue Research, Inc. (CT), p. 45
Insights in Marketing (IL), p. 62
MKOR Market Opportunity Research (Romania), p. 150
Provoke Insights (NY), p. 93

Marketing Research Consultation

Alternate Routes, Inc. (CA), p. 29
Ameritest - Chicago (Br) (IL), p. 58
Ameritest/CY Research (NM), p. 86
Applied Marketing Science, Inc. (MA), p. 70
ASMARQ Co., Ltd. (Japan), p. 147
Axanteus Research (Singapore), p. 151
B2B International (NY), p. 87
C+R Research (IL), p. 59
Communications For Research, Inc. (MO), p. 79
Consight™ Marketing Group, LLC (IL), p. 59
Curion, LLC (IL), p. 60
Daniel Research Group (MA), p. 70
Directions Research, Inc. (OH), p. 100
DO Research, Inc. (NY), p. 89
Elevated Insights (CO), p. 42
Escalent (MI), p. 73
Evaluative Criteria, a division of CRG Global (NY), p. 89
Falk Research Associates, Inc. (FL), p. 51
Focus Groups of Cleveland, Inc. (OH), p. 103
GMO Research Inc. (Japan), p. 148
Great Blue Research, Inc. (CT), p. 45
H2R Market Research (MO), p. 79
Heart + Mind Strategies (VA), p. 48
Infotools (New Zealand), p. 149
Inkblot Analytics (MA), p. 71
Insights in Marketing (IL), p. 62
IQR Limited (UK), p. 157
Just The Facts, Inc. (IL), p. 62
Lexicon Branding (CA), p. 40
Marketing Workshop (GA), p. 56
MMR Research Associates, Inc. (GA), p. 56
Olivetree Insights (OH), p. 102
P2Sample (GA), p. 56
Phoenix Marketing International (NY), p. 96
Reconnaissance Market Research (ReconMR) (TX), p. 119
RIVA Market Research & Training Inst. (MD), p. 48
RLR Research & Analysis, Inc. (Philippines), p. 150
Savanta (NY), p. 94
Second To None (MI), p. 74
SKOPOS Insight Group (Europe) (UK), p. 159
Space Doctors Ltd (UK), p. 159
Spotlight Research (CA), p. 33
Starmass International Business Consultants (China), p. 141
StrateSci Inc. (CA), p. 34
Tobii Pro (VA), p. 48
Trusted Talent, LLC (CA), p. 37

Marketing Research-Full Service

Accelerant Research (NC), p. 96
Action Based Research, LLC (OH), p. 99
Addison Research (NY), p. 87
Advantage Research, Inc. (WI), p. 132
AgMetrics Research & Consulting (MO), p. 79
Ameritest - Chicago (Br) (IL), p. 58
Ameritest/CY Research (NM), p. 86
Applied Marketing Science, Inc. (MA), p. 70
Artemis Strategy Group, LLC (DC), p. 47
ASMARQ Co., Ltd. (Japan), p. 147
Asplor Research Private Limited (India), p. 145
ath Power Consulting Corporation (MA), p. 70
Axanteus Research (Singapore), p. 151
B2B International (NY), p. 87
Beall Research, Inc. (IL), p. 59
Beta Research Corporation (NY), p. 88
Blue Research (CA), p. 37
Blue Research (OR), p. 105
Blueberry Marketing and Sensory Research (PA), p. 107
BuzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
Campos (PA), p. 115
CarterJMRN KK (Japan), p. 147
The Center for Strategy Research, Inc. (MA), p. 70
ChildResearch.com (CT), p. 45
City Research Solutions (WI), p. 132
Connexion Research and Strategy (TX), p. 124
Consumer Centers of New York and New Jersey / New York Consumer Center (NY), p. 88
Consumer Connections Research, LLC. (WI), p. 130
Consumer Research Corp. (MN), p. 76
CRG Global, Inc. (FL), p. 50
CSS/datatelligence, a division of CRG Global (FL), p. 50
Curion, LLC (IL), p. 60
Customer Lifecycle, LLC (IL), p. 60
Customer Service Profiles (CSP) (NE), p. 80
The Dallas Marketing Group, Inc. (TX), p. 120
Daniel Research Group (MA), p. 70
M. Davis & Company, Inc. (PA), p. 107
Decision Analyst, Inc. (TX), p. 120
Deft Research, LLC. (MN), p. 76
The Dieringer Research Group, Inc. (WI), p. 132
DLG Research & Marketing Solutions (TX), p. 124
The Dominion Group, Inc. (VA), p. 47
Elevated Insights (CO), p. 42
Escalent (MI), p. 73
Essman Research, a Division of SPPG, LLC (IA), p. 67
Explorer Research (IL), p. 60
Falk Research Associates, Inc. (FL), p. 51
Flying Horse Communication (MT), p. 80
Focus Groups of Cleveland, Inc. (OH), p. 103
FUEL (NY), p. 90
Galloway Research Service (TX), p. 126
Geo Strategy Partners (GA), p. 55
GfK (NY), p. 91
Global Survey (India), p. 145
GMO Research Inc. (Japan), p. 148
Gold Research, Inc. (TX), p. 126
Great Blue Research, Inc. (CT), p. 45
H.I. Thomas Group - Customer Insights Research (OH), p. 103
H2R Market Research (MO), p. 79
Heart + Mind Strategies (VA), p. 48
Honest Data (NC), p. 97
Horowitz Research (NY), p. 91
Illumination - A Radius Global Market Research co. (OH), p. 102
incling (UK), p. 156
Indochina Research Limited (Vietnam), p. 160
Infomine Healthcare Research (Saudi Arabia), p. 151
Infomine Healthcare Research (Egypt), p. 142
Information Specialists Group, Inc. (ISG) (MN), p. 76
Informed Decisions Group, Inc. (OH), p. 103
Inkblot Analytics (MA), p. 71
Insights in Marketing (IL), p. 62
Intact Qualitative Research (CA), p. 40
IQR Limited (UK), p. 157
Irwin Broh Research (IL), p. 62
Isurus Market Research and Consulting (MA), p. 71

Just The Facts, Inc. (IL), p. 62
Kadence International (Thailand), p. 153
Kadence International (Vietnam), p. 160
Kadence International (Singapore), p. 151
Kadence International (Hong Kong), p. 144
Kadence International (India), p. 146
Kadence International (Philippines), p. 149
Kadence International (Indonesia), p. 146
Kadence International (UK), p. 157
Kadence International (India), p. 146
Kadence International (Vietnam), p. 160
Kadence International (MA), p. 71
Kelton Global (CA), p. 32
Las Vegas Field and Focus, LLC (NV), p. 81
LBR Insight, Inc. (PA), p. 110
Leede Research (MN), p. 77
Lighthouse Research Focus Center (UT), p. 126
Lighthouse Research & Development, Inc. (UT), p. 126
LRW (CA), p. 32
M/A/R/C Research LLC (TX), p. 120
MA PRAKTIKA Consumer Research (Russian Federation), p. 151
Market Probe International, Inc. (NY), p. 92
Market Resonance (India), p. 146
MAXimum Research, Inc. (NJ), p. 110
Meadowlands Consumer Center / Consumer Centers of New York and New Jersey (NJ), p. 84
Mediabarn Research (VA), p. 48
MERCURY Research (Romania), p. 150
Merkadoteknia Research & Consulting (TX), p. 124
Millennium Research, Inc. (MN), p. 77
MKOR Market Opportunity Research (Romania), p. 150
MMR Research Associates, Inc. (GA), p. 56
MSW-ARS Research (NY), p. 92
Murray Hill National Dallas (TX), p. 122
National Service Research (TX), p. 122
NAXION (PA), p. 111
Alan Newman Research (VA), p. 128
NextON Services (United Arab Emirates), p. 153
Observation Baltimore (MD), p. 69
Olivetree Insights (OH), p. 102
Olson Research Group, Inc. (PA), p. 112
100 Market Research (Mexico), p. 148
1Lotus Marketing Research Services (India), p. 146
Open Mind Strategy, LLC (NY), p. 92
Pacific Market Research (WA), p. 130
Phase 5 (ON), p. 139
Phoenix Marketing International (NY), p. 96
Pittsburgh Speaks (PA), p. 115
Product Evaluations, Inc. (IL), p. 64
Provoke Insights (NY), p. 93
Quester (IA), p. 67
Rabin Research Co. (IL), p. 65
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
RDI Sightline (KY), p. 102
Readex Research (MN), p. 78
Ready to Launch Research (CA), p. 33
Reconnaissance Market Research (ReconMR) (TX), p. 119
reed/group (PA), p. 113
Research America Market Research Solutions (PA), p. 113
RIVA Market Research & Training Inst. (MD), p. 48
Rockbridge Associates, Inc. (VA), p. 48
Rose Research (FL), p. 54
RRU Research - Fusion Focus (NY), p. 94
RTi Research (CT), p. 46
Savanta (NY), p. 94
Second To None (MI), p. 74
Sivo Insights (MN), p. 78
SKIM (NJ), p. 85
SoapBoxSample (CA), p. 33
Spotlight Research (Poland), p. 150

Starmass International Business Consultants (China), p. 141
Steady Pace (Saudi Arabia), p. 151
Strategic Focus Research and Consultancy Ltd. (Hong Kong), p. 145
SurveyUSA® (NJ), p. 85
Synergy Marketing Strategy and Research, Inc. (OH), p. 104
Synergy Marketing Strategy and Research, Inc. (OH), p. 100
3Q GLOBAL (FL), p. 54
360 Market Reach, Inc. (NY), p. 87
Toluna (CT), p. 46
TouchstoneResearch.com (CT), p. 46
Track Opinion (India), p. 146
UniqueView (China), p. 141
Vancouver Focus® (BC), p. 137
Vase.ai (Malaysia), p. 148
Vault Consulting, LLC (VA), p. 49
Verve North America Inc. (IL), p. 66
Verve Partners Ltd (UK), p. 159
Vital Findings (CA), p. 34
W5, Inc. (NC), p. 99
Wakefield Research (VA), p. 49
WBA Research (MD), p. 49
Wiese Research Associates, Inc. (NE), p. 81
Worldwide Market Research, Inc. (TX), p. 124

Marketing Research-General

RLR Research & Analysis, Inc. (Philippines), p. 150

Media Research-Digital

ChildResearch.com (CT), p. 45
FocusVision (NY), p. 90
GlobeLexicon Translations (UK), p. 156
GMO Research Inc. (Japan), p. 148
Olson Research Group, Inc. (PA), p. 112
SKOPOS Insight Group (Europe) (UK), p. 159
TouchstoneResearch.com (CT), p. 46

Media Research-General

ChildResearch.com (CT), p. 45
Erdos & Morgan, Inc. (NY), p. 89
Indochina Research Limited (Vietnam), p. 160
Jackson Adept Research - Beverly Hills (CA), p. 31
Jackson Adept Research Encino/Los Angeles (CA), p. 31
Open Mind Strategy, LLC (NY), p. 92
Phoenix Marketing International (NY), p. 96
Provoke Insights (NY), p. 93
Research America Market Research Solutions (PA), p. 113
SurveyUSA® (NJ), p. 85
SyncScript (PA), p. 114
Targoz Market Research (TN), p. 117
TouchstoneResearch.com (CT), p. 46

Media Research-Print/ Publication

ChildResearch.com (CT), p. 45
Erdos & Morgan, Inc. (NY), p. 89
Readex Research (MN), p. 78
SurveyUSA® (NJ), p. 85
TouchstoneResearch.com (CT), p. 46

Media Research-Radio

Dialsmith - Perception Analyzer (OR), p. 105
SurveyUSA® (NJ), p. 85

Media Research-Television

ChildResearch.com (CT), p. 45
Dialsmith - Perception Analyzer (OR), p. 105
Kantar Philippines, Inc. (Philippines), p. 150
Phoenix Marketing International (NY), p. 96
Provoke Insights (NY), p. 93

SurveyUSA® (NJ), p. 85
TouchstoneResearch.com (CT), p. 46

Medical Interviewing

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
Accurate Data Marketing, Inc. (IL), p. 58
Answers & Insights Market Research (IN), p. 66
Babbletype, LLC (PA), p. 107
Bauman Research & Consulting, LLC (NJ), p. 83
BroadData Conferencing (KY), p. 67
C&F Market Research (MI), p. 73
Connected Research & Consulting, LLC (FL), p. 53
CRC Research Inc- DOWNTOWN (ON), p. 138
The Dominion Group, Inc. (VA), p. 47
Fieldinitially - Brerapoint (Italy), p. 147
Flagship Research (CA), p. 37
Focus Crossroads (NJ), p. 83
Focus Forward (PA), p. 108
Focus Groups of Cleveland, Inc. (OH), p. 103
Focus World International, Inc. (NJ), p. 84
Gaither International, Inc. (Puerto Rico), p. 150
Graff Group (MN), p. 76
Infomine Healthcare Research (Saudi Arabia), p. 151
Infomine Healthcare Research (Egypt), p. 142
Insight Loft (NY), p. 91
Jackson Adept Research - Beverly Hills (CA), p. 31
Kelton Global (CA), p. 32
Midwest Inquiry, LLC (MN), p. 77
Mindfield - Tech Innovation and Audience Insights (WV), p. 130
Olson Research Group, Inc. (PA), p. 112
Opinion Search (MI), p. 74
Opinions, Ltd. - Headquarters (OH), p. 103
Platinum Research (Italy), p. 147
Precision Research, Inc. (IL), p. 64
RazorFocus (CT), p. 46
Reckner Healthcare (PA), p. 113
ReRez (TX), p. 122
RONIN International (UK), p. 158
Schlesinger Group New Jersey (NJ), p. 85
SKIM (NJ), p. 85
Storybrand Consulting (CA), p. 34
SurveyHealthcare (NY), p. 95

Merchandising Studies

Explorer Research (IL), p. 60
FieldGoals.US (PA), p. 106
Gold Research, Inc. (TX), p. 126

Minority-Owned

Motivo consulting - div. of Strategic Directions Group, Inc. (MN), p. 77
Performance Research (RI), p. 115

Mobile Surveys

Ann Michaels & Associates Ltd. (IL), p. 58
Ascribe (OH), p. 100
ath Power Consulting Corporation (MA), p. 70
BestMark (MN), p. 75
Branded Research, Inc. (CA), p. 37
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
Civicom Marketing Research Services (CT), p. 46
Concentrix (CA), p. 39
Confero, Inc. (NC), p. 98
Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
CRG Global, Inc. (FL), p. 50
DataDiggers (QC), p. 140
Dynata (TX), p. 120
e-Research-Global.com (HI), p. 57
FOCUSCOPE, Inc. (IL), p. 62
Full Circle Research, LLC (MD), p. 47
Gazelle Global Research (NY), p. 90

GMO Research Inc. (Japan), p. 148
Gold Research, Inc. (TX), p. 126
Informed Decisions Group, Inc. (OH), p. 103
Insights in Marketing (IL), p. 62
IntelliSurvey, Inc. (CA), p. 36
Intouch Insight (ON), p. 137
Just The Facts, Inc. (IL), p. 62
The Logit Group, Inc. (ON), p. 139
MERCURY Research (Romania), p. 150
MKOR Market Opportunity Research (Romania), p. 150
mo'web GmbH (Ger.), p. 144
MSW-ARS Research (NY), p. 92
Netquest (PA), p. 111
NextON Services (United Arab Emirates), p. 153
NIPO (Netherlands), p. 149
OMI (Online Market Intelligence) (Russian Federation), p. 151
P2Sample (GA), p. 56
Phase 5 (ON), p. 139
Reconnaissance Market Research (ReconMR) (TX), p. 119
Research America Market Research Solutions (PA), p. 113
Schmidt Market Research (PA), p. 115
Second To None (MI), p. 74
SMS Insights (NV), p. 82
SoapBoxSample (CA), p. 33
Spotlight Research (CA), p. 33
SurveyHealthcare (NY), p. 95
SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
Track Opinion (India), p. 146
TyHann Market Research (TX), p. 123
UC Translations (NY), p. 95
Verve North America Inc. (IL), p. 66
Verve Partners Ltd (UK), p. 159
Voxco Survey Software (QC), p. 140
Voxco Survey Software - Europe (France), p. 142
Voxco Survey Software - U.S. (NY), p. 96
Welcome Research (CA), p. 35
Worldwide Market Research, Inc. (TX), p. 124

Mock Jury Trials

Access Insights (TN), p. 117
Adler Weiner Research Los Angeles, Inc. (CA), p. 29
Adler Weiner Research Orange County, Inc. (CA), p. 35
AIS Market Research, Inc. (CA), p. 28
Analysand Market Research (LA), p. 68
AnswerQuest, an Insights Center Facility (MA), p. 69
Anthology Marketing Group - Research (HI), p. 57
AOC Marketing Research (NC), p. 97
Atkins Research Global, Inc. (CA), p. 29
Baltimore Research, A Schlesinger Company (MD), p. 68
Campos (PA), p. 115
CEC Research (NJ), p. 83
City Research Solutions (WI), p. 132
ClearView Research - Orlando, Inc. (FL), p. 51
ClearView Research, Inc. (IL), p. 59
Concepts In Focus (aka RDTeam-South) (FL), p. 50
Consumer Centers of New York and New Jersey / New York Consumer Center (NY), p. 88
Consumer Logic Research (OK), p. 105
CRC Research Inc- DOWNTOWN (ON), p. 138
Creative Consumer Research - Houston (TX), p. 124
Dallas By Definition (TX), p. 120
Davis Research, LLC (CA), p. 30
Dialsmith - Perception Analyzer (OR), p. 105
Eastcoast Research (NC), p. 99
Eastcoast Research (NC), p. 98
Elevated Insights (CO), p. 42
FCP Research Services LLC (PA), p. 115
FieldGoals.US (PA), p. 106
Focus Crossroads (NJ), p. 83
Focus Groups of Cleveland, Inc. (OH), p. 103
Focus Suites of New York (NY), p. 90
Focus Suites of Philadelphia (PA), p. 108
Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
Galloway Research Service (TX), p. 126
Herron Associates, Inc. (FL), p. 52
Herron Associates, Inc. (IN), p. 66

IdeaSuite (OR), p. 106
 Insight Space (CA), p. 38
 Insight Space (WA), p. 129
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Lucas Market Research, LLC (MO), p. 80
 Market Mix, Inc. (MS), p. 78
 Meadowlands Consumer Center / Consumer Centers of New York and New Jersey (NJ), p. 84
 Mediabarn Research (VA), p. 48
 Michigan Market Research (MI), p. 74
 National Field & Focus, Inc. (MA), p. 72
 New England Interviewing (NH), p. 82
 New England Marketing Research, Inc. (CT), p. 46
 New South Research (AL), p. 26
 Nichols Research - San Francisco (CA), p. 40
 Observation Baltimore (MD), p. 69
 Opinion Search (MI), p. 74
 Opinions Unlimited - Houston (TX), p. 124
 Opinions, Ltd. - Headquarters (OH), p. 103
 Personal Marketing Research, Inc. (IA), p. 67
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Precision Research, Inc. (IL), p. 64
 Resolution Research® (CO), p. 44
 S C I (LA), p. 68
Schlesinger Group New Jersey (NJ), p. 85
 Scotti Research, Inc. (IL), p. 66
 Shugoll Research (MD), p. 48
 Star City Research LLC (VA), p. 128
 Strategic Research Associates Seattle/Tacoma (WA), p. 130
 Strategic Research Associates Spokane (WA), p. 130
 Think Group Austin (TX), p. 119
 20|20 Research - Charlotte (NC), p. 97
 20|20 Research - Miami (FL), p. 51
 20|20 Research - Nashville (TN), p. 117
 Ulta Research Services LLC (IL), p. 66
 US Research Recruiting & Facilities, LLC (WI), p. 133
 Vancouver Focus® (BC), p. 137
 VegasFocus (NV), p. 82
 WestGroup Research (AZ), p. 28

Modeling/Simulation Studies

B2B International (NY), p. 87
 CMI (GA), p. 54
 Daniel Research Group (MA), p. 70
 Deft Research, LLC. (MN), p. 76
 Directions Research, Inc. (OH), p. 100
 Heart + Mind Strategies (VA), p. 48
 LRW (CA), p. 32
 Phoenix Marketing International (NY), p. 96
 Research America Market Research Solutions (PA), p. 113
Sawtooth Software, Inc. (UT), p. 127
 StrateSci Inc. (CA), p. 34
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Motivational Research

Artemis Strategy Group, LLC (DC), p. 47
 Emotive Analytics (MO), p. 79
 Engel Research Partners (CA), p. 39
 Inkblot Analytics (MA), p. 71

Isobar Marketing Intelligence Practice (MA), p. 71
 LRW (CA), p. 32
 Merkadoteknia Research & Consulting (TX), p. 124
 Motivo consulting - div. of Strategic Directions Group, Inc. (MN), p. 77

Movie/Film Previews

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus World International, Inc. (NJ), p. 84
 Opinions, Ltd. - Headquarters (OH), p. 103
Schmiel Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 VegasFocus (NV), p. 82

Multivariate Analysis

Action Based Research, LLC (OH), p. 99
 Burke Institute (OH), p. 100
 Concentrix (CA), p. 39
 Heart + Mind Strategies (VA), p. 48
 Infotools (New Zealand), p. 149
 Inkblot Analytics (MA), p. 71
 Insights in Marketing (IL), p. 62
 Intelligent Analytical Services (CA), p. 31
 Marketing Systems Group (PA), p. 110
 Multivariate Solutions (NY), p. 92
 Phase 5 (ON), p. 139
Raman Analytics, LLC (PA), p. 112
 Rockbridge Associates, Inc. (VA), p. 48
 StrateSci Inc. (CA), p. 34

Music Tests

Access Insights (TN), p. 117
 AIS Market Research, Inc. (CA), p. 28
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
Creative Consumer Research - Houston (TX), p. 124
 FieldGoals.US (PA), p. 106
 Flagship Research (CA), p. 37
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 84
 Galloway Research Service (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Group Dynamics in Focus, Inc. (CA), p. 108
 House of Marketing Research (CA), p. 31
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Michigan Market Research (MI), p. 74
 National Field & Focus, Inc. (MA), p. 72
 Opinion Search (MI), p. 74
 Opinions, Ltd. - Headquarters (OH), p. 103
 Qualitative Coordination (AB), p. 136
 Quest Mindshare (ON), p. 139
Schlesinger Group New Jersey (NJ), p. 85
 Star City Research LLC (VA), p. 128
 Think Group Austin (TX), p. 119

Mystery Shopping

Addison Research (NY), p. 87
 Ann Michaels & Associates Ltd. (IL), p. 58
 ath Power Consulting Corporation (MA), p. 70
 BestMark (MN), p. 75
 C&F Market Research (MI), p. 73
 Cabletrax (CA), p. 29
 CEC Research (NJ), p. 83
 Cirrus Marketing Intelligence (CA), p. 35
 City Research Solutions (WI), p. 132
 Confero, Inc. (NC), p. 98
 CRG Global, Inc. (FL), p. 50
 CSS/datatelligence, a division of CRG Global (FL), p. 50

Customer Foresight Group, Limited (ON), p. 138
 Customer Service Profiles (CSP) (NE), p. 80
DSG Associates (CA), p. 30
 Dynamic Advantage, Inc. (CA), p. 30
 EFFICIENCE3 (France), p. 142
Focus Pointe Global - Philadelphia (PA), p. 108
 Gaither International, Inc. (Puerto Rico), p. 150
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Great Lakes Marketing Research (OH), p. 104
 Headway Workforce Solutions (NC), p. 98
 Holborn Focus (UK), p. 156
 Illumination - A Radius Global Market Research co. (OH), p. 102
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 IntelliShop (OH), p. 105
 Intouch Insight (ON), p. 137
Just The Facts, Inc. (IL), p. 62
 Kadence International (Hong Kong), p. 144
 Market Analytics International, Inc. (NJ), p. 84
 Market Insight Inc. (Barbados), p. 135
 Market Mix, Inc. (MS), p. 78
 MKOR Market Opportunity Research (Romania), p. 150
 National Field & Focus, Inc. (MA), p. 72
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 N-equals Vietnam (Vietnam), p. 160
 Netquest (PA), p. 111
 New England Interviewing (NH), p. 82
 Opinion Search (MI), p. 74
 Opinions, Ltd. - Headquarters (OH), p. 103
 Personal Opinion, Inc. (KY), p. 68
 Phoenix MRC Limited (UK), p. 158
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RLR Research & Analysis, Inc. (Philippines), p. 150
 Rose Research (FL), p. 54
 RQA, Inc. (IL), p. 65
Schlesinger Group New Jersey (NJ), p. 85
Schmiel Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 Second To None (MI), p. 74
 Shoppers' View (MI), p. 75
 SKOPOS Insight Group (Europe) (UK), p. 159
 Star City Research LLC (VA), p. 128
 Steady Pace (Saudi Arabia), p. 151
 Taylor Research, Inc. (CA), p. 38
Toluna (CT), p. 46
 Wallace Data & Marketing Services (IN), p. 67
 Ward Research, Inc. (HI), p. 57
 WBA Research (MD), p. 49
 WestGroup Research (AZ), p. 28

Name Development

C+R Research (IL), p. 59
 Finch Brands (PA), p. 108
Just The Facts, Inc. (IL), p. 62
 Lexicon Branding (CA), p. 40
 NameQuest, Inc. (AZ), p. 27
 Provoke Insights (NY), p. 93
 SurveyMonkey Audience (CA), p. 42

Name Research

Bauman Research & Consulting, LLC (NJ), p. 83
 BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
 ChildResearch.com (CT), p. 45
 City Research Solutions (WI), p. 132
 CodingExperts (TX), p. 119

Gold Research, Inc. (TX), p. 126
Just The Facts, Inc. (IL), p. 62
 Lexicon Branding (CA), p. 40
 NameQuest, Inc. (AZ), p. 27
 Open Mind Strategy, LLC (NY), p. 92
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
 RTI Research (CT), p. 46
 SurveyMonkey Audience (CA), p. 42
 TouchstoneResearch.com (CT), p. 46

Neuromarketing Research

AcuPOLL Precision Research, Inc. (OH), p. 100
 Emotive Analytics (MO), p. 79
 Explorer Research (IL), p. 60
 Flying Horse Communication (MT), p. 80
 Focus World International, Inc. (NJ), p. 84
 Forte Research Group (NY), p. 90
Interactive Video Productions, LLC (NJ), p. 84
 Isobar Marketing Intelligence Practice (MA), p. 71
 LRW (CA), p. 32
 MSW-ARS Research (NY), p. 92
Schlesinger Group New Jersey (NJ), p. 85
 Visions Research (CA), p. 38

New Venture Analysis

Honest Data (NC), p. 97
Just The Facts, Inc. (IL), p. 62
 New Markets Advisors (MA), p. 72

Observation Research

Blink UX (WA), p. 128
C+R Research (IL), p. 59
 Curion, LLC (IL), p. 60
 Explorer Research (IL), p. 60
 Fountainhead Brand Strategy (WI), p. 132
 Gold Research, Inc. (TX), p. 126
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Insight Culture (Ger.), p. 143
 InsightFarm Inc. (OR), p. 106
 Insights in Marketing (IL), p. 62
 Netquest (PA), p. 111
 RRD Marketing Solutions (OH), p. 104
 Savanta (NY), p. 94
 Smarty Pants® (TN), p. 116
 Sundberg-Ferar, Inc. (MI), p. 75
 ViewPoint Streaming LLC (CT), p. 47

Omnibus Research

MERCURY Research (Romania), p. 150
 Worldwide Market Research, Inc. (TX), p. 124

Omnibus Surveys-Business

CETRA Language Solutions (PA), p. 107
Dynata (TX), p. 120
 Great Blue Research, Inc. (CT), p. 45
 SSRS (PA), p. 114

Omnibus Surveys-Consumers

Accelerant Research (NC), p. 96
 Canadian Viewpoint Inc. (ON), p. 138
 CETRA Language Solutions (PA), p. 107
 ChildResearch.com (CT), p. 45
Dynata (TX), p. 120
 Great Blue Research, Inc. (CT), p. 45
 Insights in Marketing (IL), p. 62
 Kelton Global (CA), p. 32
 Lucid (LA), p. 68
P2Sample (GA), p. 56
 Russell Research, Inc. (NJ), p. 84

SSRS (PA), p. 114
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 Wakefield Research (VA), p. 49
 Welcome Research (CA), p. 35

Omnibus Surveys-Ethnic Markets

Aurora WDC (WI), p. 132

One-On-One (Depth) Interviews

Access Insights (TN), p. 117
 Ad Hoc Research (QC), p. 140
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 ASMARQ Co., Ltd. (Japan), p. 147
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bazis B2B Field (IL), p. 58
 Bazis Russia (Russian Federation), p. 151
 Beta Research Corporation (NY), p. 88
 BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
 Campos (PA), p. 115
 Cascade Insights (OR), p. 105
 The Center for Strategy Research, Inc. (MA), p. 70
 Charles, Charles & Associates Inc. (AZ), p. 26
 Civicom Marketing Research Services (CT), p. 46
Consumer Opinion Services, Inc. (WA), p. 128
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 DLG Research & Marketing Solutions (TX), p. 124
 DO Research, Inc. (NY), p. 89
 Eastcoast Research (NC), p. 98
 Engel Research Partners (CA), p. 39
 EurekaFacts, LLC (MD), p. 47
 Ferman Innovation (FL), p. 50
 Finch Brands (PA), p. 108
 Flagship Research (CA), p. 37
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
 Foresight R & D Africa Limited (Nigeria), p. 149
 Geo Strategy Partners (GA), p. 55
 Gina Holub (PA), p. 108
 GOGO Insights and Results (IL), p. 62
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Headway Workforce Solutions (NC), p. 98
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Honest Data (NC), p. 97
 IdeaSuite (OR), p. 106
 Insight Culture (Ger.), p. 143
 Insight Loft (NY), p. 91
 InsightFarm Inc. (OR), p. 106
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 i-view (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jolly Road Productions (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 KNow Research (CA), p. 40
 Lisa Chiapetta & Associates (CA), p. 40
M3 Global Research (PA), p. 110
 Marcom-China.com Company Ltd. (China), p. 141
 Midwest Inquiry, LLC (MN), p. 77
Olson Research Group, Inc. (PA), p. 112
 Olson Zaltman (PA), p. 115
 Phoenix MRC Limited (UK), p. 158
 Point Blank Research & Consultancy (Ger.), p. 144
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
 Rare Patient Voice, LLC (MD), p. 69
 Research Connections Pty Ltd (Australia), p. 135
RIVA Market Research & Training Inst. (MD), p. 48
 RRD Marketing Solutions (OH), p. 104
Schlesinger Group New Jersey (NJ), p. 85
 Sivo Insights (MN), p. 78

Snell Associates, Inc. (CA), p. 41
 Spotlight Research (CA), p. 33
 Stat One Research (GA), p. 57
 Sundberg-Ferar, Inc. (MI), p. 75
 Synergy Marketing Strategy and Research, Inc. (OH), p. 104
 Synergy Marketing Strategy and Research, Inc. (OH), p. 100
 Think Group Austin (TX), p. 119
 Untold Research (VA), p. 49
 Uwins Research Group (CA), p. 34
 Vancouver Focus® (BC), p. 137
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 W5, Inc. (NC), p. 99

Online Communities - MROC

Ad Hoc Research (QC), p. 140
 Adbloom, Inc. (ON), p. 137
 ASMARQ Co., Ltd. (Japan), p. 147
C+R Research (IL), p. 59
 Cascade Insights (OR), p. 105
 CATALYSTMR (CA), p. 38
 City Research Solutions (WI), p. 132
 Civicom Marketing Research Services (CT), p. 46
 Datatelligence Online, a division of CRG Global (FL), p. 50
 DigitalMR Ltd. (UK), p. 155
 Escalent (MI), p. 73
 Fieldinitially - Brerapoint (Italy), p. 147
 Finch Brands (PA), p. 108
Focus Pointe Global - Philadelphia (PA), p. 108
 Fountainhead Brand Strategy (WI), p. 132
 FUEL (NY), p. 90
 FUEL CYCLE (CA), p. 30
 Full Circle Research, LLC (MD), p. 47
 Gongos, Inc. (MI), p. 74
 Hall & Partners (UK), p. 156
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Horowitz Research (NY), p. 91
 icanmakeitbetter (TX), p. 118
 incling (UK), p. 156
 Innovate (CA), p. 31
 Inquiry Market Research (Poland), p. 150
 Insights in Marketing (IL), p. 62
 JTN Research Ltd (Bulgaria), p. 136
 Kelton Global (CA), p. 32
 KL Communications, Inc. (NJ), p. 84
 Market Cube (SC), p. 116
 Marketing Systems Group (PA), p. 110
 MarketVision Research® (OH), p. 102
 Matrix Research, Inc. (NY), p. 92
 myCLEARopinion Panel (MI), p. 74
 Netquest (PA), p. 111
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Panel Direct (PA), p. 112
 Phase 5 (ON), p. 139
 QUALWORLD (NC), p. 97
 Quest Mindshare (ON), p. 139
 Reckner Healthcare (PA), p. 113
 Recollective (Ramius Corporation) (QC), p. 137
 Research America Market Research Solutions (PA), p. 113
Schlesinger Quantitative (NJ), p. 85
 Schmidt Market Research (PA), p. 115
 SFI Marketing Research Consultants (IL), p. 65
 SKOPOS Insight Group (Europe) (UK), p. 159
 Symmetric, A Decision Analyst Company (TX), p. 123
 Talking Business, LLC (CA), p. 36
 360 Market Reach, Inc. (NY), p. 87
Toluna (CT), p. 46
 2020 (TN), p. 117
 Verve North America Inc. (IL), p. 66
 Verve Partners Ltd (UK), p. 159
 VisionsLive Limited (UK), p. 160
 xspertient I Segmedica (NY), p. 86

Online Research

RDI Sightline (KY), p. 102
Sivo Insights (MN), p. 78
Spotlight Research (Poland), p. 150

Online Research Consultation

Adbloom, Inc. (ON), p. 137
C+R Research (IL), p. 59
Communications For Research, Inc. (MO), p. 79
Elevated Insights (CO), p. 42
eVOC Insights, LLC (CA), p. 39
First Insights (NY), p. 89
Focus Pointe Global - Philadelphia (PA), p. 108
Full Circle Research, LLC (MD), p. 47
Great Lakes Marketing Research (OH), p. 104
incling (UK), p. 156
Insights in Marketing (IL), p. 62
JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
Market Cube (SC), p. 116
mo'web GmbH (Ger.), p. 144
Nichols Research - San Francisco (CA), p. 40
Quest Mindshare (ON), p. 139
ReRez (TX), p. 122
Savanta (NY), p. 94
SDR Consulting (GA), p. 57
Second To None (MI), p. 74
SR Research Consultant (MN), p. 78
Stellar Strategic Services, Inc. (IL), p. 65
SurveyWriter (IL), p. 66
TyHann Market Research (TX), p. 123

Online Survey Design/Analysis

Campos (PA), p. 115
ChildResearch.com (CT), p. 45
Communications For Research, Inc. (MO), p. 79
Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
Consumer Research Corp. (MN), p. 76
M. Davis & Company, Inc. (PA), p. 107
Decision Analyst, Inc. (TX), p. 120
Digital Research, Inc. (ME), p. 68
The Dominion Group, Inc. (VA), p. 47
Dynata (TX), p. 120
Elevated Insights (CO), p. 42
Focus Pointe Global - Philadelphia (PA), p. 108
GMO Research Inc. (Japan), p. 148
Great Blue Research, Inc. (CT), p. 45
Honest Data (NC), p. 97
Inkblot Analytics (MA), p. 71
Insights in Marketing (IL), p. 62
JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
Leede Research (MN), p. 77
Lexicon Branding (CA), p. 40
Lucidity Research, LLC (MD), p. 69
mo'web GmbH (Ger.), p. 144
nextON Services (United Arab Emirates), p. 153
Olson Research Group, Inc. (PA), p. 112
Open Mind Strategy, LLC (NY), p. 92
Phase 5 (ON), p. 139
Quest Mindshare (ON), p. 139
Rakuten Insight (Japan), p. 148
Rakuten Insight (New York Office) (NY), p. 94
ReRez (TX), p. 122
Research Solutions, Inc. (WI), p. 133
Satrix Solutions (AZ), p. 27
Savanta (NY), p. 94
Schlesinger Quantitative (NJ), p. 85
Second To None (MI), p. 74
SMS Insights (NV), p. 82
SurveyGizmo (CO), p. 42
SurveyWriter (IL), p. 66
The TabLab (OR), p. 106
Toluna (CT), p. 46
TouchstoneResearch.com (CT), p. 46
U&I Collaboration (U&I) (NJ), p. 85
Untold Research (VA), p. 49
WBA Research (MD), p. 49
WebMD/Medscape Market Research (NY), p. 96

Online Surveys

Adbloom, Inc. (ON), p. 137
Advantage Research, Inc. (WI), p. 132
AgMetrics Research & Consulting (MO), p. 79
AIS Market Research, Inc. (CA), p. 28
The Analytical Group, Inc. (AZ), p. 26
Ascribe (OH), p. 100
ASMARQ Co., Ltd. (Japan), p. 147
Asplor Research Private Limited (India), p. 145
ath Power Consulting Corporation (MA), p. 70
Bauman Research & Consulting, LLC (NJ), p. 83
BJD Research Services, Inc. (NJ), p. 107
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
Campos (PA), p. 115
CATALYSTMR (CA), p. 38
CEC Research (NJ), p. 83
CETRA Language Solutions (PA), p. 107
Cirrus Marketing Intelligence (CA), p. 35
Clear Insights Group (UT), p. 126
Communications For Research, Inc. (MO), p. 79
Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
Consumed Research, A Schlesinger Co. (France), p. 142
Consumer Logic Research (OK), p. 105
Consumer Opinion Services, Inc. (WA), p. 128
dataSpring (CA), p. 35
DataStar, Inc. (MA), p. 70
Datatelligence Online, a division of CRG Global (FL), p. 50
Directions In Research, Inc. (CA), p. 37
Discovery Research Group (UT), p. 126
Dynata (TX), p. 120
Elemental Data Collection, Inc. (ON), p. 137
e-Research-Global.com (HI), p. 57
Esearch.com, Inc. (CA), p. 30
FieldGoals.US (PA), p. 106
Flagship Research (CA), p. 37
Focus Pointe Global - Philadelphia (PA), p. 108
Focus World International, Inc. (NJ), p. 84
Fountainhead Brand Strategy (WI), p. 132
Full Circle Research, LLC (MD), p. 47
Gazelle Global Research (NY), p. 90
Geo Strategy Partners (GA), p. 55
Global Survey (India), p. 145
GloLexicon Translations (UK), p. 156
GMO Research Inc. (Japan), p. 148
GOGO Insights and Results (IL), p. 62
Gold Research, Inc. (TX), p. 126
Great Blue Research, Inc. (CT), p. 45
H2R Market Research (MO), p. 79
Honest Data (NC), p. 97
I/H/R Research Group (NV), p. 81
IGV Marktforschung GmbH (Ger.), p. 143
Illumination - A Radius Global Market Research co. (OH), p. 102
Indiefield Ltd (UK), p. 156
Inkblot Analytics (MA), p. 71
Innovate (CA), p. 31
Insights in Marketing (IL), p. 62
IntelliSurvey, Inc. (CA), p. 36
Interviewing Service of America, LLC - HQ (CA), p. 31
Intouch Insight (ON), p. 137
Ironwood Insights Group, LLC (AZ), p. 27
Issues and Answers Network, Inc. (VA), p. 127
JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
Kadence International (Thailand), p. 153
Kadence International (Singapore), p. 151
Kadence International (Vietnam), p. 160
Kadence International (Indonesia), p. 146
Kadence International (UK), p. 157
Kadence International (Vietnam), p. 160
Kadence International (Hong Kong), p. 144
Kadence International (India), p. 146
Kadence International (U&I), p. 146
Kadence International (MA), p. 71
Kudos Research (UK), p. 157
Language Insight (UK), p. 157
Language Insight (NY), p. 91
The Logit Group, Inc. (ON), p. 139
Lucid (LA), p. 68
M3 Global Research (PA), p. 110
Marcom-China.com Company Ltd. (China), p. 141
Market Cube (SC), p. 116
Marketing Workshop (GA), p. 56
Maryland Marketing Source, Inc. (MD), p. 69
MAXimum Research, Inc. (NJ), p. 110
MERCURY Research (Romania), p. 150
Mindfield - Tech Innovation & Audience Insights (WV), p. 130
MKOR Market Opportunity Research (Romania), p. 150
mo'web GmbH (Ger.), p. 144
The MSR Group (NE), p. 81
MSW-ARS Research (NY), p. 92
myCLEARopinion Panel (MI), p. 74
National Market Research & Recruiting, (TN), p. 117
N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
Netquest (PA), p. 111
NextON Services (United Arab Emirates), p. 153
NIPO (Netherlands), p. 149
Olson Research Group, Inc. (PA), p. 112
OMI (Online Market Intelligence) (Russian Federation), p. 151
Online Survey Solution (TN), p. 117
Op4G (NH), p. 82
Opinion Access, LLC. (NY), p. 92
Orman Guidance, Inc. (MN), p. 77
P2Sample (GA), p. 56
Performance Research (RI), p. 115
Persuadable Research Corporation (MI), p. 74
Precision Research, Inc. (IL), p. 64
Provoke Insights (NY), p. 93
Quest Mindshare (ON), p. 139
Quester (IA), p. 67
QuestionPro Audience (IL), p. 64
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Rakuten Insight (Japan), p. 148
Rakuten Insight (New York Office) (NY), p. 94
Rare Patient Voice, LLC (MD), p. 69
Readex Research (MN), p. 78
Reckner Healthcare (PA), p. 113
ReRez (TX), p. 122
Research & Marketing Strategies, Inc. (NY), p. 96
Research Connections Pty Ltd (Australia), p. 135
ResearchSIX, LLC (TX), p. 123
RestaurantInsights.com (SC), p. 116
RONIN International (UK), p. 158
Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
Schmiel Marktforschung Berlin (Ger.), p. 144
Schmiel Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
SDR Consulting (GA), p. 57
Second To None (MI), p. 74
SKOPOS Insight Group (Europe) (UK), p. 159
Snap Surveys, Ltd. (NH), p. 83
SNG Research Corporation (MN), p. 78
SoapBoxSample (CA), p. 33
Spotlight Research (CA), p. 33
SSRS (PA), p. 114
Superior DataWorks, LLC (TN), p. 117
SurveyGizmo (CO), p. 42
SurveyHealthcare (NY), p. 95
SurveyMonkey Audience (CA), p. 42
TasteMakers Research Group (CA), p. 34

Toluna (CT), p. 46

Track Opinion (India), p. 146
Trusted Talent, LLC (CA), p. 37
Turtle Bay Institute, Inc. (NJ), p. 86
TyHann Market Research (TX), p. 123
UC Translations (NY), p. 95
Verve North America Inc. (IL), p. 66
Verve Partners Ltd (UK), p. 159
Wakefield Research (VA), p. 49
Ward Research, Inc. (HI), p. 57
WebMD/Medscape Market Research (NY), p. 96
WestGroup Research (AZ), p. 28
Wiese Research Associates, Inc. (NE), p. 81
Worldwide Market Research, Inc. (TX), p. 124

On-Site Interviewing

Access Insights (TN), p. 117
Addison Research (NY), p. 87
Ascendancy Research - Your Inner Circle Partner (MN), p. 75
Bazis B2B Field (IL), p. 58
Beta Research Corporation (NY), p. 88
BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
Canadian Viewpoint Inc. (ON), p. 138
CEC Research (NJ), p. 83
CETRA Language Solutions (PA), p. 107
ClearView Research, Inc. (IL), p. 59
Consumer Truth® Ltd (IL), p. 59
CRC Research Inc- Downtown (ON), p. 138
CRG Global, Inc. (FL), p. 50
DSG Associates (CA), p. 30
Fieldwork Webwork & Anywhere (IL), p. 61
FOCUSCOPE, Inc. (IL), p. 62
Galloway Research Service (TX), p. 126
Gold Research, Inc. (TX), p. 126
H.I. Thomas Group - Customer Insights Research (OH), p. 103
Headway Workforce Solutions (NC), p. 98
House of Marketing Research (CA), p. 31
Indiefield Ltd (UK), p. 156
Insights in Marketing (IL), p. 62
MarketView Research (NJ), p. 84
New England Interviewing (NH), p. 82
Nichols Research - San Francisco (CA), p. 40
NIPO (Netherlands), p. 149
Opinion Search (MI), p. 74
Opinions, Ltd. - Headquarters (OH), p. 103
Performance Research (RI), p. 115
Ready to Launch Research (CA), p. 33
Schlesinger Group New Jersey (NJ), p. 85
Scott C. Solis Market Research (SCSMR) (CA), p. 41
Spotlight Research (CA), p. 33
Star City Research LLC (VA), p. 128
Turtle Bay Institute, Inc. (NJ), p. 86
WBA Research (MD), p. 49

Package Development Research

Alternate Routes, Inc. (CA), p. 29
C+R Research (IL), p. 59
Curion, LLC (IL), p. 60
Eurofins Sensory, Consumer and Product Research (CA), p. 39
Eurofins Sensory, Consumer and Product Research (MN), p. 76
Explorer Research (IL), p. 60
Forte Research Group (NY), p. 90
Great Blue Research, Inc. (CT), p. 45
H.I. Thomas Group - Customer Insights Research (OH), p. 103
Informed Decisions Group, Inc. (OH), p. 103
Just The Facts, Inc. (IL), p. 62
Kelton Global (CA), p. 32
Precision Research, Inc. (IL), p. 64
Product Ventures (CT), p. 44
Sivo Insights (MN), p. 78
Space Doctors Ltd (UK), p. 159
SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
Wyckoff Partners (CA), p. 35

Packaging Testing

AcuPOLL Precision Research, Inc. (OH), p. 100
Aha! Online Qual Technology Platform (MI), p. 73
Ameritest - Chicago (Br) (IL), p. 58
Ameritest/CY Research (NM), p. 86
AnswerQuest, an Insights Center Facility (MA), p. 69
Blueberry Marketing and Sensory Research (PA), p. 107
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
Canadian Viewpoint Inc. (ON), p. 138
CEC Research (NJ), p. 83
City Research Solutions (WI), p. 132
Connexion Research and Strategy (TX), p. 124
Consumer Connections Research, LLC. (WI), p. 130
CSS/datatelligence, a division of CRG Global (FL), p. 50
Curion, LLC (IL), p. 60
Decision Point (WI), p. 132
Directions Research, Inc. (OH), p. 100
Engel Research Partners (CA), p. 39
Explorer Research (IL), p. 60
Forte Research Group (NY), p. 90
Forza Insights Group, LLC (CA), p. 36
Fountainhead Brand Strategy (WI), p. 132
GMO Research Inc. (Japan), p. 148
Gold Research, Inc. (TX), p. 126
Great Blue Research, Inc. (CT), p. 45
Great Lakes Marketing Research (OH), p. 104
Honest Data (NC), p. 97
Illumination - A Radius Global Market Research co. (OH), p. 102
Informed Decisions Group, Inc. (OH), p. 103
Insight Culture (Ger.), p. 143
Insights Center, LLC (CO), p. 43
Insights in Marketing (IL), p. 62
Isobar Marketing Intelligence Practice (MA), p. 71
Just The Facts, Inc. (IL), p. 62
The Key Group, Inc. (MD), p. 69
Leede Research (MN), p. 77
LRW (CA), p. 32
National Field & Focus, Inc. (MA), p. 72
Precision Research, Inc. (IL), p. 64
Product Ventures (CT), p. 44
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Ready to Launch Research (CA), p. 33
Research Design Team, Inc. (RDTeam) (PA), p. 114
RIVA Market Research & Training Inst. (MD), p. 48
RTI Research (CT), p. 46
Sivo Insights (MN), p. 78
SurveyMonkey Audience (CA), p. 42
Target Research Group Inc. (NY), p. 95
Tobii Pro (VA), p. 48
Toluna (CT), p. 46
Vision One Research (UK), p. 159
Vision One Research Ltd. (UK), p. 160
Vocci, LLC (NC), p. 98

Panels-Diary

C+R Research (IL), p. 59
Datatelligence Online, a division of CRG Global (FL), p. 50
JTN Research Ltd (Bulgaria), p. 136
Kantar Philippines, Inc. (Philippines), p. 150
Marketing Systems Group (PA), p. 110
OvationMR (NY), p. 93
Quest Mindshare (ON), p. 139
Symmetric, A Decision Analyst Company (TX), p. 123

Panels-Mail

Marketing Systems Group (PA), p. 110
Quest Mindshare (ON), p. 139
Symmetric, A Decision Analyst Company (TX), p. 123

Panels-Online

Adbloom, Inc. (ON), p. 137
ALTIANT (Formerly Red Carpet Research RCR) (Sweden), p. 152
Beehive Research Limited (UK), p. 154
Branded Research, Inc. (CA), p. 37
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
CATALYSTMR (CA), p. 38
ChildResearch.com (CT), p. 45
Cint USA, Inc. (NY), p. 88
Consumerfieldwork GmbH (Ger.), p. 143
Cooper Roberts Research, Inc. (CA), p. 39
DataDiggers (DC), p. 140
dataSpring (CA), p. 35
Datatelligence Online, a division of CRG Global (FL), p. 50
Decision Analyst, Inc. (TX), p. 120
Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120
e-Research-Global.com (HI), p. 57
Esearch.com, Inc. (CA), p. 30
Focus Groups of Cleveland, Inc. (OH), p. 103
Focus Pointe Global - Philadelphia (PA), p. 108
Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
FUEL CYCLE (CA), p. 30
Full Circle Research, LLC (MD), p. 47
Gazelle Global Research (NY), p. 90
Global Survey (India), p. 145
GMO Research Inc. (Japan), p. 148
GOGO Insights and Results (IL), p. 62
Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
I/H/R Research Group (NV), p. 81
IGV Marktforschung GmbH (Ger.), p. 143
incling (UK), p. 156
Innovate (CA), p. 31
IntelliSurvey, Inc. (CA), p. 36
Interviewing Service of America, LLC - HQ (CA), p. 31
JTN Research Ltd (Bulgaria), p. 136
KL Communications, Inc. (NJ), p. 84
Lucid (LA), p. 68
M3 Global Research (PA), p. 110
Market Cube (SC), p. 116
Marketing Systems Group (PA), p. 110
MarketVision Research® (OH), p. 102
MERCURY Research (Romania), p. 150
Mindfield - Tech Innovation and Audience Insights (WV), p. 130
MindField Online Internet Panels (WV), p. 130
MKOR Market Opportunity Research (Romania), p. 150
mo'web GmbH (Ger.), p. 144
The MSR Group (NE), p. 81
Murray Hill National Dallas (TX), p. 122
myCLEAROpinion Panel (MI), p. 74
Netquest (PA), p. 111
NextON Services (United Arab Emirates), p. 153
Numerator (IL), p. 63
Olson Research Group, Inc. (PA), p. 112
OMI (Online Market Intelligence) (Russian Federation), p. 151
Op4G (NH), p. 82
Opinion Access, LLC. (NY), p. 92
OvationMR (NY), p. 93
P2Sample (GA), p. 56
Panel Direct (PA), p. 112
Pittsburgh Speaks (PA), p. 115
Quest Mindshare (ON), p. 139
QuestionPro Audience (IL), p. 64
Rakuten Insight (Japan), p. 148
Rakuten Insight (New York Office) (NY), p. 94
Rare Patient Voice, LLC (MD), p. 69
Reckner Healthcare (PA), p. 113
ReRez (TX), p. 122
Research Connections Pty Ltd (Australia), p. 135

ResearchSIX, LLC (TX), p. 123
 RestaurantInsights.com (SC), p. 116
 Savanta (NY), p. 94
 SMS Insights (NV), p. 82
 SoapBoxSample (CA), p. 33
 SurveyHealthcare (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
 Symmetric, A Decision Analyst Company (TX), p. 123
 Taylor Research, Inc. (CA), p. 38
 360 Market Reach, Inc. (NY), p. 87
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 Vase.ai (Malaysia), p. 148
 WebMD/medscape Market Research (NY), p. 96
 Welcome Research (CA), p. 35
 Worldwide Market Research, Inc. (TX), p. 124

Panels-Proprietary

ALTIANT (Formerly Red Carpet Research RCR) (Sweden), p. 152
 Branded Research, Inc. (CA), p. 37
C+R Research (IL), p. 59
 Canadian Viewpoint Inc. (ON), p. 138
 CEC Research (NJ), p. 83
 The Center for Strategy Research, Inc. (MA), p. 70
 City Research Solutions (WI), p. 132
 Consumer Logic Research (OK), p. 105
 DataDiggers (QC), p. 140
 Datatelligence Online, a division of CRG Global (FL), p. 50
 Digital Research, Inc. (ME), p. 68
Focus Pointe Global - Philadelphia (PA), p. 108
 GMO Research Inc. (Japan), p. 148
 Innovate (CA), p. 31
 JTN Research Ltd (Bulgaria), p. 136
 KL Communications, Inc. (NJ), p. 84
 The Logit Group, Inc. (ON), p. 139
 Lucid (LA), p. 68
 Marketing Systems Group (PA), p. 110
 MKOR Market Opportunity Research (Romania), p. 150
 mo'web GmbH (Ger.), p. 144
 myCLEARopinion Panel (MI), p. 74
 Netquest (PA), p. 111
 NextON Services (United Arab Emirates), p. 153
 Op4G (NH), p. 82
 OvationMR (NY), p. 93
P2Sample (GA), p. 56
 Pittsburgh Speaks (PA), p. 115
 Quest Mindshare (ON), p. 139
 QuestionPro Audience (IL), p. 64
 Rakuten Insight (Japan), p. 148
 Rakuten Insight (New York Office) (NY), p. 94
 Reckner Healthcare (PA), p. 113
 Savanta (NY), p. 94
 SKOPOS Insight Group (Europe) (UK), p. 159
 SMS Insights (NV), p. 82
 SurveyMonkey Audience (CA), p. 42
 Symmetric, A Decision Analyst Company (TX), p. 123
 Taylor Research, Inc. (CA), p. 38
 Track Opinion (India), p. 146

Panels-Telephone

C+R Research (IL), p. 59
Murray Hill National Dallas (TX), p. 122
Olson Research Group, Inc. (PA), p. 112
 Quest Mindshare (ON), p. 139
 Reckner Healthcare (PA), p. 113
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Personal/CAPI Interviewing

C&F Market Research (MI), p. 73
 Communications For Research, Inc. (MO), p. 79
 Confront (NY), p. 88
 Confront - London (UK), p. 154
 CRG Global, Inc. (FL), p. 50

Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Kadence International (Philippines), p. 149
 N-equals Vietnam (Vietnam), p. 160
 Opinions, Ltd. - Headquarters (OH), p. 103
 Scott C. Solis Market Research (SCSMR) (CA), p. 41
 Taylor Research, Inc. (CA), p. 38
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Point-Of-Purchase Research

C+R Research (IL), p. 59
 Cirrus Marketing Intelligence (CA), p. 35
 Confront (NY), p. 88
 Confront - London (UK), p. 154
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Informed Decisions Group, Inc. (OH), p. 103
 RDI Sightline (KY), p. 102
 Wallace Data & Marketing Services (IN), p. 67

Political Polling

Addison Research (NY), p. 87
 AIS Market Research, Inc. (CA), p. 28
 BLS Research & Consulting LLC (CT), p. 45
 CATALYSTMR (CA), p. 38
 Clear Insights Group (UT), p. 126
 Customer Research International (TX), p. 118
 Davis Research, LLC (CA), p. 30
Dynata (TX), p. 120
 Eastcoast Research (NC), p. 99
 Eastcoast Research (NC), p. 98
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Great Blue Research, Inc. (CT), p. 45
 Headway Workforce Solutions (NC), p. 98
 I/H/R Research Group (NV), p. 81
Just The Facts, Inc. (IL), p. 62
 Lighthouse Research Focus Center (UT), p. 126
 Lighthouse Research & Development, Inc. (UT), p. 126
 The Logit Group, Inc. (ON), p. 139
 Lucid (LA), p. 68
MAXimum Research, Inc. (NJ), p. 110
 Multivariate Solutions (NY), p. 92
 New England Interviewing (NH), p. 82
 Opinion Access, LLC (NY), p. 92
P2Sample (GA), p. 56
 Partners & Schorr (FL), p. 53
 Precision Opinion (NV), p. 82
 QuestionPro Audience (IL), p. 64
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Reconnaissance Market Research (ReconMR) (TX), p. 125
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 ResearchSIX, LLC (TX), p. 123
 SMS Insights (NV), p. 82
 SSRS (PA), p. 114
 SurveyMonkey Audience (CA), p. 42
 TRIA International Research & Consultancy (Turkey), p. 153
 Untold Research (VA), p. 49
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Political Research

Engagious (OR), p. 106

Political Research Consultation

Atkins Research Global, Inc. (CA), p. 29
 DialSmith - Perception Analyzer (OR), p. 105
 Great Blue Research, Inc. (CT), p. 45
Just The Facts, Inc. (IL), p. 62
 Multivariate Solutions (NY), p. 92

Predictive Markets

BestMark (MN), p. 75
 MKOR Market Opportunity Research (Romania), p. 150
 New Markets Advisors (MA), p. 72
 RealityCheck Consulting (MO), p. 80

Pre-Recruit Interviewing

AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 Atkins Research Global, Inc. (CA), p. 29
 C&F Market Research (MI), p. 73
Consumer Opinion Services, Inc. (WA), p. 128
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
Fieldwork National Recruiting Ctr. (NRC) (IL), p. 61
FOCUSCOPE, Inc. (IL), p. 62
 Great Blue Research, Inc. (CT), p. 45
 Headway Workforce Solutions (NC), p. 98
 Herron Associates, Inc. (FL), p. 52
 Herron Associates, Inc. (IN), p. 66
 Insight Loft (NY), p. 91
 Jackson Adept Research - Beverly Hills (CA), p. 31
Mindfield - Tech Innovation and Audience Insights (WV), p. 130
 National Field & Focus, Inc. (MA), p. 72
 New England Interviewing (NH), p. 82
 Opinion Search (MI), p. 74
 Opinions, Ltd. - Headquarters (OH), p. 103
 Personal Marketing Research, Inc. (IA), p. 67
 Precision Research, Inc. (IL), p. 64
 Qualitative Coordination (AB), p. 136
 Rome Field & Research International (Italy), p. 147
Schlesinger Group New Jersey (NJ), p. 85
 Scotti Research, Inc. (IL), p. 66
 Scott C. Solis Market Research (SCSMR) (CA), p. 41
 Spotlight Research (CA), p. 33
 Ulta Research Services LLC (IL), p. 66

Pricing Research

Aurora WDC (WI), p. 132
B2B International (NY), p. 87
C+R Research (IL), p. 59
 Cabletrax (CA), p. 29
 Chadwick Martin Bailey, Inc. (MA), p. 70
 City Research Solutions (WI), p. 132
 Cooper Roberts Research, Inc. (CA), p. 39
 Decision Point (WI), p. 132
 dobney.com - market research (UK), p. 155
 elucidate (CA), p. 39
 Escalent (MI), p. 73
Forza Insights Group, LLC (CA), p. 36
 FUEL CYCLE (CA), p. 30
 GMO Research Inc. (Japan), p. 148
 Gold Research, Inc. (TX), p. 126
 Horowitz Research (NY), p. 91
 Illumination - A Radius Global Market Research co. (OH), p. 102
 InfoTech Marketing (CO), p. 43
 Insights in Marketing (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71
 Isurus Market Research and Consulting (MA), p. 71
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 Mangan Research Associates, Inc. (MN), p. 77
 Market Analytics International, Inc. (NJ), p. 84
 MarketView Research (NJ), p. 84
 MarketVision Research® (OH), p. 102
 MKOR Market Opportunity Research (Romania), p. 150
 Multivariate Solutions (NY), p. 92
 Phase 5 (ON), p. 139
 Phoenix MRC Limited (UK), p. 158
 Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53

Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Raman Analytics, LLC (PA), p. 112

Relevant Insights, LLC (TX), p. 122
 RTI Research (CT), p. 46
 Savanta (NY), p. 94
Sawtooth Software, Inc. (UT), p. 127
 SKIM (NJ), p. 85
 StrateSci Inc. (CA), p. 34
 Success Drivers (CA), p. 42
 SurveyMonkey Audience (CA), p. 42

Primary Research

Aurora WDC (WI), p. 132
 Customer Foresight Group, Limited (ON), p. 138
IntelliSurvey, Inc. (CA), p. 36
Just The Facts, Inc. (IL), p. 62
 LBR Insight, Inc. (PA), p. 110
 Market Cube (SC), p. 116
Olson Research Group, Inc. (PA), p. 112
 Open Mind Strategy, LLC (NY), p. 92
 Pacific Market Research (WA), p. 130
 Phase 5 (ON), p. 139
 Phoenix MRC Limited (UK), p. 158
 Provoke Insights (NY), p. 93
 Quest Mindshare (ON), p. 139
 Quester (IA), p. 67
 Reconnaissance Market Research (ReconMR) (TX), p. 119
RIVA Market Research & Training Inst. (MD), p. 48
 Savanta (NY), p. 94
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 Untold Research (VA), p. 49

Product Development Research

Advantage Research, Inc. (WI), p. 132
 Alternate Routes, Inc. (CA), p. 29
 AnswerQuest, an Insights Center Facility (MA), p. 69
 Applied Marketing Science, Inc. (MA), p. 70
B2B International (IL), p. 58
B2B International (NY), p. 87
 Bauman Research & Consulting, LLC (NJ), p. 83
 Blueberry Marketing and Sensory Research (PA), p. 107
 C.L. Gailley Research (CA), p. 37
C+R Research (IL), p. 59
 Cabletrax (CA), p. 29
 Cascade Insights (OR), p. 105
 CEC Research (NJ), p. 83
 ChildResearch.com (CT), p. 45
 City Research Solutions (WI), p. 132
 Clarity Pharma Research (SC), p. 116
 Cooper Roberts Research, Inc. (CA), p. 39
 Curion, LLC (IL), p. 60
 Decision Analyst, Inc. (TX), p. 120
 The Dieringer Research Group, Inc. (WI), p. 132
 elucidate (CA), p. 39
 Engel Research Partners (CA), p. 39
 Escalent (MI), p. 73
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Ferman Innovation (FL), p. 50
 Finch Brands (PA), p. 108
 Firefish (NY), p. 89
 First Insights (NY), p. 89
Forza Insights Group, LLC (CA), p. 36
 FUEL (NY), p. 90
 FUEL CYCLE (CA), p. 30
 Geo Strategy Partners (GA), p. 55
 Graff Group (MN), p. 76
 Great Blue Research, Inc. (CT), p. 45
 Illumination – A Radius Global Market Research co. (OH), p. 102

Insight Culture (Ger.), p. 143
 Insight Strategy Group (NY), p. 91
 InsightFarm Inc. (OR), p. 106
 Insights in Marketing (IL), p. 62
 Interaction Experience (QC), p. 140
 Isurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 KL Communications, Inc. (NJ), p. 84
 Lucid (LA), p. 68
 MarketView Research (NJ), p. 84
 MarketVision Research® (OH), p. 102
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
Olson Research Group, Inc. (PA), p. 112
 Open Mind Strategy, LLC (NY), p. 92
 Pacific Market Research (WA), p. 130
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 reed/group (PA), p. 113
 Resolution Research® (CO), p. 44
RIVA Market Research & Training Inst. (MD), p. 48
 RTI Research (CT), p. 46
 Savanta (NY), p. 94
 Seratti Group (CA), p. 41
 SFI Marketing Research Consultants (IL), p. 65
 Sivo Insights (MN), p. 78
 Space Doctors Ltd (UK), p. 159
 Storybrand Consulting (CA), p. 34
 Sundberg-Ferar, Inc. (MI), p. 75
 SurveyMonkey Audience (CA), p. 42
 Target Research Group Inc. (NY), p. 95
 360 Market Reach, Inc. (NY), p. 87
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 TRC Market Research (PA), p. 115
 Usability Resources Inc. (MA), p. 72
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 Vital Findings (CA), p. 34
 Voccii, LLC (NC), p. 98
 WBA Research (MD), p. 49
 Wyckoff Partners (CA), p. 35

Product Placement

Accurate Data Marketing, Inc. (IL), p. 58
 Amplify Research Partners, LLC (CA), p. 38
 AOC Marketing Research (NC), p. 97
C+R Research (IL), p. 59
 CEC Research (NJ), p. 83
 Consumer Connections Research, LLC. (WI), p. 130
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
Dallas By Definition (TX), p. 120
 Eastcoast Research (NC), p. 98
 Engage in Depth (MD), p. 47
 Escalent (MI), p. 73
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus World International, Inc. (NJ), p. 84
 Group Dynamics in Focus, Inc. (PA), p. 108
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 National Field & Focus, Inc. (MA), p. 72
 Precision Research, Inc. (IL), p. 64
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112

Reckner Facilities: Westchester (NY), p. 94
 ReRez (TX), p. 122
 Research Design Team, Inc. (RDTeam) (PA), p. 114
Schlesinger Group New Jersey (NJ), p. 85
 Spotlight Research (CA), p. 33
 Ulta Research Services LLC (IL), p. 66
 US Research Recruiting & Facilities, LLC (WI), p. 133

Product Positioning Studies

BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
 Cascade Insights (OR), p. 105
 Curion, LLC (IL), p. 60
 Decision Point (WI), p. 132
 Escalent (MI), p. 73
 Finch Brands (PA), p. 108
Forza Insights Group, LLC (CA), p. 36
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Lexicon Branding (CA), p. 40
 LRW (CA), p. 32
Olson Research Group, Inc. (PA), p. 112
P2Sample (GA), p. 56
 Peoples Marketing Insights, LLC (GA), p. 56
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Rockbridge Associates, Inc. (VA), p. 48
 Rose Research (FL), p. 54
 RTI Research (CT), p. 46
 Savanta (NY), p. 94
 Sivo Insights (MN), p. 78
 Target Research Group Inc. (NY), p. 95
 Wakefield Research (VA), p. 49
 Curion, LLC (IL), p. 60
 Escalent (MI), p. 73
Forza Insights Group, LLC (CA), p. 36
 Gold Research, Inc. (TX), p. 126
 Informed Decisions Group, Inc. (OH), p. 103
 Quester (IA), p. 67
 Savanta (NY), p. 94

Product Testing Research

Access Insights (TN), p. 117
 AcuPOLL Precision Research, Inc. (OH), p. 100
 Amplify Research Partners, LLC (CA), p. 38
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
BDI Research, A Schlesinger Company (Spain), p. 152
 Beehive Research Limited (UK), p. 154
 Beta Research Corporation (NY), p. 88
 Blueberry Marketing and Sensory Research (PA), p. 107
C+R Research (IL), p. 59
 Campos (PA), p. 115
 CEC Research (NJ), p. 83
 City Research Solutions (WI), p. 132
 Consumer Connections Research, LLC. (WI), p. 130
 Contract Testing Inc. (ON), p. 138
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Decision Analyst, Inc. (TX), p. 120
 The Dieringer Research Group, Inc. (WI), p. 132
 Directions Research, Inc. (OH), p. 100
 Elevated Insights (CO), p. 42
 Escalent (MI), p. 73

Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brasil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Falk Research Associates, Inc. (FL), p. 51
 FieldGoals.US (PA), p. 106
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
Forza Insights Group, LLC (CA), p. 36
 Galloway Research Service (TX), p. 126
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 Illumination – A Radius Global Market Research co. (OH), p. 102
 incling (UK), p. 156
 Insight Culture (Ger.), p. 143
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 Interaction Experience (QC), p. 140
Just The Facts, Inc. (IL), p. 62
 Las Vegas Field and Focus, LLC (NV), p. 81
 Leede Research (MN), p. 77
 Lisa Chiapetta & Associates (CA), p. 40
 LRW (CA), p. 32
 Lucid (LA), p. 68
 Market Probe International, Inc. (NY), p. 92
 Marketing Workshop (GA), p. 56
 MarketView Research (NJ), p. 84
 MKOR Market Opportunity Research (Romania), p. 150
 National Field & Focus, Inc. (MA), p. 72
 Nordic Viewpoint (Sweden), p. 152
 Persuadable Research Corporation (MI), p. 74
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 Product Evaluations, Inc. (IL), p. 64
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 RQA, Inc. (IL), p. 65
 RTi Research (CT), p. 46
 Scotti Research, Inc. (IL), p. 66
 Sivo Insights (MN), p. 78
 Star City Research LLC (VA), p. 128
 Strategic Research Initiatives LLC (AZ), p. 27
 SurveyMonkey Audience (CA), p. 42
 Target Research Group Inc. (NY), p. 95
 Uita Research Services LLC (IL), p. 66
 US Research Recruiting & Facilities, LLC (WI), p. 133
 Various Views Research (OH), p. 102

Product/Sample Pick-Up

AOC Marketing Research (NC), p. 97
 CEC Research (NJ), p. 83
 Comiskey Research, Inc. (IL), p. 59
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 The GlobalVision Insight Services (FL), p. 51
Just The Facts, Inc. (IL), p. 62
 RQA, Inc. (IL), p. 65
Schlesinger Group New Jersey (NJ), p. 85
 Uita Research Services LLC (IL), p. 66
 Wallace Data & Marketing Services (IN), p. 67

Program Effectiveness Studies

Escalent (MI), p. 73
 Great Blue Research, Inc. (CT), p. 45
 Open Mind Strategy, LLC (NY), p. 92
 Untold Research (VA), p. 49

Promotion Dev./Evaluation Studies

Beta Research Corporation (NY), p. 88
 ChildResearch.com (CT), p. 45
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 TouchstoneResearch.com (CT), p. 46

Psychographic Research

Curion, LLC (IL), p. 60
 Inkblot Analytics (MA), p. 71
 Motivo consulting – division of Strategic Directions Group, Inc. (MN), p. 77
Pinnacle Research Group, LLC (MO), p. 80
 QRi Consulting (UK), p. 158

Psychological/Emotion Research

Bauman Research & Consulting, LLC (NJ), p. 83
 Beall Research, Inc. (IL), p. 59
 Emotive Analytics (MO), p. 79
 Explorer Research (IL), p. 60
 Focus World International, Inc. (NJ), p. 84
 Heart + Mind Strategies (VA), p. 48
 Inkblot Analytics (MA), p. 71
 Insights in Marketing (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71
 LRW (CA), p. 32
 Merkatodoteknia Research & Consulting (TX), p. 124
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Olson Zaltman (PA), p. 115
 Phoenix Marketing International (NY), p. 96
Pinnacle Research Group, LLC (MO), p. 80
 Quester (IA), p. 67
 RRD Marketing Solutions (OH), p. 104
 xspertient | Segmedica (NY), p. 86

Public Opinion Studies

Access Insights (TN), p. 117
 AIS Market Research, Inc. (CA), p. 28
 BLS Research & Consulting LLC (CT), p. 45
 Clear Insights Group (UT), p. 126
 Davis Research, LLC (CA), p. 30
 Directions In Research, Inc. (CA), p. 37
 Downs & St. Germain Research (FL), p. 52
 Eastcoast Research (NC), p. 98
 Engagious (OR), p. 106
 FieldGoals.US (PA), p. 106
 Global Data Collection Company (GDCC) (Netherlands), p. 148
 Granite State Marketing Research, Inc. (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 Group Dynamics in Focus, Inc. (PA), p. 108
 Heart + Mind Strategies (VA), p. 48
 Honest Data (NC), p. 97
 I/H/R Research Group (NV), p. 81
 IQS Research (KY), p. 68
Just The Facts, Inc. (IL), p. 62
 Lighthouse Research Focus Center (UT), p. 126
 Lighthouse Research & Development, Inc. (UT), p. 126
 Lucid (LA), p. 68
 Market Cube (SC), p. 116
MAXimum Research, Inc. (NJ), p. 110
 Multivariate Solutions (NY), p. 92
 100 Market Research (Mexico), p. 148
 Ready to Launch Research (CA), p. 33
 reed/group (PA), p. 113

Scotti Research, Inc. (IL), p. 66
 Second To None (MI), p. 74
 SurveyHealthcare (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
 Untold Research (VA), p. 49
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 WBA Research (MD), p. 49

Qualitative Research

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
 Accurate Market Research, SA de CV (FL), p. 50
 Ad Hoc Research (QC), p. 140
 Addison Research (NY), p. 87
 Advantage Market Intelligence SRL (Peru), p. 149
 Advantage Research, Inc. (WI), p. 132
 Affect, Inc. (IL), p. 58
 AG3 Consulting (Brazil), p. 136
 AgMetrics Research & Consulting (MO), p. 79
 AIS Market Research, Inc. (CA), p. 28
 Alternate Routes, Inc. (CA), p. 29
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Answers & Insights Market Research (IN), p. 66
 AOC Marketing Research (NC), p. 97
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
Ascribe (OH), p. 100
 ASMARQ Co., Ltd. (Japan), p. 147
 Asplor Research Private Limited (India), p. 145
 Atkins Research Global, Inc. (CA), p. 29
 Axanteus Research (Singapore), p. 151
B2B International (NY), p. 87
 Babblytype, LLC (PA), p. 107
 Baltimore Research, A Schlesinger Company (MD), p. 68
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bazis Russia (Russian Federation), p. 151
 Beall Research, Inc. (IL), p. 59
 Bellomy (NC), p. 98
 Bernstein Research Group, Inc. (CT), p. 46
 Blink UX (WA), p. 128
 BLS Research & Consulting LLC (CT), p. 45
 Blueberry Marketing and Sensory Research (PA), p. 107
 BroadData Conferencing (KY), p. 67
 Burke Institute (OH), p. 100
 C&F Market Research (MI), p. 73
C+R Research (IL), p. 59
 Campos (PA), p. 115
 CarterJMRN KK (Japan), p. 147
 Cascade Insights (OR), p. 105
 CEC Research (NJ), p. 83
 The Center for Strategy Research, Inc. (MA), p. 70
 Clarion Research Inc. (NY), p. 88
 ClearView Research - Orlando, Inc. (FL), p. 51
 ClearView Research, Inc. (IL), p. 59
 CMI (GA), p. 54
 Communications For Research, Inc. (MO), p. 79
 Concentrix (CA), p. 39
 Consiht™ Marketing Group, LLC (IL), p. 59
 Consumer Centers of New York and New Jersey / New York
 Consumer Center (NY), p. 88
 Consumer Connections Research, LLC. (WI), p. 130
 Consumer Focus LLC (TX), p. 119
Consumer Opinion Services, Inc. (WA), p. 128
 Consumer Truth® Ltd (IL), p. 59
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
 CRC Research Inc- Downtown (ON), p. 138
 Curion, LLC (IL), p. 60
 Customer Lifecycle, LLC (IL), p. 60
 M. Davis & Company, Inc. (PA), p. 107
 Decision Analyst, Inc. (TX), p. 120
 The Dieringer Research Group, Inc. (WI), p. 132
 DLG Research & Marketing Solutions (TX), p. 124
 DO Research, Inc. (NY), p. 89
 The Dominion Group, Inc. (VA), p. 47
 Downs & St. Germain Research (FL), p. 52

- Doyle Research Associates, Inc. (IL), p. 60
 Drive Research (NY), p. 96
 Dynamic Fieldwork Ltd (UK), p. 155
 Elevated Insights (CO), p. 42
 Elliott Benson Research (CA), p. 37
 Engel Research Partners (CA), p. 39
 Escalent (MI), p. 73
 Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brasil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 EurekaFacts, LLC (MD), p. 47
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Falk Research Associates, Inc. (FL), p. 51
 FCP Research Services LLC (PA), p. 115
 Ferman Innovation (FL), p. 50
 FieldGoals.US (PA), p. 106
 Finch Brands (PA), p. 108
 First Insights (IL), p. 61
 First Insights (NY), p. 89
 Flagship Research (CA), p. 37
 Flying Horse Communication (MT), p. 80
 Focus Crossroads (NJ), p. 83
 Focus Groups of Cleveland, Inc. (OH), p. 103
Focus Pointe Global - Boston (MA), p. 71
Focus Pointe Global - New Jersey (NJ), p. 83
Focus Pointe Global - Philadelphia (PA), p. 108
Focus Pointe Global - Phoenix (AZ), p. 26
Focus Pointe Global - San Francisco (CA), p. 40
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 FocusVision (NY), p. 90
 Foresight R & D Africa Limited (Nigeria), p. 149
 Fountainhead Brand Strategy (WI), p. 132
 Frieden Qualitative Services (CA), p. 30
 FUEL CYCLE (CA), p. 30
 Gaither International, Inc. (Puerto Rico), p. 150
 Galloway Research Service (TX), p. 126
 Geo Strategy Partners (GA), p. 55
 Gina Holub (PA), p. 108
 GlobalLexicon Translations (UK), p. 156
 GOGO Insights and Results (IL), p. 62
 Gold Research, Inc. (TX), p. 126
 Gongos, Inc. (MI), p. 74
 Granite State Marketing Research, Inc. (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 Great Lakes Marketing Research (OH), p. 104
 Great Questions, LLC (MO), p. 79
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
 Headway Workforce Solutions (NC), p. 98
 Herron Associates, Inc. (FL), p. 52
 Herron Associates, Inc. (IN), p. 66
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Holborn Focus (UK), p. 156
 Honest Data (NC), p. 97
 House of Marketing Research (CA), p. 31
 IGV Marktforschung GmbH (Ger.), p. 143
 incling (UK), p. 156
 Indiefield Ltd (UK), p. 156
 IndyFocus, Inc. (IN), p. 67
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Information Specialists Group, Inc. (ISG) (MN), p. 76
 Inmedial Research Berlin/Germany (Ger.), p. 143
 Inquiry Market Research (Poland), p. 150
 Insight Culture (Ger.), p. 143
 Insight Loft (NY), p. 91
 Insight Strategy Group (NY), p. 91
 InsightFarm Inc. (OR), p. 106
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 Intact Qualitative Research (CA), p. 40
 Interaction Experience (QC), p. 140
 Ironwood Insights Group, LLC (AZ), p. 27
Irwin Broh Research (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71
 Isurus Market Research and Consulting (MA), p. 71
 i-view (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jolly Road Productions (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Kadence International (Thailand), p. 153
 Kadence International (Vietnam), p. 160
 Kadence International (Singapore), p. 151
 Kadence International (Indonesia), p. 146
 Kadence International (India), p. 146
 Kadence International (India), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (Hong Kong), p. 144
 Kadence International (UK), p. 157
 Kadence International (MA), p. 71
 Kadence International (NY), p. 91
 Kelton Global (CA), p. 32
 KNow Research (CA), p. 40
 Kudos Research (UK), p. 157
 L&E Research (CO), p. 43
 L&E Research (FL), p. 52
 L&E Research (MN), p. 76
 L&E Research (MO), p. 79
 L&E Research (NC), p. 99
 L&E Research (NC), p. 97
 L&E Research (OH), p. 102
 L&E Research (OH), p. 104
 L&E Research (TX), p. 118
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 LBR Insight, Inc. (PA), p. 110
 Leede Research (MN), p. 77
 Lexticon Branding (CA), p. 40
 LextantLabs (OH), p. 104
 Lighthouse Research Focus Center (UT), p. 126
 Lighthouse Research & Development, Inc. (UT), p. 126
 Lisa Chiappetta & Associates (CA), p. 40
 LivingLens (UK), p. 157
 LRW (CA), p. 32
 Lucas Market Research, LLC (MO), p. 80
 M/A/R/C Research LLC (TX), p. 120
M3 Global Research (PA), p. 110
 MA PRAKTIKA Consumer Research (Russian Federation), p. 151
 Market Probe International, Inc. (NY), p. 92
 Market Research Answers, Inc. (TX), p. 120
 Market Resonance (India), p. 146
 Meadowlands Consumer Center / Consumer Centers of New York and New Jersey (NJ), p. 84
 Mediabarn Research (VA), p. 48
 MERCURY Research (Romania), p. 150
 Michigan Market Research (MI), p. 74
 Midwest Inquiry, LLC (MN), p. 77
 MKOR Market Opportunity Research (Romania), p. 150
 MMR Research Associates, Inc. (GA), p. 56
 Moore Research Services, Inc. (PA), p. 106
 The MSR Group (NE), p. 81
 Multilingual Connections (IL), p. 63
Murray Hill National Dallas (TX), p. 122
 National Field & Focus, Inc. (MA), p. 72
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 N-equals Vietnam (Vietnam), p. 160
 Netquest (PA), p. 111
 New Markets Advisors (MA), p. 72
 Alan Newman Research (VA), p. 128
 Nichols Research - San Francisco (CA), p. 40
 Nordic Viewpoint (Sweden), p. 152
Olson Research Group, Inc. (PA), p. 112
 Olson Zaltman (PA), p. 115
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 100 Market Research (Mexico), p. 148
 Open Mind Strategy, LLC (NY), p. 92
 Opinion Search (MI), p. 74
 Panoptika Inc. (ON), p. 139
 Peoples Marketing Insights, LLC (GA), p. 56
 Performance Research (RI), p. 115
 Persuadable Research Corporation (MI), p. 74
 Phase 5 (ON), p. 139
 Phoenix Marketing International (NY), p. 96
 Pittsburgh Speaks (PA), p. 115
 Platinum Research (Italy), p. 147
 Point Blank Research & Consultancy (Ger.), p. 144
 PortiCo Research Inc. (IL), p. 64
 Precision Research, Inc. (IL), p. 64
 Product Evaluations, Inc. (IL), p. 64
 ProSense Consumer Research Center (AZ), p. 28
 Provoke Insights (NY), p. 93
 Punctum (Argentina), p. 135
 QRi Consulting (UK), p. 158
 Qualitative Coordination (AB), p. 136
 Quester (IA), p. 67
 Quixote Group (NC), p. 98
 Rabin Research Co. (IL), p. 65
 Random Dynamic Resources (Nigeria), p. 149
 Rare Patient Voice, LLC (MD), p. 69
 RazorFocus (CT), p. 46
 RDI Sightline (KY), p. 102
 Ready to Launch Research (CA), p. 33
 RealityCheck Consulting (MO), p. 80
 Reckner Healthcare (PA), p. 113
 Relevant Insights, LLC (TX), p. 122
 ReRez (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
 Research Connections Pty Ltd (Australia), p. 135
 The Research Department (CT), p. 45
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 Research Explorers™, Inc. (IL), p. 65
RIVA Market Research & Training Inst. (MD), p. 48
 RLR Research & Analysis, Inc. (Philippines), p. 150
 Rockbridge Associates, Inc. (VA), p. 48
 RRD Marketing Solutions (OH), p. 104
 Russell Research, Inc. (NJ), p. 84
 Savanta (NY), p. 94
 Schmidt Market Research (PA), p. 115
Schmiel Marktforschung Berlin (Ger.), p. 144
Schmiel Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
Schmiel Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 Scoot Insights (CA), p. 41
 Second To None (MI), p. 74
 Seratti Group (CA), p. 41
 Shugoll Research (MD), p. 48
 SIS International Research, Inc. (NY), p. 95
 Sivo Insights (MN), p. 78
 Smarty Pants® (TN), p. 116
 Spotlight Research (Poland), p. 150
 SR Research Consultant (MN), p. 78
 Steady Pace (Saudi Arabia), p. 151
 Stellar Strategic Services, Inc. (IL), p. 65
 Storybrand Consulting (CA), p. 34
 Strategic Focus Research and Consultancy Ltd. (Hong Kong), p. 145
 Strategic Research Associates Spokane (WA), p. 130
 SurveyGizmo (CO), p. 42
 SyncScript (PA), p. 114
 Synergy Marketing Strategy and Research, Inc. (OH), p. 104
 Synergy Marketing Strategy and Research, Inc. (OH), p. 100
 Talking Business, LLC (CA), p. 36
 30 GLOBAL (FL), p. 54
 Tobii Pro (VA), p. 48
 TouchstoneResearch.com (CT), p. 46
 TRIA International Research & Consultancy (Turkey), p. 153
 Turtle Bay Institute, Inc. (NJ), p. 86
 2020 (TN), p. 117
 U&I Collaboration (U&I) (NJ), p. 85
 UC Translations (NY), p. 95
 UniqueView (China), p. 141
 Untold Research (VA), p. 49
 Uwins Research Group (CA), p. 34
 Vancouver Focus® (BC), p. 137
 Vase.ai (Malaysia), p. 148
 VegasFocus (NV), p. 82
 Verve North America Inc. (IL), p. 66
 Verve Partners Ltd (UK), p. 159
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 Visions Research (CA), p. 38
 Voccii, LLC (NC), p. 98

Wakefield Research (VA), p. 49
 WebMD/Medscape Market Research (NY), p. 96
 Welcome Research (CA), p. 35
 Whaling Insights (NC), p. 99
 Wyckoff Partners (CA), p. 35
 xspierient | Segmedica (NY), p. 86

Qualitative-Online

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
 Access Insights (TN), p. 117
 Acorn Marketing and Research Consultants (Hong Kong), p. 144
 Aha! Online Qual Technology Platform (MI), p. 73
 Amplify Research Partners, LLC (CA), p. 38
 Angelfish Fieldwork (UK), p. 153
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
Ascribe (OH), p. 100
 ASKIA - Software for Surveys (New York) (NY), p. 87
 Baltimore Research, A Schlesinger Company (MD), p. 68
 Bazis B2B Field (IL), p. 58
BDI Research, A Schlesinger Company (Spain), p. 152
 BroadData Conferencing (KY), p. 67
 BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
 City Research Solutions (WI), p. 132
 ConneXion Research and Strategy (TX), p. 124
 Dialsmith - Perception Analyzer (OR), p. 105
Dynata (TX), p. 120
 Elliott Benson Research (CA), p. 37
Fieldwork Webwork & Anywhere (IL), p. 61
 Focus Forward (PA), p. 108
 Focus Groups of Cleveland, Inc. (OH), p. 103
Focus Pointe Global - Philadelphia (PA), p. 108
FOCUSCOPE, Inc. (IL), p. 62
 FUEL (NY), p. 90
 Galloway Research Service (TX), p. 126
 GlobaLexicon Translations (UK), p. 156
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 incling (UK), p. 156
 IndyFocus, Inc. (IN), p. 67
 Insight Culture (Ger.), p. 143
 InsightFarm Inc. (OR), p. 106
 Insights in Marketing (IL), p. 62
 iThoughts (UK), p. 157
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Leede Research (MN), p. 77
M3 Global Research (PA), p. 110
 Market Probe International, Inc. (NY), p. 92
 New England Marketing Research, Inc. (CT), p. 46
 Nordic Viewpoint (Sweden), p. 152
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Orman Guidance, Inc. (MN), p. 77
P2Sample (GA), p. 56
 Phase 5 (ON), p. 139
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
 Ready to Launch Research (CA), p. 33
 Recollective (Ramius Corporation) (QC), p. 137
 Second To None (MI), p. 74
 SFI Marketing Research Consultants (IL), p. 65
 Sivo Insights (MN), p. 78
 Talking Business, LLC (CA), p. 36
 TouchstoneResearch.com (CT), p. 46
 Track Opinion (India), p. 146
 20|20 (TN), p. 117
 Uwins Research Group (CA), p. 34
 Vase.ai (Malaysia), p. 148
 VegasFocus (NV), p. 82
 Verve North America Inc. (IL), p. 66
 Verve Partners Ltd (UK), p. 159
 ViewPoint Streaming LLC (CT), p. 47
 WebMD/Medscape Market Research (NY), p. 96
 Worldwide Market Research, Inc. (TX), p. 124

Quantitative Research

ABACO Marketing Research BRAZIL/USA (Brazil), p. 135
 Accurate Market Research, SA de CV (FL), p. 50
 Addison Research (NY), p. 87
 Advantage Market Intelligence SRL (Peru), p. 149
 Advantage Research, Inc. (WI), p. 132
 Aeffect, Inc. (IL), p. 58
 AG3 Consulting (Brazil), p. 136
 AgMetrics Research & Consulting (MO), p. 79
 AIS Market Research, Inc. (CA), p. 28
 Alternate Routes, Inc. (CA), p. 29
 ALTIANT (Formerly Red Carpet Research RCR) (Sweden), p. 152
 Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Answers & Insights Market Research (IN), p. 66
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
Ascribe (OH), p. 100
 ASMARQ Co., Ltd. (Japan), p. 147
 Asplor Research Private Limited (India), p. 145
 ATP Canada Software and Services Ltd. (ON), p. 138
 Axanteus Research (Singapore), p. 151
B2B International (NY), p. 87
 Baltimore Research, A Schlesinger Company (MD), p. 68
 Bauman Research & Consulting, LLC (NJ), p. 83
 Beall Research, Inc. (IL), p. 59
 Blueberry Marketing and Sensory Research (PA), p. 107
 Branded Research, Inc. (CA), p. 37
 Burke Institute (OH), p. 100
 C&F Market Research (MI), p. 73
C+R Research (IL), p. 59
 Campos (PA), p. 115
 CarterJMRN KK (Japan), p. 147
 Cascade Insights (OR), p. 105
 CEC Research (NJ), p. 83
 CMI (GA), p. 54
 CodingExperts (TX), p. 119
 Comiskey Research, Inc. (IL), p. 59
 Communications For Research, Inc. (MO), p. 79
 Concentrix (CA), p. 39
 ConneXion Research and Strategy (TX), p. 124
 Consumer Connections Research, LLC (WI), p. 130
 Consumer Focus LLC (TX), p. 119
Consumer Opinion Services, Inc. (WA), p. 128
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
 Customer Research International (TX), p. 118
 DataDiggers (QC), p. 140
 dataSpring (CA), p. 35
 The Dieringer Research Group, Inc. (WI), p. 132
 DLG Research & Marketing Solutions (TX), p. 124
 Downs & St. Germain Research (FL), p. 52
 Drive Research (NY), p. 96
 Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120
 Elemental Data Collection, Inc. (ON), p. 137
 Elevated Insights (CO), p. 42
 Escalent (MI), p. 73
 Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brasil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 EurekaFacts, LLC (MD), p. 47
 FCP Research Services LLC (PA), p. 115
 Flagship Research (CA), p. 37
Focus Pointe Global - Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 84
 Forte Research Group (NY), p. 90
 Fountainhead Brand Strategy (WI), p. 132
 FUEL (NY), p. 90
 FUEL CYCLE (CA), p. 30
 Full Circle Research, LLC (MD), p. 47
 Gaither International, Inc. (Puerto Rico), p. 150
 Galloway Research Service (TX), p. 126
 Geo Strategy Partners (GA), p. 55
 Global Data Collection Company (GDCC) (Netherlands), p. 148
 GlobaLexicon Translations (UK), p. 156
 GMO Research Inc. (Japan), p. 148
 GOGO Insights and Results (IL), p. 62

Gold Research, Inc. (TX), p. 126
 Gongos, Inc. (MI), p. 74
 Granite State Marketing Research, Inc. (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 Great Questions, LLC (MO), p. 79
 Headway Workforce Solutions (NC), p. 98
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Holborn Focus (UK), p. 156
 Honest Data (NC), p. 97
 I/H/R Research Group (NV), p. 81
 IGV Marktforschung GmbH (Ger.), p. 143
 Indiefield Ltd (UK), p. 156
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Information Specialists Group, Inc. (ISG) (MN), p. 76
 Infotools (New Zealand), p. 149
 Inkblot Analytics (MA), p. 71
 Inmedial Research Berlin/Germany (Ger.), p. 143
 Innovate (CA), p. 31
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
IntelliSurvey, Inc. (CA), p. 36
 Ironwood Insights Group, LLC (AZ), p. 27
Irwin Broh Research (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kadence International (Thailand), p. 153
 Kadence International (Vietnam), p. 160
 Kadence International (Singapore), p. 151
 Kadence International (Hong Kong), p. 144
 Kadence International (UK), p. 157
 Kadence International (Indonesia), p. 146
 Kadence International (India), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (MA), p. 71
 Kadence International (NY), p. 91
 Kelton Global (CA), p. 32
 Kudos Research (UK), p. 157
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Lexicon Branding (CA), p. 40
 Lighthouse Research Focus Center (UT), p. 126
 Lighthouse Research & Development, Inc. (UT), p. 126
 LivingLens (UK), p. 157
 M/A/R/C Research LLC (TX), p. 120
M3 Global Research (PA), p. 110
 MA PRAKTIKA Consumer Research (Russian Federation), p. 151
 Market Cube (SC), p. 116
 Market Insight Inc. (Barbados), p. 135
 Market Probe International, Inc. (NY), p. 92
 Market Resonance (India), p. 146
MAXimum Research, Inc. (NJ), p. 110
 Mediabarn Research (VA), p. 48
 MERCURY Research (Romania), p. 150
 Merkatodoteknia Research & Consulting (TX), p. 124
 Michigan Market Research (MI), p. 74
 Midwest Inquiry, LLC (MN), p. 77
 MKOR Market Opportunity Research (Romania), p. 150
 MMR Research Associates, Inc. (GA), p. 56
 Moore Research Services, Inc. (PA), p. 106
 The MSR Group (NE), p. 81
 Multivariate Solutions (NY), p. 92
Murray Hill National Dallas (TX), p. 122
 National Field & Focus, Inc. (MA), p. 72
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 N-equals Vietnam (Vietnam), p. 160
 Netquest (PA), p. 111
 New Markets Advisors (MA), p. 72
 Alan Newman Research (VA), p. 128
 NextON Services (United Arab Emirates), p. 153
 Nichols Research - San Francisco (CA), p. 40
 Nordic Viewpoint (Sweden), p. 152
Olson Research Group, Inc. (PA), p. 112
 100 Market Research (Mexico), p. 148
 Op4G (NH), p. 82
 Open Mind Strategy, LLC (NY), p. 92
P2Sample (GA), p. 56

Pacific Market Research (WA), p. 130
 Partners & Schorr (FL), p. 53
 Phase 5 (ON), p. 139
 Phoenix Marketing International (NY), p. 96
 Precision Research, Inc. (IL), p. 64
 Product Evaluations, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
 Punctum (Argentina), p. 135
 QRi Consulting (UK), p. 158
 Quest Mindshare (ON), p. 139
 Quester (IA), p. 67
 QuestionPro Audience (IL), p. 64
 Quick Tab Associates, Inc. (PA), p. 112
 Rabin Research Co. (IL), p. 65
 Rakuten Insight (Japan), p. 148
 Rakuten Insight (New York Office) (NY), p. 94
Raman Analytics, LLC (PA), p. 112
 Random Dynamic Resources (Nigeria), p. 149
 Rare Patient Voice, LLC (MD), p. 69
 RDI Sighthline (KY), p. 102
 Reckner Healthcare (PA), p. 113
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Reconnaissance Market Research (ReconMR) (TX), p. 125
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 ReRez (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 RLR Research & Analysis, Inc. (Philippines), p. 150
 Rockbridge Associates, Inc. (VA), p. 48
 Rosetta Studio International (ON), p. 139
 RRU Research - Fusion Focus (NY), p. 94
 Savanta (NY), p. 94
Sawtooth Software, Inc. (UT), p. 127
Schlesinger Quantitative (NJ), p. 85
 Schmidt Market Research (PA), p. 115
Schmiedl Marktforschung Berlin (Ger.), p. 144
Schmiedl Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
Schmiedl Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 Second To None (MI), p. 74
 Shugoll Research (MD), p. 48
 SIS International Research, Inc. (NY), p. 95
 Smarty Pants® (TN), p. 116
 Snap Surveys, Ltd. (NH), p. 83
 Spotlight Research (Poland), p. 150
 SR Research Consultant (MN), p. 78
 Steady Pace (Saudi Arabia), p. 151
 Stellar Strategic Services, Inc. (IL), p. 65
 Strategic Focus Research and Consultancy Ltd. (Hong Kong), p. 145
 Strategic Research Associates Spokane (WA), p. 130
 StrateSci Inc. (CA), p. 34
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 SurveyWriter (IL), p. 66
 Synergy Marketing Strategy and Research, Inc. (OH), p. 104
 Synergy Marketing Strategy and Research, Inc. (OH), p. 100
Telepoll Market Research (ON), p. 140
 3Q GLOBAL (FL), p. 54
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46
 Track Opinion (India), p. 146
 TRIA International Research & Consultancy (Turkey), p. 153
 Turtle Bay Institute, Inc. (NJ), p. 86
 TyHann Market Research (TX), p. 123
 U&I Collaboration (U&I) (NJ), p. 85
 UC Translations (NY), p. 95
 UniqueView (China), p. 141
 Untold Research (VA), p. 49
 Vase.ai (Malaysia), p. 148
 Verve North America Inc. (IL), p. 66
 Verve Partners Ltd (UK), p. 159
 Vocci, LLC (NC), p. 98
 Wakefield Research (VA), p. 49
 WebMD/Medscape Market Research (NY), p. 96
 Welcome Research (CA), p. 35
 Worldwide Market Research, Inc. (TX), p. 124
 xspert | Segmedica (NY), p. 86

Questionnaire Analysis

Ascribe (OH), p. 100
 Communications For Research, Inc. (MO), p. 79
 Curion, LLC (IL), p. 60
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 Inkblot Analytics (MA), p. 71
M3 Global Research (PA), p. 110
 Market Cube (SC), p. 116
 Open Mind Strategy, LLC (NY), p. 92
 Snap Surveys, Ltd. (NH), p. 83
 Untold Research (VA), p. 49

Readership Studies

Directions In Research, Inc. (CA), p. 37
 Erdos & Morgan, Inc. (NY), p. 89
Irwin Broh Research (IL), p. 62
 Readex Research (MN), p. 78

Recruiting-Qualitative

Access Insights (TN), p. 117
 Accurate Data Marketing, Inc. (IL), p. 58
 Ad Hoc Research (QC), p. 140
 Adbloom, Inc. (ON), p. 137
 Addison Research (NY), p. 87
 Adelman Research Group-A SurveyService Company (NY), p. 86
 Adler Weiner Research Chicago, Inc. (IL), p. 58
 Adler Weiner Research Lincolnwood, Inc. (IL), p. 58
 Adler Weiner Research Los Angeles, Inc. (CA), p. 29
 Adler Weiner Research Orange County, Inc. (CA), p. 35
 Advanced Focus – The Facility, NYC (NY), p. 87
 AIS Market Research, Inc. (CA), p. 28
 Amplify Research Partners, LLC (CA), p. 38
 Analysand Market Research (LA), p. 68
 AngelFish Fieldwork (UK), p. 153
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 Area Wide Market Research, Inc. (MD), p. 47
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 Ask Miami (FL), p. 51
 ASMARQ Co., Ltd. (Japan), p. 147
 Atkins Research Global, Inc. (CA), p. 29
 Axanteus Research (Singapore), p. 151
 Baltimore Research, A Schlesinger Company (MD), p. 68
BDI Research, A Schlesinger Company (Spain), p. 152
 Boulder Focus Center (CO), p. 42
 Campos (PA), p. 115
 Civicom Marketing Research Services (CT), p. 46
 ClearView Research - Orlando, Inc. (FL), p. 51
 ClearView Research, Inc. (IL), p. 59
 Communications For Research, Inc. (MO), p. 79
 Connected Research & Consulting, LLC (FL), p. 53
 Connecticut Connection - Hartford Research (CT), p. 45
ConsuMed Research, A Schlesinger Co. (France), p. 142
Consumer Opinion Services, Inc. (WA), p. 128
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
 CRC Research Inc- Downtown (ON), p. 138
 Criteria Fieldwork Ltd. (UK), p. 155
 Curion, LLC (IL), p. 60
 DataDiggers (QC), p. 140
 dataSpring (CA), p. 35
 Eastcoast Research (NC), p. 99
 Eastcoast Research (NC), p. 98
 Elevated Insights (CO), p. 42
 Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brasil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 EurekaFacts, LLC (MD), p. 47
 FieldGoals.US (PA), p. 106
 Fieldinitially - Brerapoint (Italy), p. 147
Fieldwork National Recruiting Ctr. (NRC) (IL), p. 61
 Flagship Research (CA), p. 37

Focus Crossroads (NJ), p. 83
 Focus Forward (PA), p. 108
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus On Boston - Suburban (MA), p. 71
 Focus On Boston - Waterfront (MA), p. 71
Focus Pointe Global - Boston (MA), p. 71
Focus Pointe Global - New Jersey (NJ), p. 83
Focus Pointe Global - Philadelphia (PA), p. 108
Focus Pointe Global - Phoenix (AZ), p. 26
Focus Pointe Global - San Francisco (CA), p. 40
 The Focus Room (NY), p. 89
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 FUEL (NY), p. 90
 Galloway Research Service (TX), p. 126
 Gatliff Brothers Insights (GA), p. 54
 The GlobalVision Insight Services (FL), p. 51
 GMO Research Inc. (Japan), p. 148
 Graff Group (MN), p. 76
 Great Blue Research, Inc. (CT), p. 45
 Hagen/Sinclair Research Recruiting Inc., Chico (CA), p. 28
 Headway Workforce Solutions (NC), p. 98
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Holborn Focus (UK), p. 156
 House of Marketing Research (CA), p. 31
 I/H/R Research Group (NV), p. 81
 IGV Marktforschung GmbH (Ger.), p. 143
 Indiefield Ltd (UK), p. 156
 IndyFocus, Inc. (IN), p. 67
 Information Specialists Group, Inc. (ISG) (MN), p. 76
 Inmedial Research Berlin/Germany (Ger.), p. 143
 Insight Loft (NY), p. 91
 Insight Space (CA), p. 38
 Insight Space (WA), p. 129
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Kadence International (Thailand), p. 153
 Kadence International (Singapore), p. 151
 Kadence International (Vietnam), p. 160
 Kadence International (Indonesia), p. 146
 Kadence International (UK), p. 157
 Kadence International (India), p. 146
 Kadence International (Hong Kong), p. 144
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (MA), p. 72
 Kadence International (MA), p. 71
 Leede Research (MN), p. 77
 LextantLabs (OH), p. 104
 Lisa Chiapetta & Associates (CA), p. 40
 Lucas Market Research, LLC (MO), p. 80
 LW Adler Weiner Research (CA), p. 32
 Market Cube (SC), p. 116
 Matrix Research, Inc. (IL), p. 63
 Matrix Research, Inc. (NY), p. 92
 Mazur/Zachow, Inc. (WI), p. 132
 Mediabarn Research (VA), p. 48
 MFORCE Research (IL), p. 63
 The MSR Group (NE), p. 81
Murray Hill National Dallas (TX), p. 122
 National Field & Focus, Inc. (MA), p. 72
 National Market Research & Recruiting, (TN), p. 117
 Netquest (PA), p. 111
 New England Marketing Research, Inc. (CT), p. 46
 New South Research (AL), p. 26
 Alan Newman Research (VA), p. 128
 Nichols Research - San Francisco (CA), p. 40
 Nordic Viewpoint (Sweden), p. 152
Olson Research Group, Inc. (PA), p. 112
 Opinion Search (MI), p. 74
 Opinions Unlimited - Houston (TX), p. 124
 Opinions, Ltd. - Headquarters (OH), p. 103
 Orman Guidance, Inc. (MN), p. 77
 OvationMR (NY), p. 93

Passerelles, A Schlesinger Co. (France), p. 142

Pittsburgh Speaks (PA), p. 115
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Precision Research, Inc. (IL), p. 64
 Qualitative Coordination (AB), p. 136
 Quick Test/Heakin (FL), p. 53
 RDI Sightline (KY), p. 102
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 Reckner Healthcare (PA), p. 113
 Recruit and Field Inc (NY), p. 94
 Research & Marketing Strategies, Inc. (NY), p. 96
 Research America Market Research Solutions (PA), p. 113
 Research Connections Pty Ltd (Australia), p. 135
The Research House, A Schlesinger Co. (UK), p. 158
The Research House Wimbledon (UK), p. 158
 Resolution Research® (CO), p. 44
 Richmond Focus Group Center (VA), p. 128
 RLR Research & Analysis, Inc. (Philippines), p. 150
 Rome Field & Research International (Italy), p. 147
 RRU Research - Fusion Focus (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 Scotti Research, Inc. (IL), p. 66
 Spotlight Research (CA), p. 33
 Strategic Research Associates Spokane (WA), p. 130
 SurveyHealthcare (NY), p. 95
 Synergy Marketing Strategy and Research, Inc. (OH), p. 104
 Synergy Marketing Strategy and Research, Inc. (OH), p. 100
 Taylor Research, Inc. (CA), p. 38
 TheMedicalPanel.com (CO), p. 44
 Think Group Austin (TX), p. 119
 Trusted Talent, LLC (CA), p. 37
 20|20 (TN), p. 117
 20|20 Research - Charlotte (NC), p. 97
 20|20 Research - Miami (FL), p. 51
 20|20 Research - Nashville (TN), p. 117
 Ulta Research Services LLC (IL), p. 66
 UniqueView (China), p. 141
 Vancouver Focus® (BC), p. 137
 WebMD/Medscape Market Research (NY), p. 96

Recruiting-Quantitative

Adbloom, Inc. (ON), p. 137
 Addison Research (NY), p. 87
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 ASMARQ Co., Ltd. (Japan), p. 147
 Axanteus Research (Singapore), p. 151
 Cint USA, Inc. (NY), p. 88
 Communications For Research, Inc. (MO), p. 79
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
 Curion, LLC (IL), p. 60
 dataSpring (CA), p. 35
 Eastcoast Research (NC), p. 99
 Eastcoast Research (NC), p. 98
 Elevated Insights (CO), p. 42
 EurekaFacts, LLC (MD), p. 47
Fieldwork National Recruiting Center (NRC) (IL), p. 61
Focus Pointe Global - Philadelphia (PA), p. 108
 Galloway Research Service (TX), p. 126
 Gatliff Brothers Insights (GA), p. 54
 GMO Research Inc. (Japan), p. 148
 Great Blue Research, Inc. (CT), p. 45
 Headway Workforce Solutions (NC), p. 98
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143

IGV Marktforschung GmbH (Ger.), p. 143
 Indiefield Ltd (UK), p. 156
 Insights Center, LLC (CO), p. 43
 Kadence International (MA), p. 72
 Lucas Market Research, LLC (MO), p. 80
 Matrix Research, Inc. (NY), p. 92
 Mediabarn Research (VA), p. 48
Murray Hill National Dallas (TX), p. 122
 National Field & Focus, Inc. (MA), p. 72
 National Market Research & Recruiting, (TN), p. 117
 Netquest (PA), p. 111
 Nordic Viewpoint (Sweden), p. 152
 Op4G (NH), p. 82
 Opinion Search (MI), p. 74
 OvationMR (NY), p. 93
P2Sample (GA), p. 56
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Quick Test/Heakin (FL), p. 53
 Reckner Healthcare (PA), p. 113
 Research America Market Research Solutions (PA), p. 113
 Resolution Research® (CO), p. 44
 Scotti Research, Inc. (IL), p. 66
 Spotlight Research (CA), p. 33
 Star City Research LLC (VA), p. 128
 Taylor Research, Inc. (CA), p. 38
 TheMedicalPanel.com (CO), p. 44
 Think Group Austin (TX), p. 119
 Trusted Talent, LLC (CA), p. 37
 Ulta Research Services LLC (IL), p. 66
 UniqueView (China), p. 141
 WebMD/Medscape Market Research (NY), p. 96

Report Writing Services

Babbletype, LLC (PA), p. 107
 Boulder Focus Center (CO), p. 42
 Curion, LLC (IL), p. 60
 EurekaFacts, LLC (MD), p. 47
 Ferman Innovation (FL), p. 50
 Gina Holub (PA), p. 108
 Lisa Chiapetta & Associates (CA), p. 40
 Lucidity Research, LLC (MD), p. 69
 Maryland Marketing Source, Inc. (MD), p. 69
 Multivariate Solutions (NY), p. 92
 SyncScript (PA), p. 114
 Tape To Type (CA), p. 38
 Untold Research (VA), p. 49
 Whaling Insights (NC), p. 99

Repositioning Studies

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Bauman Research & Consulting, LLC (NJ), p. 83
 Finch Brands (PA), p. 108
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Multivariate Solutions (NY), p. 92
 New Markets Advisors (MA), p. 72
 Open Mind Strategy, LLC (NY), p. 92
 Space Doctors Ltd (UK), p. 159
 Wyckoff Partners (CA), p. 35

Reputation Management Research

BestMark (MN), p. 75
 Intouch Insight (ON), p. 137

Sales Intelligence

Aurora WDC (WI), p. 132
 BestMark (MN), p. 75
 Satrix Solutions (AZ), p. 27
 Trusted Talent, LLC (CA), p. 37

Sampling

ASDE Survey Sampler (QC), p. 137
 Cint USA, Inc. (NY), p. 88
 Datatelligence Online, a division of CRG Global (FL), p. 50
 Gazelle Global Research (NY), p. 90
 GMO Research Inc. (Japan), p. 148
 Great Blue Research, Inc. (CT), p. 45
 Innovate (CA), p. 31
 Ironwood Insights Group, LLC (AZ), p. 27
 Lucid (LA), p. 68
 Market Cube (SC), p. 116
 Marketing Systems Group (PA), p. 110
 mo'web GmbH (Ger.), p. 144
 myCLEAROpinion Panel (MI), p. 74
 Netquest (PA), p. 111
 NextON Services (United Arab Emirates), p. 153
 OvationMR (NY), p. 93
P2Sample (GA), p. 56
 Quest Mindshare (ON), p. 139
 Reckner Healthcare (PA), p. 113
 Scientific Telephone Samples (CA), p. 36
 SDR Consulting (GA), p. 57
 SoapBoxSample (CA), p. 33
 SurveyMonkey Audience (CA), p. 42
 Symmetric, A Decision Analyst Company (TX), p. 123
Toluna (CT), p. 46
 Trusted Talent, LLC (CA), p. 37

Secondary/Desktop Research

Advantage Market Intelligence SRL (Peru), p. 149
 Axanteus Research (Singapore), p. 151
 CarterJMRN KK (Japan), p. 147
 Geo Strategy Partners (GA), p. 55
 GlobaLexicon Translations (UK), p. 156
 InfoTech Marketing (CO), p. 43
 Insight Culture (Ger.), p. 143
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Provoke Insights (NY), p. 93
 Track Opinion (India), p. 146

Segmentation Studies

Action Based Research, LLC (OH), p. 99
 Alternate Routes, Inc. (CA), p. 29
B2B International (IL), p. 58
B2B International (NY), p. 87
 Beall Research, Inc. (IL), p. 59
 Beehive Research Limited (UK), p. 154
 Beta Research Corporation (NY), p. 88
 BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 Campos (PA), p. 115
 Cascade Insights (OR), p. 105
 Chadwick Martin Bailey, Inc. (MA), p. 70
 City Research Solutions (WI), p. 132
 CMI (GA), p. 54
 ConneXion Research and Strategy (TX), p. 124
 Cooper Roberts Research, Inc. (CA), p. 39
 Decision Analyst, Inc. (TX), p. 120
 The Dieringer Research Group, Inc. (WI), p. 132
Dynata (TX), p. 120
 Escalent (MI), p. 73
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Geo Strategy Partners (GA), p. 55
 Great Blue Research, Inc. (CT), p. 45
 Heart + Mind Strategies (VA), p. 48
 Insights in Marketing (IL), p. 62
 Isobar Marketing Intelligence Practice (MA), p. 71

Kelton Global (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 LRW (CA), p. 32
 Mangen Research Associates, Inc. (MN), p. 77
 Market Analytics International, Inc. (NJ), p. 84
 MarketView Research (NJ), p. 84
 MarketVision Research® (OH), p. 102
 Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
 Multivariate Solutions (NY), p. 92
Olson Research Group, Inc. (PA), p. 112
 Open Mind Strategy, LLC (NY), p. 92
 Pacific Market Research (WA), p. 130
 Phase 5 (ON), p. 139
 Phoenix MRC Limited (UK), p. 158
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
Raman Analytics, LLC (PA), p. 112
 Research Rockstar Training & Staffing (MA), p. 73
 Rockbridge Associates, Inc. (VA), p. 48
 RTI Research (CT), p. 46
 Savanta (NY), p. 94
 Sivo Insights (MN), p. 78
 StrateSci Inc. (CA), p. 34
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 Vital Findings (CA), p. 34
 W5, Inc. (NC), p. 99
 Wakefield Research (VA), p. 49

Semiotics

CarterJMRN KK (Japan), p. 147
 Hall & Partners (UK), p. 156
 Punctum (Argentina), p. 135
 Quester (IA), p. 67
 Space Doctors Ltd (UK), p. 159
 Wyckoff Partners (CA), p. 35

Sensory Research

AnswerQuest, an Insights Center Facility (MA), p. 69
 Blueberry Marketing and Sensory Research (PA), p. 107
 CEC Research (NJ), p. 83
 City Research Solutions (WI), p. 132
 Contract Testing Inc. (ON), p. 138
 CRC Research Inc- Downtown (ON), p. 138
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Eastcoast Research (NC), p. 98
 Emotive Analytics (MO), p. 79
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 FieldGoals.US (PA), p. 106
 Focus World International, Inc. (NJ), p. 84
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Michigan Market Research (MI), p. 74
 National Field & Focus, Inc. (MA), p. 72
 Opinions, Ltd. - Headquarters (OH), p. 103
 Precision Research, Inc. (IL), p. 64
 ProSense Consumer Research Center (AZ), p. 28
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Westchester (NY), p. 94
 Shugoll Research (MD), p. 48
 Target Research Group Inc. (NY), p. 95
 360 Market Reach, Inc. (NY), p. 87
 Wyckoff Partners (CA), p. 35

Service Quality Measurement

Acorn Marketing and Research Consultants (Hong Kong), p. 144
 BestMark (MN), p. 75
 CaptureISG (FL), p. 53
 Customer Service Profiles (CSP) (NE), p. 80
DSG Associates (CA), p. 30
 The Dunvegan Group (NV), p. 81
Focus Pointe Global - Philadelphia (PA), p. 108

IntelliShop (OH), p. 105
Just The Facts, Inc. (IL), p. 62
 Market Analytics International, Inc. (NJ), p. 84
 Rockbridge Associates, Inc. (VA), p. 48
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SERVICE 800, Inc. (MN), p. 78
 Shoppers' View (MI), p. 75

Shopper Insights

Action Based Research, LLC (OH), p. 99
 Addison Research (NY), p. 87
 Beall Research, Inc. (IL), p. 59
 Bellomy (NC), p. 98
 BestMark (MN), p. 75
 BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Civicom Marketing Research Services (CT), p. 46
Dynata (TX), p. 120
 Evaluative Criteria, a division of CRG Global (NY), p. 89
 Explorer Research (IL), p. 60
Focus Pointe Global - Philadelphia (PA), p. 108
 Forte Research Group (NY), p. 90
 Gold Research, Inc. (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Headway Workforce Solutions (NC), p. 98
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Informed Decisions Group, Inc. (OH), p. 103
 Insights in Marketing (IL), p. 62
 IntelliShop (OH), p. 105
 Intouch Insight (ON), p. 137
 Isobar Marketing Intelligence Practice (MA), p. 71
 Kelton Global (CA), p. 32
 KNow Research (CA), p. 40
 Lucid (LA), p. 68
 MarketVision Research® (OH), p. 102
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Numerator (IL), p. 63
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Ready to Launch Research (CA), p. 33
 Recollective (Ramius Corporation) (QC), p. 137
 Research America Market Research Solutions (PA), p. 113
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 Shapard Research (OK), p. 105
 Sivo Insights (MN), p. 78
 SurveyMonkey Audience (CA), p. 42
 Target Research Group Inc. (NY), p. 95
 360 Market Reach, Inc. (NY), p. 87
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46
 Uwins Research Group (CA), p. 34
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 W5, Inc. (NC), p. 99
 Welcome Research (CA), p. 35

Site Selection Analysis

InfoTech Marketing (CO), p. 43
 Marketing Systems Group (PA), p. 110

Social Issue Research Consultation

Indochina Research Limited (Vietnam), p. 160
Just The Facts, Inc. (IL), p. 62

Kelton Global (CA), p. 32
 Untold Research (VA), p. 49

Social Media Research

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 Ann Michaels & Associates Ltd. (IL), p. 58
 Bauman Research & Consulting, LLC (NJ), p. 83
 Cirrus Marketing Intelligence (CA), p. 35
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
 DigitalMR Ltd. (UK), p. 155
 Discovery Research Group (UT), p. 126
 Doyle Research Associates, Inc. (IL), p. 60
 Elevated Insights (CO), p. 42
 Intouch Insight (ON), p. 137
 Kelton Global (CA), p. 32
 LRW (CA), p. 32
 OMI (Online Market Intelligence) (Russian Federation), p. 151
P2Sample (GA), p. 56
 SKIM (NJ), p. 85
 Spotlight Research (CA), p. 33
 SurveyMonkey Audience (CA), p. 42
 Target Research Group Inc. (NY), p. 95
Toluna (CT), p. 46
 VisionsLive Limited (UK), p. 160

Social Research

Bellomy (NC), p. 98
 EFFICIENCES3 (France), p. 142
Just The Facts, Inc. (IL), p. 62
 PortiCo Research Inc. (IL), p. 64
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 Untold Research (VA), p. 49

Software-Apps

ASKIA - Software for Surveys (New York) (NY), p. 87
 Cint USA, Inc. (NY), p. 88
 Dapresy (NH), p. 82
 incling (UK), p. 156
 Netquest (PA), p. 111
 Trusted Talent, LLC (CA), p. 37

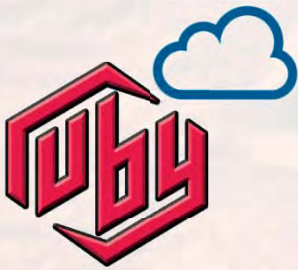
Software-Automated Reporting

ASKIA - Software for Surveys (New York) (NY), p. 87
 ATP Canada Software and Services Ltd. (ON), p. 138
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
 Dapresy (NH), p. 82
 Dashboard Vision (FL), p. 52
Dynata (TX), p. 120
 E-Tabs (UK), p. 155
 Infotools (New Zealand), p. 149
Red Centre Software Pty Ltd (Australia), p. 135
 Rosetta Studio International (ON), p. 139

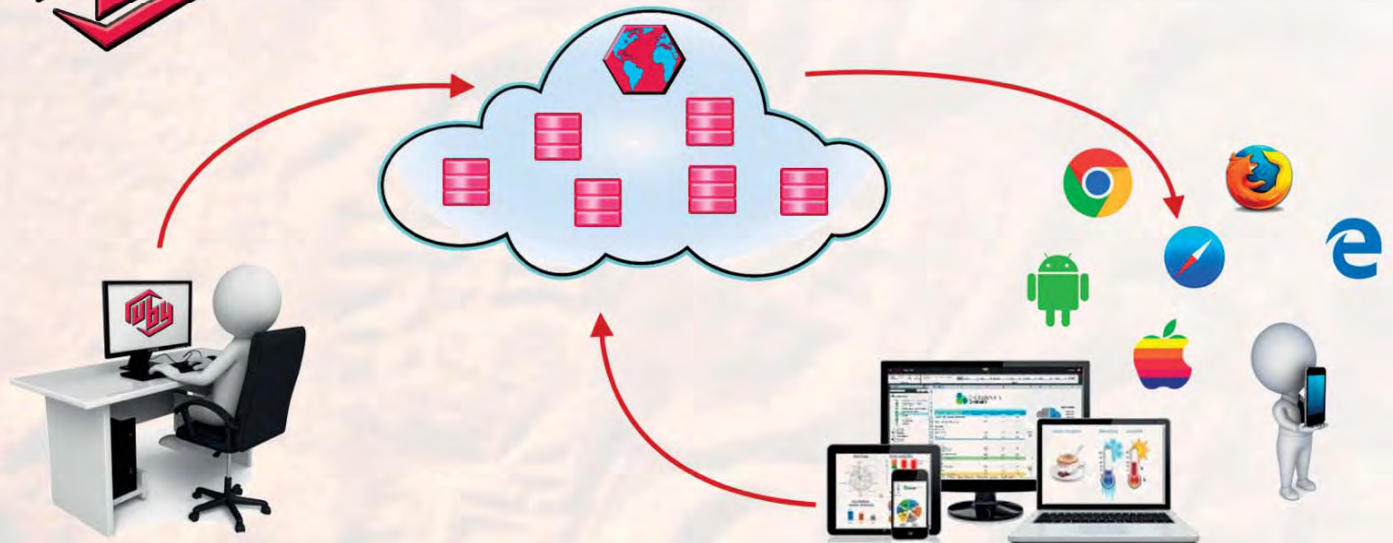
Software-CAPI (Computer Aided Personal Interviewing)

ASKIA - Software for Surveys (New York) (NY), p. 87
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
 Creoso Corporation (AZ), p. 26
 IdSurvey (Italy), p. 147
 NIPO (Netherlands), p. 149
Sawtooth Software, Inc. (UT), p. 127
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

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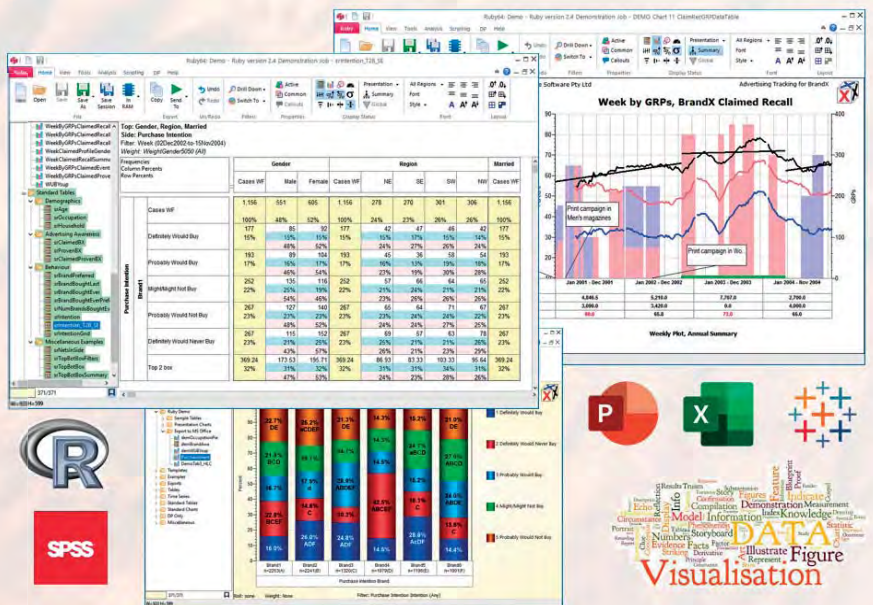


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Software-CATI (Telephone Interviewing)

The Analytical Group, Inc. (AZ), p. 26
 ASKIA - Software for Surveys (New York) (NY), p. 87
BDI Research, A Schlesinger Company (Spain), p. 152
 Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
 Global Data Collection Company (GDCC) (Netherlands), p. 148
 Great Blue Research, Inc. (CT), p. 45
 IdSurvey (Italy), p. 147
 Marketing Systems Group (PA), p. 110
 NIPO (Netherlands), p. 149
 SurveyHealthcare (NY), p. 95
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Software-Comprehensive Stat. Pkg.

Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
Red Centre Software Pty Ltd (Australia), p. 135

Software-Conjoint Analysis

Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
Sawtooth Software, Inc. (UT), p. 127

Software-Data Analysis

Ascribe (OH), p. 100
 ASKIA - Software for Surveys (New York) (NY), p. 87
 ATP Canada Software and Services Ltd. (ON), p. 138
 Aurora WDC (WI), p. 132
 Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
 Dapresy (NH), p. 82
 Great Blue Research, Inc. (CT), p. 45
 InfoTech Marketing (CO), p. 43
 Infotools (New Zealand), p. 149
IntelliSurvey, Inc. (CA), p. 36
 LivingLens (UK), p. 157
Red Centre Software Pty Ltd (Australia), p. 135
Sawtooth Software, Inc. (UT), p. 127

Software-Data Delivery Tools

ASKIA - Software for Surveys (New York) (NY), p. 87
 Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
 Dapresy (NH), p. 82
 Dashboard Vision (FL), p. 52
 Digital Taxonomy Ltd. (UK), p. 155
 E-Tabs (UK), p. 155
 IdSurvey (Italy), p. 147
 Infotools (New Zealand), p. 149
IntelliSurvey, Inc. (CA), p. 36
Red Centre Software Pty Ltd (Australia), p. 135

Software-Data Tabulation

The Analytical Group, Inc. (AZ), p. 26
Ascribe (OH), p. 100
 ASKIA - Software for Surveys (New York) (NY), p. 87
 Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
 Dapresy (NH), p. 82
 Dashboard Vision (FL), p. 52
 Great Blue Research, Inc. (CT), p. 45
 Infotools (New Zealand), p. 149
IntelliSurvey, Inc. (CA), p. 36
 Lucid (LA), p. 68
 Market Cube (SC), p. 116
Red Centre Software Pty Ltd (Australia), p. 135
 The Uncle Group, Inc. (CA), p. 34

Software-Database Management

Infotools (New Zealand), p. 149
 Marketing Systems Group (PA), p. 110
 MDSS, Inc. (IN), p. 67
Red Centre Software Pty Ltd (Australia), p. 135

Software-Mobile Surveys

Ascribe (OH), p. 100
 ASKIA - Software for Surveys (New York) (NY), p. 87
 Branded Research, Inc. (CA), p. 37
 Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
 Creoso Corporation (AZ), p. 26
 Great Blue Research, Inc. (CT), p. 45
 Intouch Insight (ON), p. 137
 NIPO (Netherlands), p. 149
 OMI (Online Market Intelligence) (Russian Federation), p. 151
Sawtooth Software, Inc. (UT), p. 127
 Snap Surveys, Ltd. (NH), p. 83
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 SurveyWriter (IL), p. 66
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 WestGroup Research (AZ), p. 28

Software-Online Qualitative

ASKIA - Software for Surveys (New York) (NY), p. 87
 BroadData Conferencing (KY), p. 67
 icanmakeitbetter (TX), p. 118
 incling (UK), p. 156

Software-Online Surveys

The Analytical Group, Inc. (AZ), p. 26
Ascribe (OH), p. 100
 ASKIA - Software for Surveys (New York) (NY), p. 87
 Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
 Creoso Corporation (AZ), p. 26
 Great Blue Research, Inc. (CT), p. 45
 icanmakeitbetter (TX), p. 118
 IdSurvey (Italy), p. 147
 Intouch Insight (ON), p. 137
 Market Cube (SC), p. 116
 Marketing Systems Group (PA), p. 110
 Netquest (PA), p. 111
 NIPO (Netherlands), p. 149
 OMI (Online Market Intelligence) (Russian Federation), p. 151
Sawtooth Software, Inc. (UT), p. 127
 Snap Surveys, Ltd. (NH), p. 83
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 SurveyWriter (IL), p. 66

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Toluna (CT), p. 46

TyHann Market Research (TX), p. 123
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Software-Qualitative

Aha! Online Qual Technology Platform (MI), p. 73
Ascribe (OH), p. 100
 ASKIA - Software for Surveys (New York) (NY), p. 87
 Aurora WDC (WI), p. 132
 Codigital (UK), p. 154
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
 incling (UK), p. 156
 MDSS, Inc. (IN), p. 67
 Quester (IA), p. 67
 Recollective (Ramius Corporation) (QC), p. 137
 20|20 (TN), p. 117
 VisionsLive Limited (UK), p. 160

Software-Research Dashboard

ASKIA - Software for Surveys (New York) (NY), p. 87
 Aurora WDC (WI), p. 132
 Codigital (UK), p. 154
 Dashboard Vision (FL), p. 52
 E-Tabs (UK), p. 155
 icanmakeitbetter (TX), p. 118
 Infotools (New Zealand), p. 149

Software-Sampling

ASDE Survey Sampler (QC), p. 137
 Cint USA, Inc. (NY), p. 88
 Innovate (CA), p. 31
 Marketing Systems Group (PA), p. 110
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46

Software-Survey Design & Analysis

ASKIA - Software for Surveys (New York) (NY), p. 87
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
 Creoso Corporation (AZ), p. 26
 IdSurvey (Italy), p. 147
 Infotools (New Zealand), p. 149
Sawtooth Software, Inc. (UT), p. 127
 Snap Surveys, Ltd. (NH), p. 83
 SurveyMonkey Audience (CA), p. 42
 SurveyWriter (IL), p. 66
 TyHann Market Research (TX), p. 123
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Software-Text Chat/SMS/IM Sessions

incling (UK), p. 156

Software-TURF Analysis

Sawtooth Software, Inc. (UT), p. 127

Spec Writing-CAPI

IdSurvey (Italy), p. 147

Spec Writing-CATI

IdSurvey (Italy), p. 147

Spec Writing-Web

Harmon Research Group, LLC (CA), p. 36
 IdSurvey (Italy), p. 147
 Savanta (NY), p. 94
 SurveyWriter (IL), p. 66

Sponsorship Research

Performance Research (RI), p. 115
 Phoenix Marketing International (NY), p. 96

Statistical Analysis

CATALYSTMR (CA), p. 38
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Decision Analyst, Inc. (TX), p. 120
 Great Blue Research, Inc. (CT), p. 45
 InfoTech Marketing (CO), p. 43
 Infotools (New Zealand), p. 149
 Intelligent Analytical Services (CA), p. 31
 IQS Research (KY), p. 68
 Mangen Research Associates, Inc. (MN), p. 77
 Market Probe International, Inc. (NY), p. 92
 Market Research Answers, Inc. (TX), p. 120
 Marketing Systems Group (PA), p. 110



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Multivariate Solutions (NY), p. 92
Olson Research Group, Inc. (PA), p. 112
 Phase 5 (ON), p. 139
 RDI Sightline (KY), p. 102
 Relevant Insights, LLC (TX), p. 122
 Research Rockstar Training & Staffing (MA), p. 73
 Savanta (NY), p. 94
 StrateSci Inc. (CA), p. 34
 The TabLab (OR), p. 106
 Untold Research (VA), p. 49

Statistical Research Consultation

Inkblot Analytics (MA), p. 71
 Marketing Systems Group (PA), p. 110
 Marketing Workshop (GA), p. 56
 Multivariate Solutions (NY), p. 92
Sawtooth Software, Inc. (UT), p. 127
 StrateSci Inc. (CA), p. 34

Store Audits

BestMark (MN), p. 75
 C&F Market Research (MI), p. 73
 Cirrus Marketing Intelligence (CA), p. 35
 Comiskey Research, Inc. (IL), p. 59
 Confero, Inc. (NC), p. 98
 CRC Research Inc- Downtown (ON), p. 138
DSG Associates (CA), p. 30
 FieldGoals.US (PA), p. 106
 Gold Research, Inc. (TX), p. 126
 Headway Workforce Solutions (NC), p. 98
 IntelliShop (OH), p. 105
 Intouch Insight (ON), p. 137
 Market Analytics International, Inc. (NJ), p. 84
 Opinions, Ltd. - Headquarters (OH), p. 103
 RQA, Inc. (IL), p. 65
Schlesinger Group New Jersey (NJ), p. 85
 Wallace Data & Marketing Services (IN), p. 67

Store Control Tests

Gold Research, Inc. (TX), p. 126
 Informed Decisions Group, Inc. (OH), p. 103
 Opinions, Ltd. - Headquarters (OH), p. 103
Schlesinger Group New Jersey (NJ), p. 85

Store Simulation Studies

Explorer Research (IL), p. 60
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Informed Decisions Group, Inc. (OH), p. 103
 Opinions, Ltd. - Headquarters (OH), p. 103
 Product Ventures (CT), p. 44

Strategic Marketing

BestMark (MN), p. 75
 Geo Strategy Partners (GA), p. 55
 InfoTech Marketing (CO), p. 43
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 Lexicon Branding (CA), p. 40
 Olivetree Insights (OH), p. 102
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
 SurveyMonkey Audience (CA), p. 42
 U&I Collaboration (U&I) (NJ), p. 85

Strategy Research

Alternate Routes, Inc. (CA), p. 29
 Aurora WDC (WI), p. 132

BestMark (MN), p. 75
 Campos (PA), p. 115
 The Center for Strategy Research, Inc. (MA), p. 70
 Consumer Truth® Ltd (IL), p. 59
 Daniel Research Group (MA), p. 70
 Geo Strategy Partners (GA), p. 55
 Great Blue Research, Inc. (CT), p. 45
 Heart + Mind Strategies (VA), p. 48
 Honest Data (NC), p. 97
 Inkblot Analytics (MA), p. 71
 Insight Culture (Ger.), p. 143
 Insights in Marketing (IL), p. 62
IntelliSurvey, Inc. (CA), p. 36
 Isobar Marketing Intelligence Practice (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Kelton Global (CA), p. 32
 KNow Research (CA), p. 40
 Line of Sight Group (MN), p. 77
 Market Cube (SC), p. 116
 Multivariate Solutions (NY), p. 92
 New Markets Advisors (MA), p. 72
 Open Mind Strategy, LLC (NY), p. 92
 Panoptika Inc. (ON), p. 139
 Provoke Insights (NY), p. 93
 Pursue Research (MA), p. 72
 Quester (IA), p. 67
 Research Solutions, Inc. (WI), p. 133
 Rockbridge Associates, Inc. (VA), p. 48
 Savanta (NY), p. 94
 SIS International Research, Inc. (NY), p. 95
 Space Doctors Ltd (UK), p. 159
 Sundberg-Ferar, Inc. (MI), p. 75
 SurveyMonkey Audience (CA), p. 42
 The Research Alliance (TRA) (Indonesia), p. 146
 Wyckoff Partners (CA), p. 35

Survey Design

Bazis B2B Field (IL), p. 58
 Burke Institute (OH), p. 100
 Cascade Insights (OR), p. 105
 Communications For Research, Inc. (MO), p. 79
 Confero, Inc. (NC), p. 98
 Consumer Research Corp. (MN), p. 76
 Customer Service Profiles (CSP) (NE), p. 80
 Galloway Research Service (TX), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Market Cube (SC), p. 116
 Market Research Answers, Inc. (TX), p. 120
 Maryland Marketing Source, Inc. (MD), p. 69
 Multivariate Solutions (NY), p. 92
 National Market Research & Recruiting, (TN), p. 117
 Open Mind Strategy, LLC (NY), p. 92
 Quest Mindshare (ON), p. 139
 Relevant Insights, LLC (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
 Research Rockstar Training & Staffing (MA), p. 73
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 Snap Surveys, Ltd. (NH), p. 83
 SSRS (PA), p. 114
 Steady Pace (Saudi Arabia), p. 151
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 The TabLab (OR), p. 106
 TRIA International Research & Consultancy (Turkey), p. 153
 Untold Research (VA), p. 49

Syndicated Research

Axanteus Research (Singapore), p. 151
C+R Research (IL), p. 59
 Consumer Logic Research (OK), p. 105
 Dashboard Vision (FL), p. 52
Dynata (TX), p. 120

Escalent (MI), p. 73
 Great Blue Research, Inc. (CT), p. 45
 Phoenix Marketing International (NY), p. 96
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Savanta (NY), p. 94

Taste Test Facility

Ad Hoc Research (QC), p. 140
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 Curion, LLC (IL), p. 60
 Insight Space (CA), p. 38
 Insight Space (WA), p. 129
 Intact Qualitative Research (CA), p. 40
 National Field & Focus, Inc. (MA), p. 72
 New England Interviewing (NH), p. 82
 New South Research (AL), p. 26
 Precision Research, Inc. (IL), p. 64
 Research America Market Research Solutions (PA), p. 113
 VegasFocus (NV), p. 82

Taste Tests

Access Insights (TN), p. 117
 Addison Research (NY), p. 87
 Adelman Research Group-A SurveyService Company (NY), p. 86
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 Baltimore Research, A Schlesinger Company (MD), p. 68
 Beta Research Corporation (NY), p. 88
C&C Market Research (AR), p. 28
 C&F Market Research (MI), p. 73
C+R Research (IL), p. 59
 Canadian Viewpoint Inc. (ON), p. 138
 CEC Research (NJ), p. 83
 City Research Solutions (WI), p. 132
 Concepts In Focus (aka RDTeam-South) (FL), p. 50
 ConneXion Research and Strategy (TX), p. 124
 Consumer Connections Research, LLC. (WI), p. 130
 Contract Testing Inc. (ON), p. 138
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
Creative Consumer Research - Houston (TX), p. 124
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
 Directions Research, Inc. (OH), p. 100
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 FieldGoals.US (PA), p. 106
 Flagship Research (CA), p. 37
 Focus & Testing, An Insights Center Facility (CA), p. 30
 Focus Crossroads (NJ), p. 83
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus On Boston - Suburban (MA), p. 71
 Focus On Boston - Waterfront (MA), p. 71
 Focus Suites of New York (NY), p. 90
 Focus Suites of Philadelphia (PA), p. 108
FOCUSCOPE, Inc. (IL), p. 62
 Fountainhead Brand Strategy (WI), p. 132
 Galloway Research Service (TX), p. 126
 Herron Associates, Inc. (FL), p. 52
 Herron Associates, Inc. (IN), p. 66
 Herron Associates, Inc. (IN), p. 67
 House of Marketing Research (CA), p. 31
 Insight Loft (NY), p. 91
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Lucas Market Research, LLC (MO), p. 80
 MarketVision Research® (OH), p. 102
 National Field & Focus, Inc. (MA), p. 72
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Nichols Research - San Francisco (CA), p. 40
 Opinions, Ltd. - Headquarters (OH), p. 103

Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Precision Research, Inc. (IL), p. 64
 ProSense Consumer Research Center (AZ), p. 28
 PVR Research, Inc. (GA), p. 56
 Qualitative Coordination (AB), p. 136
 Quick Test/Heakin (FL), p. 53
 RazorFocus (CT), p. 46
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 Research America Market Research Solutions (PA), p. 113
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 Resolution Research® (CO), p. 44
 RTI Research (CT), p. 46
Schlesinger Group New Jersey (NJ), p. 85
 TasteMakers Research Group (CA), p. 34
 Taylor Research, Inc. (CA), p. 38
 20/20 Research - Charlotte (NC), p. 97
 Wyckoff Partners (CA), p. 35

Telephone Interviewing/CATI

Addison Research (NY), p. 87
 AIS Market Research, Inc. (CA), p. 28
 Anthology Marketing Group – Research (HI), p. 57
 Ask Miami (FL), p. 51
 Asplor Research Private Limited (India), p. 145
B2B International (UK), p. 154
 BroadData Conferencing (KY), p. 67
C&C Market Research (AR), p. 28
 Canadian Viewpoint Inc. (ON), p. 138
 Clear Insights Group (UT), p. 126
Consumer Opinion Services, Inc. (WA), p. 128
 Customer Research International (TX), p. 118
 Customer Service Profiles (CSP) (NE), p. 80
 Davis Research, LLC (CA), p. 30
 Directions In Research, Inc. (CA), p. 37
 Discovery Research Group (UT), p. 126
 Dynamic Fieldwork Ltd (UK), p. 155
Dynata (TX), p. 120
 Elemental Data Collection, Inc. (ON), p. 137
 Elliott Benson Research (CA), p. 37
 Flagship Research (CA), p. 37
 Focus Crossroads (NJ), p. 83
 Focus World International, Inc. (NJ), p. 84
 Focus World International, Inc. - Europe (France), p. 142
 Galloway Research Service (TX), p. 126
 Geo Strategy Partners (GA), p. 55
 Global Data Collection Company (GDCC) (Netherlands), p. 148
Global Survey (India), p. 145
 Great Blue Research, Inc. (CT), p. 45
 Harmon Research Group, LLC (CA), p. 36
 Headway Workforce Solutions (NC), p. 98
 Herron Associates, Inc. (IN), p. 66
 House of Marketing Research (CA), p. 31
 I/H/R Research Group (NV), p. 81
 IGV Marktforschung GmbH (Ger.), p. 143
 Indiefield Ltd (UK), p. 156
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Infomine Healthcare Research (Egypt), p. 142
 Information Specialists Group, Inc. (ISG) (MN), p. 76
 Interviewing Service of America, LLC - HQ (CA), p. 31
 IQR Limited (UK), p. 157
Issues and Answers Network, Inc. (VA), p. 127
Just The Facts, Inc. (IL), p. 62
 Kadence International (Thailand), p. 153
 Kadence International (Singapore), p. 151
 Kadence International (India), p. 146
 Kadence International (Indonesia), p. 146

Kadence International (Hong Kong), p. 144
 Kadence International (UK), p. 157
 Kadence International (MA), p. 72
 Kudos Research (UK), p. 157
 Lighthouse Research & Development, Inc. (UT), p. 126
 Lighthouse Research Focus Center (UT), p. 126
 The Logit Group, Inc. (ON), p. 139
 LW Adler Weiner Research (CA), p. 32
M3 Global Research (PA), p. 110
 Marcom-China.com Company Ltd. (China), p. 141
 MarketVision Research® (OH), p. 102
 Maryland Marketing Source, Inc. (MD), p. 69
MAXimum Research, Inc. (NJ), p. 110
 MERCURY Research (Romania), p. 150
Mindfield – Tech Innovation and Audience Insights (WV), p. 130
 The MSR Group (NE), p. 81
 New South Research (AL), p. 26
 NIPO (Netherlands), p. 149
 Observation Baltimore (MD), p. 69
 1Lotus Marketing Research Services (India), p. 146
 Opinion Access, LLC. (NY), p. 92
 Opinions, Ltd. - Headquarters (OH), p. 103
 Optima Research Group (NY), p. 93
 Partners & Schorr (FL), p. 53
 Personal Marketing Research, Inc. (IA), p. 67
 Personal Opinion, Inc. (KY), p. 68
 Phoenix MRC Limited (UK), p. 158
 Pittsburgh Speaks (PA), p. 115
 Precision Opinion (NV), p. 82
 QUALWORLD (NC), p. 97
 Rare Patient Voice, LLC (MD), p. 69
 RDI Sightline (KY), p. 102
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Reconnaissance Market Research (ReconMR) (TX), p. 125
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Research America Market Research Solutions (PA), p. 113
 The Research Edge®, LLC (MN), p. 78
The Research House, A Schlesinger Co. (UK), p. 158
 ResearchSIX, LLC (TX), p. 123
 RLR Research & Analysis, Inc. (Philippines), p. 150
 RONIN International (UK), p. 158
Schlesinger Group Atlanta (GA), p. 56
Schlesinger Group Boston (MA), p. 72
Schlesinger Group Chicago (IL), p. 65
Schlesinger Group Dallas (TX), p. 123
Schlesinger Group Los Angeles (CA), p. 33
Schlesinger Group New Jersey (NJ), p. 85
Schlesinger Group Philadelphia (PA), p. 114
Schlesinger Group San Francisco (CA), p. 41
 Schmidt Market Research (PA), p. 115
Schmiedl Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 Second To None (MI), p. 74
 SERVICE 800, Inc. (MN), p. 78
 SNG Research Corporation (MN), p. 78
 Spotlight Research (CA), p. 33
 Steady Pace (Saudi Arabia), p. 151
 Strategic Research Associates Spokane (WA), p. 130
 Taylor Research, Inc. (CA), p. 38
Telepoll Market Research (ON), p. 140
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96
 Ward Research, Inc. (HI), p. 57
 WBA Research (MD), p. 49
 Welcome Research (CA), p. 35
 WestGroup Research (AZ), p. 28
 Wiese Research Associates, Inc. (NE), p. 81
 Worldwide Market Research, Inc. (TX), p. 124

Telephone Number Look-Ups

ASDE Survey Sampler (QC), p. 137
 Marketing Systems Group (PA), p. 110
 Scientific Telephone Samples (CA), p. 36

Telephone/Mail/Telephone Studies

Ascendancy Research - Your Inner Circle Partner (MN), p. 75
C+R Research (IL), p. 59
 Comiskey Research, Inc. (IL), p. 59
 Customer Research International (TX), p. 118
 Customer Service Profiles (CSP) (NE), p. 80
 M. Davis & Company, Inc. (PA), p. 107
 Great Blue Research, Inc. (CT), p. 45
 I/H/R Research Group (NV), p. 81
 Interviewing Service of America, LLC - HQ (CA), p. 31
Just The Facts, Inc. (IL), p. 62
Olson Research Group, Inc. (PA), p. 112
 Opinion Access, LLC. (NY), p. 92
 Reconnaissance Market Research (ReconMR) (TX), p. 119
 Reconnaissance Market Research (ReconMR) (TX), p. 125
 Reconnaissance Market Research (ReconMR) (TX), p. 126
 Reconnaissance Market Research (ReconMR) (TX), p. 126
Schlesinger Group New Jersey (NJ), p. 85
 SNG Research Corporation (MN), p. 78
 Spotlight Research (CA), p. 33
 SSRS (PA), p. 114
Telepoll Market Research (ON), p. 140
 3Q GLOBAL (FL), p. 54
 Voxco Survey Software (QC), p. 140
 Voxco Survey Software - Europe (France), p. 142
 Voxco Survey Software - U.S. (NY), p. 96

Test Kitchen

Access Insights (TN), p. 117
 Addison Research (NY), p. 87
 Adelman Research Group-A SurveyService Company (NY), p. 86
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 Area Wide Market Research, Inc. (MD), p. 47
 Ascendancy Research - Your Inner Circle Partner (MN), p. 75
 C&F Market Research (MI), p. 73
 CEC Research (NJ), p. 83
 City Research Solutions (WI), p. 132
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
Fieldwork Minneapolis (MN), p. 76
 Focus & Testing, An Insights Center Facility (CA), p. 30
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus World International, Inc. (NJ), p. 84
 Gaiher International, Inc. (Puerto Rico), p. 150
 Galloway Research Service (TX), p. 126
 Herron Associates, Inc. (FL), p. 52
 Herron Associates, Inc. (IN), p. 66
 Herron Associates, Inc. (IN), p. 67
 Insights Center, LLC (CO), p. 43
 i-view (UK), p. 157
 Michigan Market Research (MI), p. 74
 National Field & Focus, Inc. (MA), p. 72
 Observation Baltimore (MD), p. 69
 Precision Research, Inc. (IL), p. 64
 Product Evaluations, Inc. (IL), p. 64
 PVR Research, Inc. (GA), p. 56
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 Research Design Team, Inc. (RDTeam) (PA), p. 114
Schlesinger Group New Jersey (NJ), p. 85
 Taylor Research, Inc. (CA), p. 38

Test-Market Research

FieldGoals.US (PA), p. 106
Forza Insights Group, LLC (CA), p. 36
Just The Facts, Inc. (IL), p. 62
 Market Cube (SC), p. 116
 Opinion Search (MI), p. 74

Text Analytics

Ascribe (OH), p. 100

BestMark (MN), p. 75
The Center for Strategy Research, Inc. (MA), p. 70
Concentrix (CA), p. 39
Digital Taxonomy Ltd. (UK), p. 155
Discovery Research Group (UT), p. 126
Intouch Insight (ON), p. 137
Nuance (TX), p. 122
Quester (IA), p. 67
StrateSci Inc. (CA), p. 34
3Q GLOBAL (FL), p. 54

Text/SMS Surveys

Intouch Insight (ON), p. 137
SMS Insights (NV), p. 82

Theater Counts & Research

CarterJMRN KK (Japan), p. 147
Gold Research, Inc. (TX), p. 126
Opinions, Ltd. - Headquarters (OH), p. 103

Tracking Research

Acorn Marketing and Research Consultants (Hong Kong), p. 144
AgMetrics Research & Consulting (MO), p. 79
Beall Research, Inc. (IL), p. 59
Beehive Research Limited (UK), p. 154
C+R Research (IL), p. 59
Chadwick Martin Bailey, Inc. (MA), p. 70
Clarity Pharma Research (SC), p. 116
Directions In Research, Inc. (CA), p. 37
Directions Research, Inc. (OH), p. 100
Dynata (TX), p. 120
Flying Horse Communication (MT), p. 80
Gold Research, Inc. (TX), p. 126
Great Blue Research, Inc. (CT), p. 45
Hall & Partners (UK), p. 156
Honest Data (NC), p. 97
IGV Marktforschung GmbH (Ger.), p. 143
Illumination – A Radius Global Market Research co. (OH), p. 102
Inkblot Analytics (MA), p. 71
Innovate (CA), p. 31
Insights in Marketing (IL), p. 62
Isobar Marketing Intelligence Practice (MA), p. 71
Kelton Global (CA), p. 32
Lighthouse Research Focus Center (UT), p. 126
Lighthouse Research & Development, Inc. (UT), p. 126
LRW (CA), p. 32
Market Research Answers, Inc. (TX), p. 120
MarketView Research (NJ), p. 84
MSW-ARS Research (NY), p. 92
NAXION (PA), p. 111
Netquest (PA), p. 111
Olson Research Group, Inc. (PA), p. 112
OMI (Online Market Intelligence) (Russian Federation), p. 151
100 Market Research (Mexico), p. 148
Opinion Access, LLC. (NY), p. 92
Phoenix Marketing International (NY), p. 96
Precision Opinion (NV), p. 82
Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
RDI Sightline (KY), p. 102
Reconnaissance Market Research (ReconMR) (TX), p. 119
Research America Market Research Solutions (PA), p. 113
RTI Research (CT), p. 46

Russell Research, Inc. (NJ), p. 84
Savanta (NY), p. 94
SERVICE 800, Inc. (MN), p. 78
Sivo Insights (MN), p. 78
360 Market Reach, Inc. (NY), p. 87
Vision One Research (UK), p. 159
Vision One Research Ltd. (UK), p. 160
W5, Inc. (NC), p. 99
Wakefield Research (VA), p. 49
WebMD/Medscape Market Research (NY), p. 96
Welcome Research (CA), p. 35

Trade Audits

Gold Research, Inc. (TX), p. 126

Trade Surveys

Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
Market Cube (SC), p. 116

Traffic Studies

Headway Workforce Solutions (NC), p. 98
Market Cube (SC), p. 116

Training

ath Power Consulting Corporation (MA), p. 70
BestMark (MN), p. 75
Burke Institute (OH), p. 100
Olivetree Insights (OH), p. 102
Provoke Insights (NY), p. 93
Research Rockstar Training & Staffing (MA), p. 73
RIVA Market Research & Training Inst. (MD), p. 48
Shoppers' View (MI), p. 75
University of Georgia/MRII (GA), p. 54

Transcription Services

Ascribe (OH), p. 100
Babbletype, LLC (PA), p. 107
BroadData Conferencing (KY), p. 67
CETRA Language Solutions (PA), p. 107
Civicom Marketing Research Services (CT), p. 46
EurekaFacts, LLC (MD), p. 47
Focus Forward (PA), p. 108
Focus Forward Transcription (PA), p. 108
FocusVision (NY), p. 90
G3 Translate (NY), p. 90
Global Accent (CO), p. 44
GloLexicon Translations (UK), p. 156
Gordon Transcripts, Inc. (MD), p. 68
Jolly Road Productions (CA), p. 32
J-S Martin Transcription Resources (CA), p. 32
Language Insight (UK), p. 157
Language Insight (NY), p. 91
Multilingual Connections (IL), p. 63
Premier Transcription Service (TX), p. 122
RP Translate (UK), p. 159
Schlesinger Transcription Services (PA), p. 114
Superior DataWorks, LLC (TN), p. 117
SyncScript (PA), p. 114
Tape To Type (CA), p. 38

Translation/Interpreting Services

Ascribe (OH), p. 100
Babbletype, LLC (PA), p. 107
BroadData Conferencing (KY), p. 67
CETRA Language Solutions (PA), p. 107
Civicom Marketing Research Services (CT), p. 46
Dynata (TX), p. 120
EurekaFacts, LLC (MD), p. 47
Fieldinitally - Brerapoint (Italy), p. 147

Focus Forward (PA), p. 108
G3 Translate (NY), p. 90
Gazelle Global Research (NY), p. 90
Global Accent (CO), p. 44
GloLexicon Translations (UK), p. 156
Insight Loft (NY), p. 91

J-S Martin Transcription Resources (CA), p. 32

Language Insight (UK), p. 157
Language Insight (NY), p. 91
Multilingual Connections (IL), p. 63
RP Translate (UK), p. 159
SurveyMonkey Audience (CA), p. 42
SyncScript (PA), p. 114
UC Translations (NY), p. 95
Worldbridge Language Services (CA), p. 35

Usability Lab

Curion, LLC (IL), p. 60
Explorer Research (IL), p. 60
Fieldinitally - Brerapoint (Italy), p. 147
Insight Space (CA), p. 38
Insight Space (WA), p. 129
New England Marketing Research, Inc. (CT), p. 46
Phase 5 (ON), p. 139
Precision Research, Inc. (IL), p. 64
Rome Field & Research International (Italy), p. 147

Usability Testing

Access Insights (TN), p. 117
Acorn Marketing and Research Consultants (Hong Kong), p. 144
Adler Weiner Research Chicago, Inc. (IL), p. 58
Adler Weiner Research Lincolnwood, Inc. (IL), p. 58
Adler Weiner Research Los Angeles, Inc. (CA), p. 29
Adler Weiner Research Orange County, Inc. (CA), p. 35
Aeffect, Inc. (IL), p. 58
Amplify Research Partners, LLC (CA), p. 38
Angelfish Fieldwork (UK), p. 153
AnswerQuest, an Insights Center Facility (MA), p. 69
AOC Marketing Research (NC), p. 97
Ascendancy Research - Your Inner Circle Partner (MN), p. 75
Beggs & Associates (NY), p. 87
Blink UX (WA), p. 128
C+R Research (IL), p. 59
Campos (PA), p. 115
Cascade Insights (OR), p. 105
CEC Research (NJ), p. 83
ClearView Research - Orlando, Inc. (FL), p. 51
ConsuMed Research, A Schlesinger Co. (France), p. 142
Consumer Connections Research, LLC. (WI), p. 130
CRC Research Inc (BC), p. 137
CRC Research Inc (QC), p. 140
CRC Research Inc - Midtown (ON), p. 138
Curion, LLC (IL), p. 60
Elevated Insights (CO), p. 42
Elliott Benson Research (CA), p. 37
Escalent (MI), p. 73
Eurofins Sensory, Consumer and Product Research (CA), p. 39
Eurofins Sensory, Consumer and Product Research (MN), p. 76
eVOC Insights, LLC (CA), p. 39
Explorer Research (IL), p. 60
First Insights (IL), p. 61
First Insights (NY), p. 89
Focus Crossroads (NJ), p. 83
Focus Groups of Cleveland, Inc. (OH), p. 103
Focus Suites of New York (NY), p. 90
Focus Suites of Philadelphia (PA), p. 108
FOCUSCOPE, Inc. (IL), p. 62
FUEL CYCLE (CA), p. 30
Gold Research, Inc. (TX), p. 126
Great Blue Research, Inc. (CT), p. 45
Group Dynamics in Focus, Inc. (PA), p. 108
Holborn Focus (UK), p. 156
Horowitz Research (NY), p. 91
icanmakeitbetter (TX), p. 118
IdeaSuite (OR), p. 106
The Insight Lab (MO), p. 79

Insight Loft (NY), p. 91
 Insights in Marketing (IL), p. 62
 Interaction Experience (CO), p. 140
Interactive Video Productions, LLC (NJ), p. 84
 i-view (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Leede Research (MN), p. 77
 LextantLabs (OH), p. 104
 Lisa Chiapetta & Associates (CA), p. 40
 LW Adler Weiner Research (CA), p. 32
 Matrix Research, Inc. (NY), p. 92
 Mediabarn Research (VA), p. 48
 Michigan Market Research (MI), p. 74
 Moore Research Services, Inc. (PA), p. 106
 National Field & Focus, Inc. (MA), p. 72
 Nichols Research - San Francisco (CA), p. 40
 1Lotus Marketing Research Services (India), p. 146
 Opinion Search (MI), p. 74
Passerelles, A Schlesinger Company (France), p. 142
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 Product Ventures (CT), p. 44
 ProSense Consumer Research Center (AZ), p. 28
 PVR Research, Inc. (GA), p. 56
 RazorFocus (CT), p. 46
 Reckner Facilities: Milwaukee (WI), p. 133
 Reckner Facilities: Philadelphia MSA (PA), p. 112
 Reckner Facilities: Westchester (NY), p. 94
 Relevant Insights, LLC (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
The Research House, A Schlesinger Co. (UK), p. 158
The Research House Wimbledon (UK), p. 158
 Rome Field & Research International (Italy), p. 147
 RRD Marketing Solutions (OH), p. 104
 Seratti Group (CA), p. 41
 Shugoli Research (MD), p. 48
 Star City Research LLC (VA), p. 128
 Stat One Research (GA), p. 57
 Storybrand Consulting (CA), p. 34
 Sundberg-Ferar, Inc. (MI), p. 75
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 Think Group Austin (TX), p. 119
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46
 20|20 Research - Charlotte (NC), p. 97
 20|20 Research - Miami (FL), p. 51
 20|20 Research - Nashville (TN), p. 117
 US Research Recruiting & Facilities, LLC (WI), p. 133
 Usability Resources Inc. (MA), p. 72
 ViewPoint Streaming LLC (CT), p. 47
 Wyckoff Partners (CA), p. 35

Validation-Respondent

Spotlight Research (CA), p. 33

Video Recording

CarterJMRN KK (Japan), p. 147
 Elevated Insights (CO), p. 42
 Great Blue Research, Inc. (CT), p. 45
 incling (UK), p. 156
 Insight Loft (NY), p. 91
Interactive Video Productions, LLC (NJ), p. 84
 Jolly Road Productions (CA), p. 32
 LivingLens (UK), p. 157

Virtual Reality

Blink UX (WA), p. 128
 Curion, LLC (IL), p. 60
 Explorer Research (IL), p. 60
 Insight Space (CA), p. 38
 Insight Space (WA), p. 129

www.quirks.com

Tobii Pro (VA), p. 48

Warranty Card Analysis

Just The Facts, Inc. (IL), p. 62

Wearables/Sensors

Explorer Research (IL), p. 60

Website Analysis

Ameritest - Chicago (Br) (IL), p. 58
 Ameritest/CY Research (NM), p. 86
 ChildResearch.com (CT), p. 45
 eVOC Insights, LLC (CA), p. 39
 First Insights (NY), p. 89
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Netquest (PA), p. 111
Olson Research Group, Inc. (PA), p. 112
 Phase 5 (ON), p. 139
 RRD Marketing Solutions (OH), p. 104
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46

Website Usability

CarterJMRN KK (Japan), p. 147
 Civicom Marketing Research Services (CT), p. 46
 DO Research, Inc. (NY), p. 89
 Explorer Research (IL), p. 60
 Gold Research, Inc. (TX), p. 126

Great Blue Research, Inc. (CT), p. 45
 incling (UK), p. 156
 Insight Culture (Ger.), p. 143
 Market Analytics International, Inc. (NJ), p. 84
 Opinion Search (MI), p. 74
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 SKOPOS Insight Group (Europe) (UK), p. 159

Woman-Owned

Beta Research Corporation (NY), p. 88
 Confero, Inc. (NC), p. 98
 Dashboard Vision (FL), p. 52
 The Dieringer Research Group, Inc. (WI), p. 132
 Explorer Research (IL), p. 60
 Gina Holub (PA), p. 108
 Insight Loft (NY), p. 91
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 LBR Insight, Inc. (PA), p. 110
 Market Analytics International, Inc. (NJ), p. 84
 Motivo consulting - div. of Strategic Directions Group, Inc. (MN), p. 777
 Multilingual Connections (IL), p. 63
 National Field & Focus, Inc. (MA), p. 72
 Olivetree Insights (OH), p. 102
 Opinion Search (MI), p. 74
 Panoptika Inc. (ON), p. 139
 PortiCo Research Inc. (IL), p. 64
 Punctum (Argentina), p. 135
 Pursue Research (MA), p. 72
 Superior DataWorks, LLC (TN), p. 117
 Untold Research (VA), p. 49

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Industries/Market Cross-Index

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Advertising Agencies	203	Executives/Management.....	208	Mothers-Expectant	215
Aerospace	203	Exercise and Fitness.....	208	Native American	215
Affluent/Wealthy	203	Fast-Food Industry.....	209	Newspapers/Magazines.....	215
African-American.....	203	Film/Movie.....	209	Non-Profit/Fund Raising.....	215
Agriculture/Agribusiness.....	203	Financial/Investment/Banks.....	209	Nurses.....	215
Air Travelers	203	Foods/Nutrition	209	Nursing Homes.....	215
Airlines	203	Fragrance Industry.....	210	Office Products	215
Apparel/Accessories/Textiles	203	Gaming/Casinos.....	210	Outdoor Gear	215
Arts and Culture.....	203	Gay & Lesbian/LGBTQ	210	Packaged Goods.....	215
Asian	203	Generation Baby Boomers.....	210	Paper & Related Products	216
Associations	204	Generation X.....	210	Parents.....	216
Automotive	204	Generation Y/Millennials	210	Patients	216
Automotive Aftermarket	204	Generation Z.....	210	Pet Foods/Supplies	216
Beverage	204	Government.....	210	Pet Owners.....	216
Bio-Technology.....	204	Grocery/Supermarkets.....	210	Petroleum Products	216
Building Materials/Products	204	Health & Beauty Aids	210	Pharmaceutical Product.....	216
Business-To-Business	204	Health Care.....	211	Pharmacies/Drug Stores	217
Candy/Confectionery.....	205	Health Care Products-Natural.....	211	Pharmacists.....	217
Cannabis/CBD.....	205	Higher Education	211	Physicians	217
Cereals.....	205	High-Tech.....	212	Printing.....	217
Chemical Industry.....	205	Hispanic	212	Public Affairs	218
Children.....	205	Home Improvement/DIY	212	Public Relations	218
College Students.....	206	Hospitality Industry	212	Publishing.....	218
Communications.....	206	Hospitals.....	212	Radio	218
Computer-Hardware	206	Household Products/Services.....	212	Real Estate/Development.....	218
Computers.....	206	Housing	212	Religion/Churches.....	218
Computer-Software	206	Human Resources/Organizational Dev.....	212	Restaurants/Food Service	218
Construction Industry.....	206	Information Technology (IT).....	212	Retailing	218
Construction-Residential.....	206	Insurance.....	213	Seniors/Mature	218
Consumer Durables	206	International Firms.....	213	Shopping Centers	218
Consumer Services.....	206	Internet/Web	213	Sporting Goods	219
Consumers	206	Lawn & Garden.....	213	Sports.....	219
Convenience Store.....	207	Lawyers.....	213	Teens	219
Cosmetics.....	207	Legal	213	Telecommunications.....	219
CPAs/Financial Advisors.....	207	Leisure	213	Television	220
Dentists	207	Managed Care	214	Television-Cable/Satellite.....	220
Direct Marketing/Direct Response.....	207	Manufacturing	214	Theme Parks	220
E-commerce.....	207	Mass Merchandisers.....	214	Tourism	220
Education	208	Meat Industry	214	Toys	220
Educators (Schools/Teachers).....	208	Media	214	Trade Show/Conventions	220
Electronics.....	208	Medical.....	214	Transportation	220
Employees.....	208	Medical/Surgical Products	214	Travel	220
Entertainment.....	208	Middle-Eastern	215	Utilities/Energy.....	220
Entrepreneurs/Small Business	208	Military	215	Veterinary Medicine	220
Environmental.....	208	Mothers.....	215		

Advertising Agencies

A & K Research, Inc. (MI), p. 73
 Advantage Research, Inc. (WI), p. 132
 AgMetrics Research & Consulting (MO), p. 79
Ascribe (OH), p. 100
 Associated Global Market Research (UK), p. 154
B2B International (NY), p. 87
 Babblytype, LLC (PA), p. 107
 Brandspeak Limited (UK), p. 154
C+R Research (IL), p. 59
 Campos (PA), p. 115
 Codigital (UK), p. 154
 Confirmity (NY), p. 88
 Confirmity - London (UK), p. 154
 Criteria Fieldwork Ltd. (UK), p. 155
 The Dieringer Research Group, Inc. (WI), p. 132
 DLG Research & Marketing Solutions (TX), p. 124
Dynata (TX), p. 120
 Erdos & Morgan, Inc. (NY), p. 89
 E-Tabs (UK), p. 155
 EurekaFacts, LLC (MD), p. 47
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
 Frieden Qualitative Services (CA), p. 30
 FUEL (NY), p. 90
 Geo Strategy Partners (GA), p. 55
 GMO Research Inc. (Japan), p. 148
 Great Blue Research, Inc. (CT), p. 45
 Hartt and Mind Market Research (CT), p. 45
 Honest Data (NC), p. 97
 Horowitz Research (NY), p. 91
 I/H/R Research Group (NV), p. 81
 Insights in Marketing (IL), p. 62
 Isurus Market Research and Consulting (MA), p. 71
J-S Martin Transcription Resources (CA), p. 32
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 The Key Group, Inc. (MD), p. 69
 Krämer Marktforschung GmbH (Ger.), p. 143
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Lucid (LA), p. 68
 Magnet, Inc. Brand Planning (RI), p. 116
 Marketing Workshop (GA), p. 56
 Merkadoteknia Research & Consulting (TX), p. 124
 Moore Research Services, Inc. (PA), p. 106
 Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
 The MSR Group (NE), p. 81
 The Petrullo Consultants, Inc. (MO), p. 80
 Provoke Insights (NY), p. 93
 Research America Market Research Solutions (PA), p. 113
RIVA Market Research & Training Institute (MD), p. 48
 Savanta (NY), p. 94
 Service Performance Group, Inc. (NC), p. 99
 Signet Research (NJ), p. 85
 StrateSci Inc. (CA), p. 34
 SunResearch (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
 SurveyUSA® (NJ), p. 85
 Targoz Market Research (TN), p. 117
 The Research Alliance (TRA) (Indonesia), p. 146
 Tobii Pro (VA), p. 48
 Vision One Research (UK), p. 159
 W5, Inc. (NC), p. 99

Aerospace

B2B International (NY), p. 87
 Savanta (NY), p. 94

Affluent/Wealthy

ALTIANT (Formerly Red Carpet Research RCR) (Sweden), p. 152
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bernstein Research Group, Inc. (CT), p. 46
C+R Research (IL), p. 59
 The Center for Strategy Research, Inc. (MA), p. 70

Curion, LLC (IL), p. 60
 Erdos & Morgan, Inc. (NY), p. 89
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Geo Strategy Partners (GA), p. 55
 Group Dynamics in Focus, Inc. (PA), p. 108
 Hartt and Mind Market Research (CT), p. 45
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Intact Qualitative Research (CA), p. 40
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Lucid (LA), p. 68
 Magnet, Inc. Brand Planning (RI), p. 116
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Opinions, Ltd. - Headquarters (OH), p. 103
 Performance Research (RI), p. 115
 Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Savanta (NY), p. 94
Toluna (CT), p. 46

African-American

Access Insights (TN), p. 117
 Atkins Research Global, Inc. (CA), p. 29
C+R Research (IL), p. 59
Creative Consumer Research – Houston (TX), p. 124
 Curion, LLC (IL), p. 60
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 Group Dynamics in Focus, Inc. (PA), p. 108
 Horowitz Research (NY), p. 91
 Innovate (CA), p. 31
 Interviewing Service of America, LLC - HQ (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Lucas Market Research, LLC (MO), p. 80
 MFORCE Research (IL), p. 63
 New American Dimensions (CA), p. 32
 Opinions, Ltd. - Headquarters (OH), p. 103
 Performance Research (RI), p. 115
 Precision Research, Inc. (IL), p. 64
 QualOne Research (CA), p. 33
 ReRez (TX), p. 122
 Research Explorers™, Inc. (IL), p. 65
RIVA Market Research & Training Institute (MD), p. 48
 RRU Research - Fusion Focus (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 361 Degrees Consulting, Inc. (China), p. 141
 361 Degrees Consulting, Inc. (CA), p. 34

Agriculture/Agribusiness

Access Insights (TN), p. 117
 AG3 Consulting (Brazil), p. 136
 AgMetrics Research & Consulting (MO), p. 79
 at random international (Ger.), p. 142
 Bazis B2B Field (IL), p. 58
 Communications For Research, Inc. (MO), p. 79
 Curion, LLC (IL), p. 60
 Customer Lifecycle, LLC (IL), p. 60
Forza Insights Group, LLC (CA), p. 36
 Geo Strategy Partners (GA), p. 55
 Kadence International (Philippines), p. 149
 Kadence International (MA), p. 72
 Millennium Research, Inc. (MN), p. 77
Olson Research Group, Inc. (PA), p. 112

Personal Marketing Research, Inc. (IA), p. 67
 Research America Market Research Solutions (PA), p. 113
 Rose Research (FL), p. 54

Air Travelers

C+R Research (IL), p. 59
 Confero, Inc. (NC), p. 98
 Criteria Fieldwork Ltd. (UK), p. 155
Dynata (TX), p. 120
 Frieden Qualitative Services (CA), p. 30
J-S Martin Transcription Resources (CA), p. 32
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94

Airlines

Criteria Fieldwork Ltd. (UK), p. 155
Dallas By Definition (TX), p. 120
 DLG Research & Marketing Solutions (TX), p. 124
Dynata (TX), p. 120
 First Insights (NY), p. 89
 Frieden Qualitative Services (CA), p. 30
 Jackson Adept Research - Beverly Hills (CA), p. 31
 ReRez (TX), p. 122
 Savanta (NY), p. 94
 SurveyMonkey Audience (CA), p. 42

Apparel/Accessories/Textiles

C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 ChildResearch.com (CT), p. 45
 Insight Strategy Group (NY), p. 91
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Provoke Insights (NY), p. 93
 Quixote Group (NC), p. 98
 Savanta (NY), p. 94
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
 TouchstoneResearch.com (CT), p. 46
 Uwins Research Group (CA), p. 34

Arts and Culture

Aeffect, Inc. (IL), p. 58
J-S Martin Transcription Resources (CA), p. 32
 Performance Research (RI), p. 115
 Ready to Launch Research (CA), p. 33
 Research Explorers™, Inc. (IL), p. 65
 Savanta (NY), p. 94
 WIT Consulting, LLC (DC), p. 49

Asian

Atkins Research Global, Inc. (CA), p. 29
C+R Research (IL), p. 59
Creative Consumer Research – Houston (TX), p. 124
 Curion, LLC (IL), p. 60
 Database Analysts Ltd. (ON), p. 138
 Focus World International, Inc. (NJ), p. 84
 GMO Research Inc. (Japan), p. 148
 Horowitz Research (NY), p. 91
 House of Marketing Research (CA), p. 31
 Interviewing Service of America, LLC - HQ (CA), p. 31
 Jackson Adept Research - Beverly Hills (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Lucid (LA), p. 68
 New American Dimensions (CA), p. 32
 Precision Research, Inc. (IL), p. 64
 ReRez (TX), p. 122
 RRU Research - Fusion Focus (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 361 Degrees Consulting, Inc. (China), p. 141
 361 Degrees Consulting, Inc. (CA), p. 34
 3Q GLOBAL (FL), p. 54
 Worldbridge Language Services (CA), p. 35

Associations

Aeffect, Inc. (IL), p. 58
 Ann Michaels & Associates Ltd. (IL), p. 58
 Artemis Strategy Group, LLC (DC), p. 47
C+R Research (IL), p. 59
 Corona Insights (CO), p. 42
 Derham Marketing Research Pty. Ltd. (Australia), p. 135
DSG Associates (CA), p. 30
 EurekaFacts, LLC (MD), p. 47
 FocusVision (NY), p. 90
 Geo Strategy Partners (GA), p. 55
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Magnet, Inc. Brand Planning (RI), p. 116
 MDC Research (OR), p. 106
 Performance Research (RI), p. 115
 Phase 5 (ON), p. 139
 Provoke Insights (NY), p. 93
 Readex Research (MN), p. 78
 Rockbridge Associates, Inc. (VA), p. 48
 Signet Research (NJ), p. 85
 Targoz Market Research (TN), p. 117
 Untold Research (VA), p. 49
 Vault Consulting, LLC (VA), p. 49
 WBA Research (MD), p. 49
 WIT Consulting, LLC (DC), p. 49

Automotive

Accurate Market Research, SA de CV (FL), p. 50
 Addison Research (NY), p. 87
 AG3 Consulting (Brazil), p. 136
 Alternate Routes, Inc. (CA), p. 29
 AnswerQuest, an Insights Center Facility (MA), p. 69
Ascribe (OH), p. 100
 ASK Global Universal Ltd (UK), p. 154
 Asplor Research Private Limited (India), p. 145
 Atkins Research Global, Inc. (CA), p. 29
B2B International (NY), p. 87
 Babblytype, LLC (PA), p. 107
 Frances Bauman Associates (NJ), p. 83
 Brandspeak Limited (UK), p. 154
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 CATALYSTMR (CA), p. 38
 Cirrus Marketing Intelligence (CA), p. 35
 Clear Insights Group (UT), p. 126
 Confero, Inc. (NC), p. 98
 Davis Research, LLC (CA), p. 30
 Directions In Research, Inc. (CA), p. 37
 DLG Research & Marketing Solutions (TX), p. 124
 Doyle Research Associates, Inc. (IL), p. 60
DSG Associates (CA), p. 30
Dynata (TX), p. 120
 EFFICIENCE3 (France), p. 142
 Escalent (MI), p. 73
 E-Tabs (UK), p. 155
 Explorer Research (IL), p. 60
 First Insights (IL), p. 61
 First Insights (NY), p. 89
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
 Frieden Qualitative Services (CA), p. 30
 FUEL (NY), p. 90
 Futurethinking - London (UK), p. 156
 Geo Strategy Partners (GA), p. 55
 Hall & Partners (UK), p. 156
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 I/H/R Research Group (NV), p. 81
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
J-S Martin Transcription Resources (CA), p. 32
 JTN Research Ltd (Bulgaria), p. 136
Just The Facts, Inc. (IL), p. 62
 Kadence International (Philippines), p. 149
 Kadence International (NY), p. 91
 Kantar Philippines, Inc. (Philippines), p. 150
 Krämer Marktforschung GmbH (Ger.), p. 143

Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 LextantLabs (OH), p. 104
 Lucid (LA), p. 68
 LW Adler Weiner Research (CA), p. 32
 Market Probe International, Inc. (NY), p. 92
 MDC Research (OR), p. 106
 Michigan Market Research (MI), p. 74
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Phoenix Marketing International (NY), p. 96
 PortiCo Research Inc. (IL), p. 64
 Precision Research, Inc. (IL), p. 64
 QRi Consulting (UK), p. 158
 QualOne Research (CA), p. 33
 Quester (IA), p. 67
 Research America Market Research Solutions (PA), p. 113
 RP Translate (UK), p. 159
 Savanta (NY), p. 94
Schmiedl Marktforschung Berlin (Ger.), p. 144
 Second To None (MI), p. 74
 Shoppers' View (MI), p. 75
 SKOPOS Insight Group (Europe) (UK), p. 159
 Space Doctors Ltd (UK), p. 159
 Storybrand Consulting (CA), p. 34
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46

Automotive Aftermarket

Geo Strategy Partners (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Precision Research, Inc. (IL), p. 64
 Savanta (NY), p. 94
 Second To None (MI), p. 74

Beverage

Alternate Routes, Inc. (CA), p. 29
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 ASK Global Universal Ltd (UK), p. 154
B2B International (NY), p. 87
 Frances Bauman Associates (NJ), p. 83
C+R Research (IL), p. 59
 Cabrera Marketing Research Services, LLC (CT), p. 45
 Camille Carlin Qualitative Research, LLC (NY), p. 88
 CarterJMRN KK (Japan), p. 147
 Catalyx (Switzerland), p. 153
 ChildResearch.com (CT), p. 45
 City Research Solutions (WI), p. 132
 Communications For Research, Inc. (MO), p. 79
 Confero, Inc. (NC), p. 98
 Consumer Connections Research, LLC. (WI), p. 130
 Contract Testing Inc. (ON), p. 138
 Criteria Fieldwork Ltd. (UK), p. 155
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 DLG Research & Marketing Solutions (TX), p. 124
 Doyle Research Associates, Inc. (IL), p. 60
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Explorer Research (IL), p. 60
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
Forza Insights Group, LLC (CA), p. 36
 Frieden Qualitative Services (CA), p. 30
 FUEL CYCLE (CA), p. 30
 GlobalLexicon Translations (UK), p. 156
 Great Blue Research, Inc. (CT), p. 45
 Hall & Partners (UK), p. 156
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Informed Decisions Group, Inc. (OH), p. 103
 Innovate (CA), p. 31
 Insight Strategy Group (NY), p. 91
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62

Jackson Adept Research Encino/Los Angeles (CA), p. 31
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Kantar Philippines, Inc. (Philippines), p. 150
 Lucas Market Research, LLC (MO), p. 80
 Lucid (LA), p. 68
 myCLEARopinion Panel (MI), p. 74
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RDI Sightline (KY), p. 102
 Research America Market Research Solutions (PA), p. 113
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 RQA, Inc. (IL), p. 65
 RTi Research (CT), p. 46
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SKIM (Singapore), p. 152
 SKIM (Costa Rica), p. 142
 SKIM (Netherlands), p. 149
 SKIM (UK), p. 159
 SKIM (Brazil), p. 136
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
 Tobii Pro (VA), p. 48
 TouchstoneResearch.com (CT), p. 46
 U&I Collaboration (U&I) (NJ), p. 85
 Wyckoff Partners (CA), p. 35

Bio-Technology

AgMetrics Research & Consulting (MO), p. 79
B2B International (NY), p. 87
 BroadData Conferencing (KY), p. 67
 Clarity Pharma Research (SC), p. 116
 dohney.com - market research (UK), p. 155
 The Dominion Group, Inc. (VA), p. 47
 Group Dynamics in Focus, Inc. (PA), p. 108
 Healogix, LLC (PA), p. 110
J-S Martin Transcription Resources (CA), p. 32
 Magnet, Inc. Brand Planning (RI), p. 116
Olson Research Group, Inc. (PA), p. 112
 Reckner Healthcare (PA), p. 113

Building Materials/Products

Communications For Research, Inc. (MO), p. 79
 Geo Strategy Partners (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 myCLEARopinion Panel (MI), p. 74
 NAXION (PA), p. 111
 Precision Research, Inc. (IL), p. 64
 Savanta (NY), p. 94
 U&I Collaboration (U&I) (NJ), p. 85

Business-To-Business

Access Insights (TN), p. 117
 Addison Research (NY), p. 87
 Adelman Research Group-A SurveyService Company (NY), p. 86
 Advantage Research, Inc. (WI), p. 132
 Aeffect, Inc. (IL), p. 58
 AIM/LA (CA), p. 29
 Albar Research (Brazil), p. 136
 Ann Michaels & Associates Ltd. (IL), p. 58
 ASK Global Universal Ltd (UK), p. 154

Associated Global Market Research (UK), p. 154
B2B International (IL), p. 58
B2B International (NY), p. 87
 Bazis B2B Field (IL), p. 58
 Branded Research, Inc. (CA), p. 37
 Brandspeak Limited (UK), p. 154
 BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
 Campos (PA), p. 115
 CaptureISG (FL), p. 53
 CATALYSTMR (CA), p. 38
 Catalyx (Switzerland), p. 153
 Cirrus Marketing Intelligence (CA), p. 35
 Clear Insights Group (UT), p. 126
 CMI (GA), p. 54
 Communications For Research, Inc. (MO), p. 79
 Confero, Inc. (NC), p. 98
 Confirmat (NY), p. 88
 Confirmat - London (UK), p. 154
 Connected Research & Consulting, LLC (FL), p. 53
ConsuMed Research, A Schlesinger Co. (France), p. 142
Creative Consumer Research – Houston (TX), p. 124
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Customer Lifecycle, LLC (IL), p. 60
 Customer Service Profiles (CSP) (NE), p. 80
Dallas By Definition (TX), p. 120
 Daniel Research Group (MA), p. 70
 Database Analysts Ltd. (ON), p. 138
 Derham Marketing Research Pty. Ltd. (Australia), p. 135
 Directions In Research, Inc. (CA), p. 37
 Discovery Research Group (UT), p. 126
 DO Research, Inc. (NY), p. 89
 Doyle Research Associates, Inc. (IL), p. 60
 The Dunvegan Group (NV), p. 81
Dynata (TX), p. 120
 Emotive Analytics (MO), p. 79
 Erdos & Morgan, Inc. (NY), p. 89
 Escalent (MI), p. 73
 E-Tabs (UK), p. 155
 EurekaFacts, LLC (MD), p. 47
 First Insights (NY), p. 89
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus Forward (PA), p. 108
 Focus Groups of Cleveland, Inc. (OH), p. 103
 The Focus Room (NY), p. 89
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 FUEL (NY), p. 90
 Geo Strategy Partners (GA), p. 55
 Gina Holub (PA), p. 108
 Great Blue Research, Inc. (CT), p. 45
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Hall & Partners (UK), p. 156
 Honest Data (NC), p. 97
 I/H/R Research Group (NV), p. 81
 InfoTech Marketing (CO), p. 43
 Innovate (CA), p. 31
 Interface Research & Strategy (Australia), p. 135
Irwin Broh Research (IL), p. 62
 Isurus Market Research and Consulting (MA), p. 71
 iThoughts (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kadence International (India), p. 146
 Kadence International (Indonesia), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (Thailand), p. 153
 Kadence International (Singapore), p. 151
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (UK), p. 157
 Kadence International (Hong Kong), p. 144
 Kadence International (MA), p. 72
 Kadence International (MA), p. 71
 Krämer Marktforschung GmbH (Ger.), p. 143
 Kudos Research (UK), p. 157
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Lucid (LA), p. 68
 LW Adler Weiner Research (CA), p. 32
M3 Global Research (PA), p. 110
 Market Analytics International, Inc. (NJ), p. 84
MAXimum Research, Inc. (NJ), p. 110
 MDC Research (OR), p. 106
 Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
 mo'web GmbH (Ger.), p. 144
 The MSR Group (NE), p. 81
 myCLEARopinion Panel (MI), p. 74
 NAXION (PA), p. 111
 Observation Baltimore (MD), p. 69
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Opinions, Ltd. - Headquarters (OH), p. 103
 OvationMR (NY), p. 93
 Panoptika Inc. (ON), p. 139
Passerelles, A Schlesinger Company (France), p. 142
 The Petruccio Consultants, Inc. (MO), p. 80
 Phase 5 (ON), p. 139
 Phoenix Marketing International (NY), p. 96
 Phoenix MRC Limited (UK), p. 158
 Pittsburgh Speaks (PA), p. 115
 Platinum Research (Italy), p. 147
 Precision Research, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
 Pursue Research (MA), p. 72
 QualCore.com Inc. (MN), p. 78
 Ready to Launch Research (CA), p. 33
 Recruit and Field Inc (NY), p. 94
 ReRez (TX), p. 122
 The Research Edge®, LLC (MN), p. 78
The Research House, A Schlesinger Company (UK), p. 158
The Research House Wimbledon (UK), p. 158
 RP Translate (UK), p. 159
 RRU Research - Fusion Focus (NY), p. 94
 RTi Research (CT), p. 46
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
Schlesinger Quantitative (NJ), p. 85
Schmiedl Marktforschung Berlin (Ger.), p. 144
Schmiedl Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
Schmiedl Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 Scientific Telephone Samples (CA), p. 36
 Second To None (MI), p. 74
 Signet Research (NJ), p. 85
 SIS International Research, Inc. (NY), p. 95
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 SoapBoxSample (CA), p. 33
 Stat One Research (CA), p. 57
 SurveyGizmo (CO), p. 42
 SurveyHealthcare (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
 Targoz Market Research (TN), p. 117
Toluna (CT), p. 46
 Turtle Bay Institute, Inc. (NJ), p. 86
 Vault Consulting, LLC (VA), p. 49
 W5, Inc. (NC), p. 99
 Whaling Insights (NC), p. 99

Candy/Confectionery

C+R Research (IL), p. 59
 ChildResearch.com (CT), p. 45
 City Research Solutions (WI), p. 132
 Criteria Fieldwork Ltd. (UK), p. 155
 Curion, LLC (IL), p. 60
 Explorer Research (IL), p. 60
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Informed Decisions Group, Inc. (OH), p. 103
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41

Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 TouchstoneResearch.com (CT), p. 46
 U&I Collaboration (U&I) (NJ), p. 85

Cannabis/CBD

C+R Research (IL), p. 59
 Consumer Logic Research (OK), p. 105
 Ready to Launch Research (CA), p. 33
 ROA, Inc. (IL), p. 65
 SoapBoxSample (CA), p. 33

Cereals

AnswerQuest, an Insights Center Facility (MA), p. 69
C+R Research (IL), p. 59
 Catalyx (Switzerland), p. 153
 ChildResearch.com (CT), p. 45
 City Research Solutions (WI), p. 132
 Criteria Fieldwork Ltd. (UK), p. 155
 Explorer Research (IL), p. 60
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Informed Decisions Group, Inc. (OH), p. 103
 Insights Center, LLC (CO), p. 43
Just The Facts, Inc. (IL), p. 62
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 ReRez (TX), p. 122
 TouchstoneResearch.com (CT), p. 46

Chemical Industry

AgMetrics Research & Consulting (MO), p. 79
B2B International (NY), p. 87
 Communications For Research, Inc. (MO), p. 79
 Geo Strategy Partners (GA), p. 55
 GlobalLexicon Translations (UK), p. 156
Olson Research Group, Inc. (PA), p. 112
 Savanta (NY), p. 94

Children

Access Insights (TN), p. 117
 BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 Camille Carlin Qualitative Research, LLC (NY), p. 88
 Catalyx (Switzerland), p. 153
 ChildResearch.com (CT), p. 45
 Consumer Connections Research, LLC. (WI), p. 130
Creative Consumer Research – Houston (TX), p. 124
 CRG Global, Inc. (FL), p. 50
 First Insights (NY), p. 89
 Focus & Testing, An Insights Center Facility (CA), p. 30
FOCUSCOPE, Inc. (IL), p. 62

Group Dynamics in Focus, Inc. (PA), p. 108
 Insight Strategy Group (NY), p. 91
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Leede Research (MN), p. 77
 Lucid (LA), p. 68
 LW Adler Weiner Research (CA), p. 32
 Quick Test/Heakin (FL), p. 53
 Ready to Launch Research (CA), p. 33
Schlesinger Group New Jersey (NJ), p. 85
 Second To None (MI), p. 74
 Smarty Pants® (TN), p. 116
 TouchstoneResearch.com (CT), p. 46

College Students

Boulder Focus Center (CO), p. 42
C+R Research (IL), p. 59
 ChildResearch.com (CT), p. 45
 Clarion Research Inc. (NY), p. 88
 Eastcoast Research (NC), p. 98
 Ferman Innovation (FL), p. 50
 First Insights (NY), p. 89
 Group Dynamics in Focus, Inc. (PA), p. 108
Just The Facts, Inc. (IL), p. 62
 Lucid (LA), p. 68
 OvationMR (NY), p. 93
 Performance Research (RI), p. 115
 Ready to Launch Research (CA), p. 33
 Second To None (MI), p. 74
 Smarty Pants® (TN), p. 116
 TouchstoneResearch.com (CT), p. 46

Communications

Alternate Routes, Inc. (CA), p. 29
 Associated Global Market Research (UK), p. 154
 BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
 Criteria Fieldwork Ltd. (UK), p. 155
 Daniel Research Group (MA), p. 70
 Database Analysts Ltd. (ON), p. 138
 DLG Research & Marketing Solutions (TX), p. 124
 EurekaFacts, LLC (MD), p. 47
 FocusVision (NY), p. 90
 Frieden Qualitative Services (CA), p. 30
 Illumination – A Radius Global Market Research co. (OH), p. 102
Just The Facts, Inc. (IL), p. 62
 Platinum Research (Italy), p. 147
 Point Blank Research & Consultancy (Ger.), p. 144
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Second To None (MI), p. 74
 StrateSci Inc. (CA), p. 34
 Wyckoff Partners (CA), p. 35

Computer-Hardware

Daniel Research Group (MA), p. 70
J-S Martin Transcription Resources (CA), p. 32
 Savanta (NY), p. 94
 SKOPOS Insight Group (Europe) (UK), p. 159

Computers

Albar Research (Brazil), p. 136
 Criteria Fieldwork Ltd. (UK), p. 155

Daniel Research Group (MA), p. 70
 Geo Strategy Partners (GA), p. 55
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 StrateSci Inc. (CA), p. 34

Computer-Software

AnswerQuest, an Insights Center Facility (MA), p. 69
 Clear Insights Group (UT), p. 126
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 Daniel Research Group (MA), p. 70
 dobney.com - market research (UK), p. 155
 E-Tabs (UK), p. 155
 First Insights (NY), p. 89
 FocusVision (NY), p. 90
 Honest Data (NC), p. 97
 Isurus Market Research and Consulting (MA), p. 71
J-S Martin Transcription Resources (CA), p. 32
 Lucid (LA), p. 68
 RRD Marketing Solutions (OH), p. 104
 Savanta (NY), p. 94
 Storybrand Consulting (CA), p. 34

Construction Industry

B2B International (NY), p. 87
 Bazis B2B Field (IL), p. 58
 Communications For Research, Inc. (MO), p. 79
 DLG Research & Marketing Solutions (TX), p. 124
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 InfoTech Marketing (CO), p. 43
Just The Facts, Inc. (IL), p. 62
 Kadence International (MA), p. 72
 Leede Research (MN), p. 77
 Lucid (LA), p. 68
 Millennium Research, Inc. (MN), p. 77
 myCLEARopinon Panel (MI), p. 74
 Precision Research, Inc. (IL), p. 64
 Savanta (NY), p. 94

Construction-Residential

H.I. Thomas Group - Customer Insights Research (OH), p. 103
Just The Facts, Inc. (IL), p. 62
 Savanta (NY), p. 94

Consumer Durables

Accurate Market Research, SA de CV (FL), p. 50
Ascribe (OH), p. 100
C+R Research (IL), p. 59
 City Research Solutions (WI), p. 132
 CRG Global, Inc. (FL), p. 50
 Criteria Fieldwork Ltd. (UK), p. 155
 Daniel Research Group (MA), p. 70
 Explorer Research (IL), p. 60
 FocusVision (NY), p. 90
 GlobalLexicon Translations (UK), p. 156
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Informed Decisions Group, Inc. (OH), p. 103
 Insights in Marketing (IL), p. 62
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Marcom-China.com Company Ltd. (China), p. 141
 Numerator (IL), p. 63
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65

Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RQA, Inc. (IL), p. 65
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SurveyMonkey Audience (CA), p. 42

Consumer Services

Ascribe (OH), p. 100
C+R Research (IL), p. 59
 Criteria Fieldwork Ltd. (UK), p. 155
 Curion, LLC (IL), p. 60
 Ferman Innovation (FL), p. 50
 FocusVision (NY), p. 90
 GlobalLexicon Translations (UK), p. 156
 Illumination – A Radius Global Market Research co. (OH), p. 102
Irwin Broh Research (IL), p. 62
 iThoughts (UK), p. 157
Just The Facts, Inc. (IL), p. 62
 Lucid (LA), p. 68
 Precision Research, Inc. (IL), p. 64
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Random Dynamic Resources (Nigeria), p. 149
 RDI Sightline (KY), p. 102
 Rockbridge Associates, Inc. (VA), p. 48
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SKIM (UK), p. 159
 SKIM (Singapore), p. 152
 SKIM (Costa Rica), p. 142
 SKIM (Netherlands), p. 149
 SKIM (Brazil), p. 136
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42

Consumers

Access Insights (TN), p. 117
 Advantage Market Intelligence SRL (Peru), p. 149
 AIM/LA (CA), p. 29
 Albar Research (Brazil), p. 136
 Alternate Routes, Inc. (CA), p. 29
 Angelfish Fieldwork (UK), p. 153
 AnswerQuest, an Insights Center Facility (MA), p. 69
 AOC Marketing Research (NC), p. 97
 ASK Global Universal Ltd (UK), p. 154
 Associated Global Market Research (UK), p. 154
 at random international (Ger.), p. 142
 Atkins Research Global, Inc. (CA), p. 29
 Babblytype, LLC (PA), p. 107
 Frances Bauman Associates (NJ), p. 83
 Beta Research Corporation (NY), p. 88
 Branded Research, Inc. (CA), p. 37
 Brandspeak Limited (UK), p. 154
C+R Research (IL), p. 59
 Cabrera Marketing Research Services, LLC (CT), p. 45
 Campos (PA), p. 115
 CarterJMRN KK (Japan), p. 147
 Catalyx (Switzerland), p. 153
 ChildResearch.com (CT), p. 45
 Clear Insights Group (UT), p. 126

Codigital (UK), p. 154
 CodingExperts (TX), p. 119
 Concepts In Focus (aka RDTeam-South) (FL), p. 50
 ConneXion Research and Strategy (TX), p. 124
Consumed Research, A Schlesinger Co. (France), p. 142
 Consumer Focus LLC (TX), p. 119
 Corona Insights (CO), p. 42
 CRC Research Inc (BC), p. 137
 CRC Research Inc (QC), p. 140
 CRC Research Inc - Midtown (ON), p. 138
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Daniel Research Group (MA), p. 70
 DLG Research & Marketing Solutions (TX), p. 124
 Doyle Research Associates, Inc. (IL), p. 60
Dynata (TX), p. 120
 Elevated Insights (CO), p. 42
 Emotive Analytics (MO), p. 79
 e-Research-Global.com (HI), p. 57
 Estudio Silvia Roca Barcelona (Spain), p. 152
 Estudio Silvia Roca Brasil (Brazil), p. 136
 Estudio Silvia Roca Madrid (Spain), p. 152
 Estudio Silvia Roca Mexico (Mexico), p. 148
 E-Tabs (UK), p. 155
 EurekaFacts, LLC (MD), p. 47
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus Forward (PA), p. 108
 Focus Groups of Cleveland, Inc. (OH), p. 103
 The Focus Room (NY), p. 89
 Focus World International, Inc. (NJ), p. 84
 FocusVision (NY), p. 90
 Frieden Qualitative Services (CA), p. 30
 FUEL (NY), p. 90
 Full Circle Research, LLC (MD), p. 47
 Great Blue Research, Inc. (CT), p. 45
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Hall & Partners (UK), p. 156
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 I/H/R Research Group (NV), p. 81
 Innovate (CA), p. 31
 Insights in Marketing (IL), p. 62
 Intact Qualitative Research (CA), p. 40
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kadence International (India), p. 146
 Kadence International (Singapore), p. 151
 Kadence International (Philippines), p. 149
 Kadence International (UK), p. 157
 Kadence International (Vietnam), p. 160
 Kadence International (Thailand), p. 153
 Kadence International (Vietnam), p. 160
 Kadence International (Indonesia), p. 146
 Kadence International (India), p. 146
 Kadence International (Hong Kong), p. 144
 Kadence International (MA), p. 71
 Kantar Philippines, Inc. (Philippines), p. 150
 Krämer Marktforschung GmbH (Ger.), p. 143
 Kudos Research (UK), p. 157
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Lucid (LA), p. 68
 LW Adler Weiner Research (CA), p. 32
 MA PRAKTIKA Consumer Research (Russian Federation), p. 151
 Market Analytics International, Inc. (NJ), p. 84
 Market Probe International, Inc. (NY), p. 92
 Marketing Workshop (GA), p. 56
MAXimum Research, Inc. (NJ), p. 110
 MDC Research (OR), p. 106
 Motivo consulting - div. of Strategic Directions Group, Inc. (MN), p. 77
 mo'web GmbH (Ger.), p. 144
 The MSR Group (NE), p. 81
 National Market Research & Recruiting (TN), p. 117
 Numerator (IL), p. 63
 Observation Baltimore (MD), p. 69
Olson Research Group, Inc. (PA), p. 112
 Opinions, Ltd. - Headquarters (OH), p. 103
 OvationMR (NY), p. 93
Passerelles, A Schlesinger Company (France), p. 142

Precision Opinion (NV), p. 82
 ProSense Consumer Research Center (AZ), p. 28
 Provoke Insights (NY), p. 93
 Punctum (Argentina), p. 135
 QualCore.com Inc. (MN), p. 78
 Rare Patient Voice, LLC (MD), p. 69
 Recruit and Field Inc (NY), p. 94
 ReRez (TX), p. 122
The Research House, A Schlesinger Company (UK), p. 158
The Research House Wimbledon (UK), p. 158
RIVA Market Research & Training Institute (MD), p. 48
 RP Translate (UK), p. 159
 RRU Research - Fusion Focus (NY), p. 94
Schlesinger Quantitative (NJ), p. 85
Schmiedl Marktforschung Berlin (Ger.), p. 144
Schmiedl Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
Schmiedl Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 Second To None (MI), p. 74
 SMS Insights (NV), p. 82
 StrateSci Inc. (CA), p. 34
 SunResearch (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 Turtle Bay Institute, Inc. (NJ), p. 86
 U&I Collaboration (U&I) (NJ), p. 85
 Usability Resources Inc. (MA), p. 72
 VegasFocus (NV), p. 82
 Whaling Insights (NC), p. 99

Convenience Store

CarterJMRN KK (Japan), p. 147
 Cirrus Marketing Intelligence (CA), p. 35
 Confero, Inc. (NC), p. 98
 Consumer Logic Research (OK), p. 105
 Criteria Fieldwork Ltd. (UK), p. 155
 Explorer Research (IL), p. 60
Forza Insights Group, LLC (CA), p. 36
 Informed Decisions Group, Inc. (OH), p. 103
 Intouch Insight (ON), p. 137
 QualCore.com Inc. (MN), p. 78
 Savanta (NY), p. 94
 SurveyMonkey Audience (CA), p. 42

Cosmetics

Accurate Market Research, SA de CV (FL), p. 50
 Albar Research (Brazil), p. 136
 ASK Global Universal Ltd (UK), p. 154
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Catalyx (Switzerland), p. 153
 CEC Research (NJ), p. 83
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Explorer Research (IL), p. 60
 First Insights (NY), p. 89
 The Focus Room (NY), p. 89
 FocusVision (NY), p. 90
 GMO Research Inc. (Japan), p. 148
 Hall & Partners (UK), p. 156
 Illumination - A Radius Global Market Research co. (OH), p. 102
 Inquiry Market Research (Poland), p. 150
 Insight Strategy Group (NY), p. 91
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 Market Probe International, Inc. (NY), p. 92
 Moore Research Services, Inc. (PA), p. 106
 Point Blank Research & Consultancy (Ger.), p. 144
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94

Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94
 U&I Collaboration (U&I) (NJ), p. 85

CPAs/Financial Advisors

C+R Research (IL), p. 59
 The Center for Strategy Research, Inc. (MA), p. 70
 Erdos & Morgan, Inc. (NY), p. 89
 Group Dynamics in Focus, Inc. (PA), p. 108
Just The Facts, Inc. (IL), p. 62
 Leede Research (MN), p. 77
 Phase 5 (ON), p. 139
 Phoenix MRC Limited (UK), p. 158
 Savanta (NY), p. 94
 Second To None (MI), p. 74

Dentists

Camille Carlin Qualitative Research, LLC (NY), p. 88
Dynata (TX), p. 120
 Evaluative Criteria, a division of CRG Global (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Healogix, LLC (PA), p. 110
Just The Facts, Inc. (IL), p. 62
 The Key Group, Inc. (MD), p. 69
Olson Research Group, Inc. (PA), p. 112
 Precision Research, Inc. (IL), p. 64
 Quixote Group (NC), p. 98
 Reckner Healthcare (PA), p. 113
 Second To None (MI), p. 74
 TheMedicalPanel.com (CO), p. 44
 Wyckoff Partners (CA), p. 35

Direct Marketing/Direct Response

BroadData Conferencing (KY), p. 67
 Consumer Focus LLC (TX), p. 119
 Engagious (OR), p. 106
Just The Facts, Inc. (IL), p. 62
 StrateSci Inc. (CA), p. 34

E-commerce

Brandspeak Limited (UK), p. 154
 Catalyx (Switzerland), p. 153
 Cirrus Marketing Intelligence (CA), p. 35
 Criteria Fieldwork Ltd. (UK), p. 155
 Explorer Research (IL), p. 60
 Honest Data (NC), p. 97
 Informed Decisions Group, Inc. (OH), p. 103
 Numerator (IL), p. 63
 Phase 5 (ON), p. 139
 Second To None (MI), p. 74
 Shoppers' View (MI), p. 75
 SKIM (Costa Rica), p. 142
 SKIM (UK), p. 159
 SKIM (Brazil), p. 136
 SKIM (Netherlands), p. 149
 SKIM (Singapore), p. 152
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 Tobii Pro (VA), p. 48

Education

Artemis Strategy Group, LLC (DC), p. 47
B2B International (NY), p. 87
 Babblytype, LLC (PA), p. 107
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Clarion Research Inc. (NY), p. 88
Creative Consumer Research – Houston (TX), p. 124
 Directions In Research, Inc. (CA), p. 37
 DLG Research & Marketing Solutions (TX), p. 124
 Eastcoast Research (NC), p. 98
 EurekaFacts, LLC (MD), p. 47
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Geo Strategy Partners (GA), p. 55
 Group Dynamics in Focus, Inc. (PA), p. 108
 Hartt and Mind Market Research (CT), p. 45
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Lucid (LA), p. 68
 Magnet, Inc. Brand Planning (RI), p. 116
MAXimum Research, Inc. (NJ), p. 110
 Multilingual Connections (IL), p. 63
 QualCore.com Inc. (MN), p. 78
 QualOne Research (CA), p. 33
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SFI Marketing Research Consultants (IL), p. 65
 Superior DataWorks, LLC (TN), p. 117
 SurveyMonkey Audience (CA), p. 42
 University of Georgia/MRIL (GA), p. 54

Educators (Schools/Teachers)

C+R Research (IL), p. 59
Dallas By Definition (TX), p. 120
 Isurus Market Research and Consulting (MA), p. 21
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 WestGroup Research (AZ), p. 28

Electronics

ASK Global Universal Ltd (UK), p. 154
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Clarion Research Inc. (NY), p. 88
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 CRG Global, Inc. (FL), p. 50
 Daniel Research Group (MA), p. 70
DSG Associates (CA), p. 30
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Honest Data (NC), p. 97
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Kadence International (NY), p. 91
 QualCore.com Inc. (MN), p. 78
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SKOPOS Insight Group (Europe) (UK), p. 159
 Storybrand Consulting (CA), p. 34
 SurveyMonkey Audience (CA), p. 42

Employees

Associated Global Market Research (UK), p. 154
B2B International (NY), p. 87
C+R Research (IL), p. 59
 CaptureISG (FL), p. 53
 Clear Insights Group (UT), p. 126
 Communications For Research, Inc. (MO), p. 79
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 Davis Research, LLC (CA), p. 30
 Derham Marketing Research Pty. Ltd. (Australia), p. 135
 The Dunvegan Group (NV), p. 81
 Erdos & Morgan, Inc. (NY), p. 89
 E-Tabs (UK), p. 155
 Great Blue Research, Inc. (CT), p. 45
 RP Translate (UK), p. 159
 Savanta (NY), p. 94

Entertainment

Ascribe (OH), p. 100
C+R Research (IL), p. 59
 ChildResearch.com (CT), p. 45
 Cirrus Marketing Intelligence (CA), p. 35
 Clarion Research Inc. (NY), p. 88
 Confero, Inc. (NC), p. 98
 CRG Global, Inc. (FL), p. 50
 E-Tabs (UK), p. 155
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
 FUEL CYCLE (CA), p. 30
 Hall & Partners (UK), p. 156
 Horowitz Research (NY), p. 91
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Insights in Marketing (IL), p. 62
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Kadence International (NY), p. 91
 Lucid (LA), p. 68
 LW Adler Weiner Research (CA), p. 32
 Multilingual Connections (IL), p. 63
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Performance Research (RI), p. 115
 Point Blank Research & Consultancy (Ger.), p. 144
 Precision Opinion (NV), p. 82
 QualOne Research (CA), p. 33
 Quester (IA), p. 67
 Quick Test/Heakin (FL), p. 53
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SKOPOS Insight Group (Europe) (UK), p. 159
 SMS Insights (NV), p. 82
 SoapBoxSample (CA), p. 33
 Superior DataWorks, LLC (TN), p. 117
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 VegasFocus (NV), p. 82

Entrepreneurs/Small Business

at random international (Ger.), p. 142
 Bauman Research & Consulting, LLC (NJ), p. 83
 BroadData Conferencing (KY), p. 67

C+R Research (IL), p. 59
 Curion, LLC (IL), p. 60
 Daniel Research Group (MA), p. 70
Dynata (TX), p. 120
 Ferman Innovation (FL), p. 50
 Hartt and Mind Market Research (CT), p. 45
 Performance Research (RI), p. 115
 RRU Research - Fusion Focus (NY), p. 94
 SurveyMonkey Audience (CA), p. 42
 SurveyUSA® (NJ), p. 85
 Targoz Market Research (TN), p. 117

Environmental

CarterJMRN KK (Japan), p. 147
 DLG Research & Marketing Solutions (TX), p. 124
 First Insights (NY), p. 89
 Pursue Research (MA), p. 72

Executives/Management

Ascribe (OH), p. 100
 Frances Bauman Associates (NJ), p. 83
 BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 The Center for Strategy Research, Inc. (MA), p. 70
 The Dunvegan Group (NV), p. 81
Dynata (TX), p. 120
 Erdos & Morgan, Inc. (NY), p. 89
 Ferman Innovation (FL), p. 50
 First Insights (NY), p. 89
 Geo Strategy Partners (GA), p. 55
 Group Dynamics in Focus, Inc. (PA), p. 108
 I/H/R Research Group (NV), p. 81
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Innovate (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Market Analytics International, Inc. (NJ), p. 84
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 QualCore.com Inc. (MN), p. 78
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 ReRez (TX), p. 122
 Savanta (NY), p. 94
Schmiedl Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
 Second To None (MI), p. 74

Exercise and Fitness

Boulder Focus Center (CO), p. 42
 CarterJMRN KK (Japan), p. 147
 Criteria Fieldwork Ltd. (UK), p. 155
 Curion, LLC (IL), p. 60
 Ferman Innovation (FL), p. 50
 Magnet, Inc. Brand Planning (RI), p. 116
 Performance Research (RI), p. 115
 The Petruccio Consultants, Inc. (MO), p. 80
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94

Service Performance Group, Inc. (NC), p. 99
SurveyMonkey Audience (CA), p. 42

Fast-Food Industry

AnswerQuest, an Insights Center Facility (MA), p. 69
Frances Bauman Associates (NJ), p. 83
C+R Research (IL), p. 59
CarterJMRN KK (Japan), p. 147
CEC Research (NJ), p. 83
ChildResearch.com (CT), p. 45
Cirrus Marketing Intelligence (CA), p. 35
Communications For Research, Inc. (MO), p. 79
Confero, Inc. (NC), p. 98
Consumer Truth® Ltd (IL), p. 59
Contract Testing Inc. (ON), p. 138
Creative Consumer Research – Houston (TX), p. 124
Criteria Fieldwork Ltd. (UK), p. 155
CSS/datatelligence, a division of CRG Global (FL), p. 50
Curion, LLC (IL), p. 60
Derham Marketing Research Pty. Ltd. (Australia), p. 135
DLG Research & Marketing Solutions (TX), p. 124
E-Tabs (UK), p. 155
Explorer Research (IL), p. 60
First Insights (NY), p. 89
Focus Groups of Cleveland, Inc. (OH), p. 103
FocusVision (NY), p. 90
Forza Insights Group, LLC (CA), p. 36
Frieden Qualitative Services (CA), p. 30
Illumination – A Radius Global Market Research co. (OH), p. 102
Informed Decisions Group, Inc. (OH), p. 103
Innovate (CA), p. 31
Insights Center, LLC (CO), p. 43
Intouch Insight (ON), p. 137
Just The Facts, Inc. (IL), p. 62
Kantar Philippines, Inc. (Philippines), p. 150
Lucas Market Research, LLC (MO), p. 80
Marketing Workshop (GA), p. 56
Precision Research, Inc. (IL), p. 64
Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Research America Market Research Solutions (PA), p. 113
Savanta (NY), p. 94
Second To None (MI), p. 74
SurveyMonkey Audience (CA), p. 42
Tobii Pro (VA), p. 48
Toluna (CT), p. 46
TouchstoneResearch.com (CT), p. 46
W5, Inc. (NC), p. 99

Film/Movie

CarterJMRN KK (Japan), p. 147
Dynata (TX), p. 120
Focus Groups of Cleveland, Inc. (OH), p. 103
GMO Research Inc. (Japan), p. 148
Innovate (CA), p. 31
Jackson Adept Research - Beverly Hills (CA), p. 31
Jackson Adept Research Encino/Los Angeles (CA), p. 31
Multilingual Connections (IL), p. 63
Ready to Launch Research (CA), p. 33
RP Translate (UK), p. 159
Savanta (NY), p. 94

Financial/Investment/Banks

AgMetrics Research & Consulting (MO), p. 79
Albar Research (Brazil), p. 136
ALTIANT (Formerly Red Carpet Research RCR) (Sweden), p. 152

Artemis Strategy Group, LLC (DC), p. 47
Ascribe (OH), p. 100
Associated Global Market Research (UK), p. 154
at random international (Ger.), p. 142
B2B International (NY), p. 87
Babbletype, LLC (PA), p. 107
Bernstein Research Group, Inc. (CT), p. 46
Brandspeak Limited (UK), p. 154
BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
CaptureISG (FL), p. 53
The Center for Strategy Research, Inc. (MA), p. 70
Chadwick Martin Bailey, Inc. (MA), p. 70
Clear Insights Group (UT), p. 126
CMI (GA), p. 54
Confero, Inc. (NC), p. 98
Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
Consumer Focus LLC (TX), p. 119
Customer Lifecycle, LLC (IL), p. 60
Customer Service Profiles (CSP) (NE), p. 80
Davis Research, LLC (CA), p. 30
Derham Marketing Research Pty. Ltd. (Australia), p. 135
The Dieringer Research Group, Inc. (WI), p. 132
Digital Research, Inc. (ME), p. 68
DigitalMR Ltd. (UK), p. 155
Directions In Research, Inc. (CA), p. 37
DLG Research & Marketing Solutions (TX), p. 124
dobney.com - market research (UK), p. 155
Doyle Research Associates, Inc. (IL), p. 60
DSG Associates (CA), p. 30
Dynata (TX), p. 120
Eastcoast Research (NC), p. 98
Erdos & Morgan, Inc. (NY), p. 89
Escalent (MI), p. 73
E-Tabs (UK), p. 155
Ferman Innovation (FL), p. 50
First Insights (IL), p. 61
First Insights (NY), p. 89
Focus Groups of Cleveland, Inc. (OH), p. 103
The Focus Room (NY), p. 89
FocusVision (NY), p. 90
Frieden Qualitative Services (CA), p. 30
FUEL CYCLE (CA), p. 30
Geo Strategy Partners (GA), p. 55
GloLexicon Translations (UK), p. 156
Great Blue Research, Inc. (CT), p. 45
Hall & Partners (UK), p. 156
Hartt and Mind Market Research (CT), p. 45
Illumination – A Radius Global Market Research co. (OH), p. 102
InfoTech Marketing (CO), p. 43
Insights in Marketing (IL), p. 62
Interface Research & Strategy (Australia), p. 135
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
Kadence International (India), p. 146
Kadence International (Thailand), p. 153
Kadence International (UK), p. 157
Kadence International (Philippines), p. 149
Kadence International (India), p. 146
Kadence International (Singapore), p. 151
Kadence International (Vietnam), p. 160
Kadence International (Vietnam), p. 160
Kadence International (Indonesia), p. 146
Kadence International (Hong Kong), p. 144
Kadence International (MA), p. 72
Kadence International (MA), p. 71
Language Insight (UK), p. 157
Language Insight (NY), p. 91
LextantLabs (OH), p. 104
Magnet, Inc. Brand Planning (RI), p. 116
MAXimum Research, Inc. (NJ), p. 110
The MSR Group (NE), p. 81
NAXION (PA), p. 111
Orman Guidance, Inc. (MN), p. 77
Phase 5 (ON), p. 139
Phoenix Marketing International (NY), p. 96
Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158

Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 94
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
RDI Sightline (KY), p. 102
Research America Market Research Solutions (PA), p. 113
The Research Department (CT), p. 45
The Research Edge®, LLC (MN), p. 78
Research Explorers™, Inc. (IL), p. 65
Rockbridge Associates, Inc. (VA), p. 48
RRD Marketing Solutions (OH), p. 104
RRU Research - Fusion Focus (NY), p. 94
RTI Research (CT), p. 46
Savanta (NY), p. 94
Second To None (MI), p. 74
Service Performance Group, Inc. (NC), p. 99
Shapard Research (OK), p. 105
Shoppers' View (MI), p. 75
SKOPOS Insight Group (Europe) (UK), p. 159
Snell Associates, Inc. (CA), p. 41
Space Doctors Ltd (UK), p. 159
Stat One Research (GA), p. 57
Storybrand Consulting (CA), p. 34
SurveyGizmo (CO), p. 42
SurveyMonkey Audience (CA), p. 42
W5, Inc. (NC), p. 99
WBA Research (MD), p. 49
WestGroup Research (AZ), p. 28
WIT Consulting, LLC (DC), p. 49

Foods/Nutrition

AG3 Consulting (Brazil), p. 136
Angelfish Fieldwork (UK), p. 153
AnswerQuest, an Insights Center Facility (MA), p. 69
AOC Marketing Research (NC), p. 97
Artemis Strategy Group, LLC (DC), p. 47
ASK Global Universal Ltd (UK), p. 154
Associated Global Market Research (UK), p. 154
Babbletype, LLC (PA), p. 107
Bauman Research & Consulting, LLC (NJ), p. 83
Boulder Focus Center (CO), p. 42
C+R Research (IL), p. 59
Cabrera Marketing Research Services, LLC (CT), p. 45
Camille Carlin Qualitative Research, LLC (NY), p. 88
CarterJMRN KK (Japan), p. 147
Catalyx (Switzerland), p. 153
ChildResearch.com (CT), p. 45
City Research Solutions (WI), p. 132
CMI (GA), p. 54
Communications For Research, Inc. (MO), p. 79
Consumer Connections Research, LLC. (WI), p. 130
Contract Testing Inc. (ON), p. 138
Criteria Fieldwork Ltd. (UK), p. 155
CSS/datatelligence, a division of CRG Global (FL), p. 50
Curion, LLC (IL), p. 60
Database Analysts Ltd. (ON), p. 138
Eurofins Sensory, Consumer and Product Research (CA), p. 39
Eurofins Sensory, Consumer and Product Research (MN), p. 76
Explorer Research (IL), p. 60
First Insights (NY), p. 89
Focus Groups of Cleveland, Inc. (OH), p. 103
Forza Insights Group, LLC (CA), p. 36
Frieden Qualitative Services (CA), p. 30
FUEL CYCLE (CA), p. 30
Futurethinking - London (UK), p. 156
Geo Strategy Partners (GA), p. 55
Great Blue Research, Inc. (CT), p. 45
Inquiry Market Research (Poland), p. 150
Insight Strategy Group (NY), p. 91
Insights Center, LLC (CO), p. 43
Insights in Marketing (IL), p. 62
Jackson Associates Research, an Insights Center Facility (GA), p. 55
JTN Research Ltd (Bulgaria), p. 136

Just The Facts, Inc. (IL), p. 62
Kadence International (NY), p. 91
Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
myCLEARopinion Panel (MI), p. 74
N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
Point Blank Research & Consultancy (Ger.), p. 144
Precision Research, Inc. (IL), p. 64
QualCore.com Inc. (MN), p. 78
QualOne Research (CA), p. 33
Research Design Team, Inc. (RDTeam) (PA), p. 114
RQA, Inc. (IL), p. 65
RTi Research (CT), p. 46
Savanta (NY), p. 94
SKIM (Netherlands), p. 149
SKIM (Brazil), p. 136
SKIM (Costa Rica), p. 142
SKIM (UK), p. 159
SKIM (Singapore), p. 152
SKIM (CA), p. 41
SKIM (GA), p. 57
SKIM (NJ), p. 85
Stellar Strategic Services, Inc. (IL), p. 65
SurveyMonkey Audience (CA), p. 42
TouchstoneResearch.com (CT), p. 46
U&I Collaboration (U&I) (NJ), p. 85
W5, Inc. (NC), p. 99
Wyckoff Partners (CA), p. 35
xspient Segmedica (NY), p. 86

Fragrance Industry

ASK Global Universal Ltd (UK), p. 154
Curion, LLC (IL), p. 60

Gaming/Casinos

Aeffect, Inc. (IL), p. 58
AnswerQuest, an Insights Center Facility (MA), p. 69
CarterJMRN KK (Japan), p. 147
Consumer Connections Research, LLC. (WI), p. 130
Consumer Opinion Services, Inc. (WA), p. 128
The Dallas Marketing Group, Inc. (TX), p. 120
Discovery Research Group (UT), p. 126
Focus Groups of Cleveland, Inc. (OH), p. 103
Great Blue Research, Inc. (CT), p. 45
The Key Group, Inc. (MD), p. 69
MDC Research (OR), p. 106
Merkadoteknia Research & Consulting (TX), p. 124
Phoenix Marketing International (NY), p. 96
Research America Market Research Solutions (PA), p. 113
Rose Research (FL), p. 54
RRD Marketing Solutions (OH), p. 104
Schlesinger Group New Jersey (NJ), p. 85
SKOPOS Insight Group (Europe) (UK), p. 159
Space Doctors Ltd (UK), p. 159
Superior DataWorks, LLC (TN), p. 117
VegasFocus (NV), p. 82

Gay & Lesbian/LGBTQ

C+R Research (IL), p. 59
CarterJMRN KK (Japan), p. 147
Creative Consumer Research – Houston (TX), p. 124
Group Dynamics in Focus, Inc. (PA), p. 108
House of Marketing Research (CA), p. 31
Jackson Adept Research - Beverly Hills (CA), p. 31
New American Dimensions (CA), p. 32
Performance Research (RI), p. 115
QualCore.com Inc. (MN), p. 78
Ready to Launch Research (CA), p. 33
RRU Research - Fusion Focus (NY), p. 94

Generation Baby Boomers

Curion, LLC (IL), p. 60
Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
Smarty Pants® (TN), p. 116

Snell Associates, Inc. (CA), p. 41
SurveyMonkey Audience (CA), p. 42
Usability Resources Inc. (MA), p. 72

Generation X

AnswerQuest, an Insights Center Facility (MA), p. 69
C+R Research (IL), p. 59
Curion, LLC (IL), p. 60
Focus Groups of Cleveland, Inc. (OH), p. 103
Illumination – A Radius Global Market Research co. (OH), p. 102
Insight Strategy Group (NY), p. 91
OvationMR (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Smarty Pants® (TN), p. 116
SurveyMonkey Audience (CA), p. 42

Generation Y/Millennials

Alternate Routes, Inc. (CA), p. 29
AnswerQuest, an Insights Center Facility (MA), p. 69
Boulder Focus Center (CO), p. 42
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
Clear Insights Group (UT), p. 126
ConneXion Research and Strategy (TX), p. 124
Consumer Truth® Ltd (IL), p. 59
Curion, LLC (IL), p. 60
Evaluative Criteria, a division of CRG Global (NY), p. 89
Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
Honest Data (NC), p. 97
Horowitz Research (NY), p. 91
Insight Strategy Group (NY), p. 91
JTN Research Ltd (Bulgaria), p. 136
LextantLabs (OH), p. 104
Lucas Market Research, LLC (MO), p. 80
Market Analytics International, Inc. (NJ), p. 84
N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
New American Dimensions (CA), p. 32
OvationMR (NY), p. 93
Performance Research (RI), p. 115
PortiCo Research Inc. (IL), p. 64
QualOne Research (CA), p. 33
Ready to Launch Research (CA), p. 33
Second To None (MI), p. 74
Smarty Pants® (TN), p. 116
SoapBoxSample (CA), p. 33
Space Doctors Ltd (UK), p. 159
SunResearch (NY), p. 95
SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
W5, Inc. (NC), p. 99

Generation Z

ConneXion Research and Strategy (TX), p. 124
Curion, LLC (IL), p. 60
Insight Strategy Group (NY), p. 91
New American Dimensions (CA), p. 32
OvationMR (NY), p. 93
Point Blank Research & Consultancy (Ger.), p. 144
PortiCo Research Inc. (IL), p. 64
Ready to Launch Research (CA), p. 33
Smarty Pants® (TN), p. 116
Space Doctors Ltd (UK), p. 159
SurveyMonkey Audience (CA), p. 42

Government

Aeffect, Inc. (IL), p. 58
Atkins Research Global, Inc. (CA), p. 29
B2B International (NY), p. 87
C+R Research (IL), p. 59
Clarion Research Inc. (NY), p. 88
Codigital (UK), p. 154
Corona Insights (CO), p. 42
Creative Consumer Research – Houston (TX), p. 124
Database Analysts Ltd. (ON), p. 138
M. Davis & Company, Inc. (PA), p. 107
Derham Marketing Research Pty. Ltd. (Australia), p. 135
Dynata (TX), p. 120
EurekaFacts, LLC (MD), p. 47
FocusVision (NY), p. 90
Great Blue Research, Inc. (CT), p. 45
I/H/R Research Group (NV), p. 81
IQR Limited (UK), p. 157
Kantar Philippines, Inc. (Philippines), p. 150
Precision Opinion (NV), p. 82
Ready to Launch Research (CA), p. 33
RIVA Market Research & Training Institute (MD), p. 48
Second To None (MI), p. 74
Superior DataWorks, LLC (TN), p. 117

Grocery/Supermarkets

Frances Bauman Associates (NJ), p. 83
Bauman Research & Consulting, LLC (NJ), p. 83
C+R Research (IL), p. 59
CarterJMRN KK (Japan), p. 147
Cirrus Marketing Intelligence (CA), p. 35
Communications For Research, Inc. (MO), p. 79
Confero, Inc. (NC), p. 98
Contract Testing Inc. (ON), p. 138
Criteria Fieldwork Ltd. (UK), p. 155
DLG Research & Marketing Solutions (TX), p. 124
E-Tabs (UK), p. 155
Explorer Research (IL), p. 60
FCP Research Services LLC (PA), p. 115
Forza Insights Group, LLC (CA), p. 36
Informed Decisions Group, Inc. (OH), p. 103
Innovate (CA), p. 31
Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
Merkadoteknia Research & Consulting (TX), p. 124
Quester (IA), p. 67
Quixote Group (NC), p. 98
RDI Sightline (KY), p. 102
Savanta (NY), p. 94
Second To None (MI), p. 74
Service Performance Group, Inc. (NC), p. 99
SKOPOS Insight Group (Europe) (UK), p. 159
SurveyMonkey Audience (CA), p. 42
Uwins Research Group (CA), p. 34
xspient Segmedica (NY), p. 86

Health & Beauty Aids

AnswerQuest, an Insights Center Facility (MA), p. 69
Babbletype, LLC (PA), p. 107
C+R Research (IL), p. 59
Cabrera Marketing Research Services, LLC (CT), p. 45
Camille Carlin Qualitative Research, LLC (NY), p. 88
CarterJMRN KK (Japan), p. 147
Catalyx (Switzerland), p. 153
CEC Research (NJ), p. 83
ChildResearch.com (CT), p. 45
Cirrus Marketing Intelligence (CA), p. 35
Concepts In Focus (aka RDTeam-South) (FL), p. 50
Consumer Focus LLC (TX), p. 119
Creative Consumer Research – Houston (TX), p. 124
CSS/datatelligence, a division of CRG Global (FL), p. 50
Curion, LLC (IL), p. 60
Doyle Research Associates, Inc. (IL), p. 60
Explorer Research (IL), p. 60
FocusVision (NY), p. 90

GlobalLexicon Translations (UK), p. 156
Hall & Partners (UK), p. 156
Illumination – A Radius Global Market Research co. (OH), p. 102
Insights Center, LLC (CO), p. 43
Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
Kantar Philippines, Inc. (Philippines), p. 150
Language Insight (UK), p. 157
Language Insight (NY), p. 91
QualOne Research (CA), p. 33
Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Ready to Launch Research (CA), p. 33
Research America Market Research Solutions (PA), p. 113
Research Design Team, Inc. (RDTeam) (PA), p. 114
Savanta (NY), p. 94
Second To None (MI), p. 74
SKIM (Singapore), p. 152
SKIM (CA), p. 41
SKIM (GA), p. 57
SKIM (NJ), p. 85
The Research Alliance (TRA) (Indonesia), p. 146
TouchstoneResearch.com (CT), p. 46
Uwins Research Group (CA), p. 34
Wyckoff Partners (CA), p. 35

Health Care

Accurate Market Research, SA de CV (FL), p. 50
Addison Research (NY), p. 87
Adelman Research Group-A SurveyService Company (NY), p. 86
Advantage Research, Inc. (WI), p. 132
AG3 Consulting (Brazil), p. 136
Albar Research (Brazil), p. 136
Artemis Strategy Group, LLC (DC), p. 47
Ascribe (OH), p. 100
ASK Global Universal Ltd (UK), p. 154
Asplor Research Private Limited (India), p. 145
Associated Global Market Research (UK), p. 154
at random international (Ger.), p. 142
Babbletype, LLC (PA), p. 107
Bauman Research & Consulting, LLC (NJ), p. 83
Bazis B2B Field (IL), p. 58
Bernstein Research Group, Inc. (CT), p. 46
Beta Research Corporation (NY), p. 88
Blue Research (CA), p. 37
Blue Research (OR), p. 105
BroadData Conferencing (KY), p. 67
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
Campos (PA), p. 115
CarterJMRN KK (Japan), p. 147
CATALYSTMR (CA), p. 38
Chadwick Martin Bailey, Inc. (MA), p. 70
Clear Insights Group (UT), p. 126
Codigital (UK), p. 154
CodingExperts (TX), p. 119
Communications For Research, Inc. (MO), p. 79
Connected Research & Consulting, LLC (FL), p. 53
ConsuMed Research, A Schlesinger Co. (France), p. 142
Consumer Research Corp. (MN), p. 76
CRC Research Inc (BC), p. 137
CRC Research Inc (QC), p. 140
CRC Research Inc - Midtown (ON), p. 138
Creative Consumer Research – Houston (TX), p. 124
Creoso Corporation (AZ), p. 26
Curion, LLC (IL), p. 60
Dallas By Definition (TX), p. 120
The Dallas Marketing Group, Inc. (TX), p. 120
M. Davis & Company, Inc. (PA), p. 107
Deft Research, LLC. (MN), p. 76
Derham Marketing Research Pty. Ltd. (Australia), p. 135
The Dieringer Research Group, Inc. (WI), p. 132
Digital Research, Inc. (ME), p. 68
Directions In Research, Inc. (CA), p. 37
DO Research, Inc. (NY), p. 89
Doyle Research Associates, Inc. (IL), p. 60
Dynata (TX), p. 120
Eastcoast Research (NC), p. 99
Eastcoast Research (NC), p. 98
Escalent (MI), p. 73
Estudio Silvia Roca Barcelona (Spain), p. 152
Estudio Silvia Roca Brasil (Brazil), p. 136
Estudio Silvia Roca Madrid (Spain), p. 152
Estudio Silvia Roca Mexico (Mexico), p. 148
E-Tabs (UK), p. 155
EurekaFacts, LLC (MD), p. 47
Evaluative Criteria, a division of CRG Global (NY), p. 89
FCP Research Services LLC (PA), p. 115
First Insights (NY), p. 89
Focus Groups of Cleveland, Inc. (OH), p. 103
FUEL (NY), p. 90
FUEL CYCLE (CA), p. 30
Futurethinking - London (UK), p. 156
Geo Strategy Partners (GA), p. 55
Gina Holub (PA), p. 108
Global Survey (India), p. 145
GlobalLexicon Translations (UK), p. 156
Great Blue Research, Inc. (CT), p. 45
Group Dynamics in Focus, Inc. (PA), p. 108
Hall & Partners (UK), p. 156
Hart and Mind Market Research (CT), p. 45
Healogix, LLC (PA), p. 110
House of Marketing Research (CA), p. 31
I/H/R Research Group (NV), p. 81
IGV Marktforschung GmbH (Ger.), p. 143
Infomine Healthcare Research (Egypt), p. 142
Infomine Healthcare Research (Saudi Arabia), p. 151
Innovate (CA), p. 31
Inquiry Market Research (Poland), p. 150
Insights Center, LLC (CO), p. 43
Ironwood Insights Group, LLC (AZ), p. 27
Jackson Adept Research - Beverly Hills (CA), p. 31
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
Kadence International (UK), p. 157
Kadence International (Vietnam), p. 160
Kadence International (Vietnam), p. 160
Kadence International (Philippines), p. 149
Kadence International (India), p. 146
Kadence International (Singapore), p. 151
Kadence International (Indonesia), p. 146
Kadence International (Thailand), p. 153
Kadence International (India), p. 146
Kadence International (Hong Kong), p. 144
Kadence International (MA), p. 71
Kadence International (MA), p. 72
The Key Group, Inc. (MD), p. 69
Krämer Marktforschung GmbH (Ger.), p. 143
Language Insight (UK), p. 157
Language Insight (NY), p. 91
Leede Research (MN), p. 77
LextantLabs (OH), p. 104
Lucas Market Research, LLC (MO), p. 80
M3 Global Research (PA), p. 110
Magnet, Inc. Brand Planning (RI), p. 116
Marcom-China.com Company Ltd. (China), p. 141
Marketing Workshop (GA), p. 56
MAXimum Research, Inc. (NJ), p. 110
Merkadotekria Research & Consulting (TX), p. 124
Michigan Market Research (MI), p. 74
Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
The MSR Group (NE), p. 81
N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
Olson Research Group, Inc. (PA), p. 112
OMI (Online Market Intelligence) (Russian Federation), p. 151
Opinions Unlimited - Houston (TX), p. 124
OvationMR (NY), p. 93
Panoptika Inc. (ON), p. 139

Passerelles, A Schlesinger Company (France), p. 142
The Petruccio Consultants, Inc. (MO), p. 80
Phoenix Marketing International (NY), p. 96
Platinum Research (Italy), p. 147
PortiCo Research Inc. (IL), p. 64
Precision Opinion (NV), p. 82
QRi Consulting (UK), p. 158
QualCore.com Inc. (MN), p. 78
QUALWORLD (NC), p. 97
Quester (IA), p. 67
Quixote Group (NC), p. 98
Random Dynamic Resources (Nigeria), p. 149
Rare Patient Voice, LLC (MD), p. 69
Ready to Launch Research (CA), p. 33
Reckner Healthcare (PA), p. 113
Recruit and Field Inc (NY), p. 94
Research America Market Research Solutions (PA), p. 113
The Research Edge®, LLC (MN), p. 78
Research Explorers™, Inc. (IL), p. 65
The Research House, A Schlesinger Company (UK), p. 158
The Research House Wimbledon (UK), p. 158
RIVA Market Research & Training Institute (MD), p. 48
RP Translate (UK), p. 159
RRD Marketing Solutions (OH), p. 104
Schlesinger Group New Jersey (NJ), p. 85
Second To None (MI), p. 74
SKIM (Netherlands), p. 149
Snell Associates, Inc. (CA), p. 41
Space Doctors Ltd (UK), p. 159
Stat One Research (GA), p. 57
Stellar Strategic Services, Inc. (IL), p. 65
SurveyHealthcare (NY), p. 95
SurveyMonkey Audience (CA), p. 42
Tape To Type (CA), p. 38
3Q GLOBAL (FL), p. 54
TRC Market Research (PA), p. 115
Turtle Bay Institute, Inc. (NJ), p. 86
Vault Consulting, LLC (VA), p. 49
W5, Inc. (NC), p. 99
WBA Research (MD), p. 49
WebMD/Medscape Market Research (NY), p. 96
WestGroup Research (AZ), p. 28
WIT Consulting, LLC (DC), p. 49
xspient Segmedica (NY), p. 86

Health Care Products-Natural

Boulder Focus Center (CO), p. 42
C+R Research (IL), p. 59
Curion, LLC (IL), p. 60
Healogix, LLC (PA), p. 110
Insights in Marketing (IL), p. 62
Orman Guidance, Inc. (MN), p. 77

Higher Education

Advantage Research, Inc. (WI), p. 132
Ascribe (OH), p. 100
B2B International (NY), p. 87
C+R Research (IL), p. 59
Campos (PA), p. 115
Clear Insights Group (UT), p. 126
Confero, Inc. (NC), p. 98
Corona Insights (CO), p. 42
Great Blue Research, Inc. (CT), p. 45
Interface Research & Strategy (Australia), p. 135
Isurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
Lucid (LA), p. 68
Marketing Workshop (GA), p. 56
Provoke Insights (NY), p. 93
Rockbridge Associates, Inc. (VA), p. 48
Savanta (NY), p. 94
Second To None (MI), p. 74
Service Performance Group, Inc. (NC), p. 99
SurveyMonkey Audience (CA), p. 42
University of Georgia/MRII (GA), p. 54
WIT Consulting, LLC (DC), p. 49

High-Tech

Atkins Research Global, Inc. (CA), p. 29
 Boulder Focus Center (CO), p. 42
 ChildResearch.com (CT), p. 45
 Customer Lifecycle, LLC (IL), p. 60
 Daniel Research Group (MA), p. 70
 dobney.com - market research (UK), p. 155
 Escalent (MI), p. 73
FOCUSCOPE, Inc. (IL), p. 62
 GlobaLexicon Translations (UK), p. 156
 Group Dynamics in Focus, Inc. (PA), p. 108
 Insight Strategy Group (NY), p. 91
Just The Facts, Inc. (IL), p. 62
 Leede Research (MN), p. 77
 Magnet, Inc. Brand Planning (RI), p. 116
 MDC Research (OR), p. 106
 Panoptika Inc. (ON), p. 139
 Phase 5 (ON), p. 139
 QualCore.com Inc. (MN), p. 78
 ReRez (TX), p. 122
 Rockbridge Associates, Inc. (VA), p. 48
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 Second To None (MI), p. 74
 SKOPOS Insight Group (Europe) (UK), p. 159
 Stat One Research (GA), p. 57
 StrateSci Inc. (CA), p. 34
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 TouchstoneResearch.com (CT), p. 46
 Visions Research (CA), p. 38

Hispanic

Access Insights (TN), p. 117
 Addison Research (NY), p. 87
 Aeffect, Inc. (IL), p. 58
 Atkins Research Global, Inc. (CA), p. 29
C+R Research (IL), p. 59
 ConneXion Research and Strategy (TX), p. 124
Creative Consumer Research – Houston (TX), p. 124
 Curion, LLC (IL), p. 60
Dallas By Definition (TX), p. 120
 Directions In Research, Inc. (CA), p. 37
 DLG Research & Marketing Solutions (TX), p. 124
Dynata (TX), p. 120
 EurekaFacts, LLC (MD), p. 47
 Evaluative Criteria, a division of CRG Global (NY), p. 89
 First Insights (NY), p. 89
 Focus & Testing, An Insights Center Facility (CA), p. 30
 Focus Latino (TX), p. 118
 Focus World International, Inc. (NJ), p. 84
 Galloway Research Service (TX), p. 126
 Geo Strategy Partners (GA), p. 55
 Horowitz Research (NY), p. 91
 House of Marketing Research (CA), p. 31
 I/H/R Research Group (NV), p. 81
 Innovate (CA), p. 31
 Interviewing Service of America, LLC - HQ (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Lucid (LA), p. 68
 M G Z Research (IL), p. 62
 Market Analytics International, Inc. (NJ), p. 84
 Merkadoteknia Research & Consulting (TX), p. 124
 MFORCE Research (IL), p. 63
 Multilingual Connections (IL), p. 63
 New American Dimensions (CA), p. 32
 Opinions, Ltd. - Headquarters (OH), p. 103
 Performance Research (RI), p. 115
 Precision Research, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
 ReRez (TX), p. 122
RIVA Market Research & Training Institute (MD), p. 48
 RRU Research - Fusion Focus (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 361 Degrees Consulting, Inc. (China), p. 141
 361 Degrees Consulting, Inc. (CA), p. 34
 3Q GLOBAL (FL), p. 54

Welcome Research (CA), p. 35
 WestGroup Research (AZ), p. 28
 Worldbridge Language Services (CA), p. 35

Home Improvement/DIY

AOC Marketing Research (NC), p. 97
 Frances Bauman Associates (NJ), p. 83
C+R Research (IL), p. 59
 City Research Solutions (WI), p. 132
 Doyle Research Associates, Inc. (IL), p. 60
 Eastcoast Research (NC), p. 98
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Informed Decisions Group, Inc. (OH), p. 103
 Leede Research (MN), p. 77
 Precision Research, Inc. (IL), p. 64
 Savanta (NY), p. 94
 Second To None (MI), p. 74

Hospitality Industry

Ascribe (OH), p. 100
 Babblytype, LLC (PA), p. 107
C+R Research (IL), p. 59
 Cirrus Marketing Intelligence (CA), p. 35
 Confero, Inc. (NC), p. 98
 Creoso Corporation (AZ), p. 26
Forza Insights Group, LLC (CA), p. 36
 Great Blue Research, Inc. (CT), p. 45
 Intouch Insight (ON), p. 137
Just The Facts, Inc. (IL), p. 62
 Lucid (LA), p. 68
 Marketing Workshop (GA), p. 56
 The MSR Group (NE), p. 81
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Phoenix Marketing International (NY), p. 96
 Ready to Launch Research (CA), p. 33
 Research America Market Research Solutions (PA), p. 113
 RRD Marketing Solutions (OH), p. 104
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 Service Performance Group, Inc. (NC), p. 99
 Shoppers' View (MI), p. 75
 SunResearch (NY), p. 95
 Superior DataWorks, LLC (TN), p. 117
 SurveyMonkey Audience (CA), p. 42

Hospitals

Aeffect, Inc. (IL), p. 58
Ascribe (OH), p. 100
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bazis B2B Field (IL), p. 58
C+R Research (IL), p. 59
 Clarity Pharma Research (SC), p. 116
 Communications For Research, Inc. (MO), p. 79
 Confero, Inc. (NC), p. 98
Creative Consumer Research – Houston (TX), p. 124
 Davis Research, LLC (CA), p. 30
 Eastcoast Research (NC), p. 98
 Elevated Insights (CO), p. 42
 Escalent (MI), p. 73
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Great Blue Research, Inc. (CT), p. 45
 Healogix, LLC (PA), p. 110
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Infomine Healthcare Research (Egypt), p. 142
 Jackson Adept Research - Beverly Hills (CA), p. 31
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 The Key Group, Inc. (MD), p. 69
Olson Research Group, Inc. (PA), p. 112
 QualCore.com Inc. (MN), p. 78
 Reckner Healthcare (PA), p. 113
 Rose Research (FL), p. 54
 Storybrand Consulting (CA), p. 34
 VegasFocus (NV), p. 82
 xspierient Segmedica (NY), p. 86

Household Products/Services

AnswerQuest, an Insights Center Facility (MA), p. 69
Ascribe (OH), p. 100
 ASK Global Universal Ltd (UK), p. 154
 Associated Global Market Research (UK), p. 154
 Frances Bauman Associates (NJ), p. 83
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Catalyx (Switzerland), p. 153
 City Research Solutions (WI), p. 132
 Concepts In Focus (aka RDTeam-South) (FL), p. 50
 Criteria Fieldwork Ltd. (UK), p. 155
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Daniel Research Group (MA), p. 70
 DLG Research & Marketing Solutions (TX), p. 124
 e-Research-Global.com (HI), p. 57
 E-Tabs (UK), p. 155
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
 Great Blue Research, Inc. (CT), p. 45
 H.I. Thomas Group - Customer Insights Research (OH), p. 103
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 LextantLabs (OH), p. 104
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 Precision Research, Inc. (IL), p. 64
 Quester (IA), p. 67
 Random Dynamic Resources (Nigeria), p. 149
 Ready to Launch Research (CA), p. 33
 RP Translate (UK), p. 159
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SunResearch (NY), p. 95
 SurveyMonkey Audience (CA), p. 42
 U&I Collaboration (U&I) (NJ), p. 85

Housing

Cirrus Marketing Intelligence (CA), p. 35
 M. Davis & Company, Inc. (PA), p. 107
 WestGroup Research (AZ), p. 28

Human Resources/ Organizational Dev.

Honest Data (NC), p. 97
Just The Facts, Inc. (IL), p. 62
 Multilingual Connections (IL), p. 63
 ReRez (TX), p. 122
 Second To None (MI), p. 74

Information Technology (IT)

Advantage Market Intelligence SRL (Peru), p. 149
 Albar Research (Brazil), p. 136
 ASK Global Universal Ltd (UK), p. 154
 Associated Global Market Research (UK), p. 154
 at random international (Ger.), p. 142
B2B International (NY), p. 87
 Blue Research (CA), p. 37
 Blue Research (OR), p. 105
 The Center for Strategy Research, Inc. (MA), p. 70
 Clarion Research Inc. (NY), p. 88
 Confrimint (NY), p. 88
 Confrimint - London (UK), p. 154
 Criteria Fieldwork Ltd. (UK), p. 155
 Daniel Research Group (MA), p. 70
 Directions In Research, Inc. (CA), p. 37
Dynata (TX), p. 120
 Escalent (MI), p. 73
 EurekaFacts, LLC (MD), p. 47
 First Insights (NY), p. 89
 FocusVision (NY), p. 90

FUEL (NY), p. 90
 Full Circle Research, LLC (MD), p. 47
 Geo Strategy Partners (GA), p. 55
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Innovate (CA), p. 31
 Intact Qualitative Research (CA), p. 40
 Interface Research & Strategy (Australia), p. 135
 Isurus Market Research and Consulting (MA), p. 71
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Kadence International (MA), p. 72
 Krämer Marktforschung GmbH (Ger.), p. 143
 Lucid (LA), p. 68
 Magnet, Inc. Brand Planning (RI), p. 116
 Marcom-China.com Company Ltd. (China), p. 141
 MDC Research (OR), p. 106
 N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 OvationMR (NY), p. 93
 Point Blank Research & Consultancy (Ger.), p. 144
 Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Random Dynamic Resources (Nigeria), p. 149
 ReRez (TX), p. 122
 Resolution Research® (CO), p. 44
 RP Translate (UK), p. 159
 RRU Research - Fusion Focus (NY), p. 94
 Savanta (NY), p. 94
Schmiedl Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
Schmiedl Marktforschung Munich, A Schlesinger Company (Ger.), p. 144
 SKOPOS Insight Group (Europe) (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 Visions Research (CA), p. 38
 W5, Inc. (NC), p. 99
 Whaling Insights (NC), p. 99

Insurance

AnswerQuest, an Insights Center Facility (MA), p. 69
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 The Center for Strategy Research, Inc. (MA), p. 70
 CMI (GA), p. 54
 Communications For Research, Inc. (MO), p. 79
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 Consumer Focus LLC (TX), p. 119
 Customer Service Profiles (CSP) (NE), p. 80
 Deft Research, LLC. (MN), p. 76
 Derham Marketing Research Pty. Ltd. (Australia), p. 135
 The Dieringer Research Group, Inc. (WI), p. 132
 Discovery Research Group (UT), p. 126
DSG Associates (CA), p. 30
Dynata (TX), p. 120
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FUEL CYCLE (CA), p. 30
 Great Blue Research, Inc. (CT), p. 45
 Hart and Mind Market Research (CT), p. 45
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Insights in Marketing (IL), p. 62
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 LextantLabs (OH), p. 104
MAXimum Research, Inc. (NJ), p. 110
 MDC Research (OR), p. 106

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The MSR Group (NE), p. 81
 Phase 5 (ON), p. 139
 Phoenix MRC Limited (UK), p. 158
 Provoke Insights (NY), p. 93
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RDI Sightline (KY), p. 102
 RRD Marketing Solutions (OH), p. 104
 RTi Research (CT), p. 46
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 Storybrand Consulting (CA), p. 34
 Success Drivers (CA), p. 42
 W5, Inc. (NC), p. 99
 WestGroup Research (AZ), p. 28
 xspertent Segmedica (NY), p. 86

International Firms

ASK Global Universal Ltd (UK), p. 154
B2B International (NY), p. 87
 Bazis B2B Field (IL), p. 58
 Confrimit (NY), p. 88
 Confrimit - London (UK), p. 154
 Focus World International, Inc. (NJ), p. 84
 FocusVision (NY), p. 90
 FUEL (NY), p. 90
 Geo Strategy Partners (GA), p. 55
 Group Dynamics in Focus, Inc. (PA), p. 108
 Interviewing Service of America, LLC - HQ (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kadence International (Thailand), p. 153
 Kadence International (Hong Kong), p. 144
 Kadence International (Vietnam), p. 160
 Kadence International (Indonesia), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (Singapore), p. 151
 Kadence International (India), p. 146
 Kadence International (India), p. 146
 Kadence International (UK), p. 157
 Kadence International (MA), p. 71
 Kadence International (MA), p. 72
 Rose Research (FL), p. 54
 Savanta (NY), p. 94
 SKOPOS Insight Group (Europe) (UK), p. 159
 Worldbridge Language Services (CA), p. 35

Internet/Web

Brandspeak Limited (UK), p. 154
 BroadData Conferencing (KY), p. 67
 CarterJMRN KK (Japan), p. 147
 ChildResearch.com (CT), p. 45
 Cirrus Marketing Intelligence (CA), p. 35
 Clarion Research Inc. (NY), p. 88
 Daniel Research Group (MA), p. 70
 Datatelligence Online, a division of CRG Global (FL), p. 50
DSG Associates (CA), p. 30
 First Insights (NY), p. 89
 Focus World International, Inc. (NJ), p. 84
 FocusVision (NY), p. 90
 Interviewing Service of America, LLC - HQ (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Leede Research (MN), p. 77
 Lucid (LA), p. 68
 Magnet, Inc. Brand Planning (RI), p. 116
 Provoke Insights (NY), p. 93
 Ready to Launch Research (CA), p. 33
 Rockbridge Associates, Inc. (VA), p. 48

RRD Marketing Solutions (OH), p. 104
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SKIM (Netherlands), p. 149
 SKOPOS Insight Group (Europe) (UK), p. 159
 StrateSci Inc. (CA), p. 34
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 3Q GLOBAL (FL), p. 54
 Tobii Pro (VA), p. 48
 TouchstoneResearch.com (CT), p. 46

Lawn & Garden

AgMetrics Research & Consulting (MO), p. 79
 AnswerQuest, an Insights Center Facility (MA), p. 69
C+R Research (IL), p. 59
 City Research Solutions (WI), p. 132
 Communications For Research, Inc. (MO), p. 79
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 LextantLabs (OH), p. 104
 Precision Research, Inc. (IL), p. 64
 RRD Marketing Solutions (OH), p. 104
 Second To None (MI), p. 74

Lawyers

C+R Research (IL), p. 59
 Focus Groups of Cleveland, Inc. (OH), p. 103
Just The Facts, Inc. (IL), p. 62
 Lucas Market Research, LLC (MO), p. 80
 Magnet, Inc. Brand Planning (RI), p. 116
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
 Vancouver Focus® (BC), p. 137

Legal

Ann Michaels & Associates Ltd. (IL), p. 58
 AnswerQuest, an Insights Center Facility (MA), p. 69
 Concepts In Focus (aka RDTTeam-South) (FL), p. 50
 Eastcoast Research (NC), p. 98
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Galloway Research Service (TX), p. 126
 Group Dynamics in Focus, Inc. (PA), p. 108
 IQR Limited (UK), p. 157
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Lucas Market Research, LLC (MO), p. 80
 Michigan Market Research (MI), p. 74
 Moore Research Services, Inc. (PA), p. 106
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64

Leisure

Associated Global Market Research (UK), p. 154
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Criteria Fieldwork Ltd. (UK), p. 155
 E-Tabs (UK), p. 155
Forza Insights Group, LLC (CA), p. 36
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Performance Research (RI), p. 115
 QRi Consulting (UK), p. 158
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94
 Second To None (MI), p. 74
Toluna (CT), p. 46

Managed Care

Aeffect, Inc. (IL), p. 58
C+R Research (IL), p. 59
 Deft Research, LLC. (MN), p. 76
 Healogix, LLC (PA), p. 110
 Isurus Market Research and Consulting (MA), p. 71
 The Key Group, Inc. (MD), p. 69
Olson Research Group, Inc. (PA), p. 112
 Reckner Healthcare (PA), p. 113
 SurveyHealthcare (NY), p. 95
 xspient Segmedica (NY), p. 86

Manufacturing

Adelman Research Group-A SurveyService Company (NY), p. 86
 Advantage Research, Inc. (WI), p. 132
B2B International (NY), p. 87
 Bazis B2B Field (IL), p. 58
C+R Research (IL), p. 59
 Campos (PA), p. 115
 Communications For Research, Inc. (MO), p. 79
 Curion, LLC (IL), p. 60
 Customer Lifecycle, LLC (IL), p. 60
 Daniel Research Group (MA), p. 70
 Derham Marketing Research Pty. Ltd. (Australia), p. 135
 The Dieringer Research Group, Inc. (WI), p. 132
 Geo Strategy Partners (GA), p. 55
 GlobalLexicon Translations (UK), p. 156
 Isurus Market Research and Consulting (MA), p. 71
Just The Facts, Inc. (IL), p. 62
 Kadence International (MA), p. 72
 MDC Research (OR), p. 106
 Multilingual Connections (IL), p. 63
 myCLEARopinion Panel (MI), p. 74
 Phase 5 (ON), p. 139
 Provoke Insights (NY), p. 93
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 Signet Research (NJ), p. 85
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 Tobii Pro (VA), p. 48

Mass Merchandisers

C+R Research (IL), p. 59
 DLG Research & Marketing Solutions (TX), p. 124
 Informed Decisions Group, Inc. (OH), p. 103
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Quester (IA), p. 67
 Second To None (MI), p. 74
 SurveyMonkey Audience (CA), p. 42

Meat Industry

AnswerQuest, an Insights Center Facility (MA), p. 69
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Communications For Research, Inc. (MO), p. 79
 Curion, LLC (IL), p. 60
Forza Insights Group, LLC (CA), p. 36
Just The Facts, Inc. (IL), p. 62
 myCLEARopinion Panel (MI), p. 74

Media

ASK Global Universal Ltd (UK), p. 154
 Associated Global Market Research (UK), p. 154
B2B International (NY), p. 87
 Beggs & Associates (NY), p. 87
C+R Research (IL), p. 59
 Chadwick Martin Bailey, Inc. (MA), p. 70
 ChildResearch.com (CT), p. 45
 Clear Insights Group (UT), p. 126
 Criteria Fieldwork Ltd. (UK), p. 155

Dynata (TX), p. 120
 Engagious (OR), p. 106
 Erdos & Morgan, Inc. (NY), p. 89
 E-Tabs (UK), p. 155
 Focus Groups of Cleveland, Inc. (OH), p. 103
 FocusVision (NY), p. 90
 FUEL CYCLE (CA), p. 30
 Horowitz Research (NY), p. 91
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Insight Strategy Group (NY), p. 91
 Insights Center, LLC (CO), p. 43
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
Just The Facts, Inc. (IL), p. 62
 Kadence International (NY), p. 91
 Kantar Philippines, Inc. (Philippines), p. 150
 Lucid (LA), p. 68
MAXimum Research, Inc. (NJ), p. 110
 Michigan Market Research (MI), p. 74
 Multilingual Connections (IL), p. 63
 Orman Guidance, Inc. (MN), p. 77
 Phoenix Marketing International (NY), p. 96
 Point Blank Research & Consultancy (Ger.), p. 144
 PortiCo Research Inc. (IL), p. 64
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Savanta (NY), p. 94
 Signet Research (NJ), p. 85
 SKOPOS Insight Group (Europe) (UK), p. 159
 Space Doctors Ltd (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
 SurveyUSA® (NJ), p. 85
 Targoz Market Research (TN), p. 117
 Tobii Pro (VA), p. 48
 TouchstoneResearch.com (CT), p. 46

Medical

Access Insights (TN), p. 117
 AG3 Consulting (Brazil), p. 136
 AIM/LA (CA), p. 29
Ascribe (OH), p. 100
B2B International (NY), p. 87
 Babblytype, LLC (PA), p. 107
 Baltimore Research, A Schlesinger Company (MD), p. 68
 Bazis B2B Field (IL), p. 58
 Bernstein Research Group, Inc. (CT), p. 46
 BLS Research & Consulting LLC (CT), p. 45
 BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
 Camille Carlin Qualitative Research, LLC (NY), p. 88
 CarterJMRN KK (Japan), p. 147
 Confero, Inc. (NC), p. 98
Dallas By Definition (TX), p. 120
 Directions In Research, Inc. (CA), p. 37
 DO Research, Inc. (NY), p. 89
 The Dominion Group, Inc. (VA), p. 47
 FCP Research Services LLC (PA), p. 115
 Focus Centre of Chicago, Inc. (IL), p. 61
 Focus Forward (PA), p. 108
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 Galloway Research Service (TX), p. 126
 GlobalLexicon Translations (UK), p. 156
 Great Blue Research, Inc. (CT), p. 45
 Group Dynamics in Focus, Inc. (PA), p. 108
 Healogix, LLC (PA), p. 110
 IGV Marktforschung GmbH (Ger.), p. 143

Infomine Healthcare Research (Saudi Arabia), p. 151
 Infomine Healthcare Research (Egypt), p. 142
 Isurus Market Research and Consulting (MA), p. 71
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Kadence International (Hong Kong), p. 144
 Kadence International (India), p. 146
 Kadence International (Thailand), p. 153
 Kadence International (Vietnam), p. 160
 Kadence International (Indonesia), p. 146
 Kadence International (UK), p. 157
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (Singapore), p. 151
 Kadence International (MA), p. 71
 The Key Group, Inc. (MD), p. 69
 Krämer Marktforschung GmbH (Ger.), p. 143
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 LextantLabs (OH), p. 104
 Lucas Market Research, LLC (MO), p. 80
 LW Adler Weiner Research (CA), p. 32
M3 Global Research (PA), p. 110
 Magnet, Inc. Brand Planning (RI), p. 116
 Market Probe International, Inc. (NY), p. 92
 Michigan Market Research (MI), p. 74
Olson Research Group, Inc. (PA), p. 112
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Opinions Unlimited - Houston (TX), p. 124
 Plaza Research - New York (NJ), p. 93
 Plaza Research - Philadelphia (NJ), p. 112
 Plaza Research-Chicago (IL), p. 64
 Plaza Research-Dallas (TX), p. 122
 Plaza Research-Denver (CO), p. 43
 Plaza Research-Fort Lauderdale (FL), p. 50
 Plaza Research-Houston (TX), p. 125
 Plaza Research-Los Angeles (CA), p. 33
 Plaza Research-Phoenix (AZ), p. 27
 Plaza Research-San Diego (CA), p. 38
 Plaza Research-Tampa (FL), p. 53
 Point Blank Research & Consultancy (Ger.), p. 144
 QUALWORLD (NC), p. 97
 Reckner Healthcare (PA), p. 113
 RP Translate (UK), p. 159
 RRU Research - Fusion Focus (NY), p. 94
 RTi Research (CT), p. 46
Schlesinger Group New Jersey (NJ), p. 85
Schlesinger Quantitative (NJ), p. 85
 Second To None (MI), p. 74
 SFI Marketing Research Consultants (IL), p. 65
 SIS International Research, Inc. (NY), p. 95
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 SurveyHealthcare (NY), p. 95
 TheMedicalPanel.com (CO), p. 44
Toluna (CT), p. 46
 WebMD/Medscape Market Research (NY), p. 96

Medical/Surgical Products

Bazis B2B Field (IL), p. 58
 Cabrera Marketing Research Services, LLC (CT), p. 45
 CarterJMRN KK (Japan), p. 147
 The Center for Strategy Research, Inc. (MA), p. 70
 Connected Research & Consulting, LLC (FL), p. 53
 The Dominion Group, Inc. (VA), p. 47
 GlobalLexicon Translations (UK), p. 156
 Healogix, LLC (PA), p. 110
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
J-S Martin Transcription Resources (CA), p. 32
 The Key Group, Inc. (MD), p. 69
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
 Leede Research (MN), p. 77
Olson Research Group, Inc. (PA), p. 112
 Orman Guidance, Inc. (MN), p. 77
 Precision Research, Inc. (IL), p. 64

QEAN Group (CO), p. 43
 Reckner Healthcare (PA), p. 113
 Research America Market Research Solutions (PA), p. 113
 The Research Edge®, LLC (MN), p. 78
 Vault Consulting, LLC (VA), p. 49
 xspierient Segmedica (NY), p. 86

Middle-Eastern

Dynata (TX), p. 120

Focus World International, Inc. (NJ), p. 84
 Interviewing Service of America, LLC - HQ (CA), p. 31
 Multilingual Connections (IL), p. 63
 New American Dimensions (CA), p. 32
 Precision Research, Inc. (IL), p. 64
 ReRez (TX), p. 122
Schlesinger Group New Jersey (NJ), p. 85
 Worldbridge Language Services (CA), p. 35

Military

Eastcoast Research (NC), p. 99
 Elevated Insights (CO), p. 42
 Galloway Research Service (TX), p. 126
 Merkatodoteknia Research & Consulting (TX), p. 124

Mothers

BLS Research & Consulting LLC (CT), p. 45
C+R Research (IL), p. 59
 ChildResearch.com (CT), p. 45
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
 Focus World International, Inc. (NJ), p. 84
FOCUSCOPE, Inc. (IL), p. 62
 GMO Research Inc. (Japan), p. 148
 Innovate (CA), p. 31
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 Market Analytics International, Inc. (NJ), p. 84
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 Ready to Launch Research (CA), p. 33
 Smarty Pants® (TN), p. 116
 SoapBoxSample (CA), p. 33
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46

Mothers-Expectant

C+R Research (IL), p. 59

Smarty Pants® (TN), p. 116
 SurveyMonkey Audience (CA), p. 42

Native American

Consumer Connections Research, LLC. (WI), p. 130
 Consumer Logic Research (OK), p. 105
 Eastcoast Research (NC), p. 99
 ReRez (TX), p. 122

Newspapers/Magazines

C+R Research (IL), p. 59

Cirrus Marketing Intelligence (CA), p. 35
 Erdos & Morgan, Inc. (NY), p. 89
 Great Blue Research, Inc. (CT), p. 45
 Savanta (NY), p. 94
 Signet Research (NJ), p. 85
 SKOPOS Insight Group (Europe) (UK), p. 159
 SurveyMonkey Audience (CA), p. 42

Non-Profit/Fund Raising

Aeffect, Inc. (IL), p. 58
 Angelfish Fieldwork (UK), p. 153
 BLS Research & Consulting LLC (CT), p. 45
 CarterJMRN KK (Japan), p. 147
 Clarion Research Inc. (NY), p. 88
 Communications For Research, Inc. (MO), p. 79
 Corona Insights (CO), p. 42
 EurekaFacts, LLC (MD), p. 47
 First Insights (NY), p. 89
 Great Blue Research, Inc. (CT), p. 45
 InfoTech Marketing (CO), p. 43
 Interface Research & Strategy (Australia), p. 135
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Magnet, Inc. Brand Planning (RI), p. 116
 Performance Research (RI), p. 115
 Punctum (Argentina), p. 135
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94
 Signet Research (NJ), p. 85
 SurveyMonkey Audience (CA), p. 42
 Untold Research (VA), p. 49
 WIT Consulting, LLC (DC), p. 49

Nurses

Creative Consumer Research – Houston (TX), p. 124

Dynata (TX), p. 120
 Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
 Healogix, LLC (PA), p. 110
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
Just The Facts, Inc. (IL), p. 62
M3 Global Research (PA), p. 110
Olson Research Group, Inc. (PA), p. 112
 Precision Research, Inc. (IL), p. 64
 Reckner Healthcare (PA), p. 113
 SurveyHealthcare (NY), p. 95
 Vault Consulting, LLC (VA), p. 49

Nursing Homes

QualCore.com Inc. (MN), p. 78

Office Products

C+R Research (IL), p. 59

Consumer Truth® Ltd (IL), p. 59
 Daniel Research Group (MA), p. 70
 First Insights (NY), p. 89
 Frieden Qualitative Services (CA), p. 30
Just The Facts, Inc. (IL), p. 62
 Precision Research, Inc. (IL), p. 64
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 U&I Collaboration (U&I) (NJ), p. 85

Outdoor Gear

Forza Insights Group, LLC (CA), p. 36

Provoke Insights (NY), p. 93

Packaged Goods

Accurate Market Research, SA de CV (FL), p. 50
 Adelman Research Group-A SurveyService Company (NY), p. 86
 AnswerQuest, an Insights Center Facility (MA), p. 69
Ascribe (OH), p. 100
 Associated Global Market Research (UK), p. 154
 Bauman Research & Consulting, LLC (NJ), p. 83
 Bernstein Research Group, Inc. (CT), p. 46
C+R Research (IL), p. 59
 Catalyx (Switzerland), p. 153
 ChildResearch.com (CT), p. 45
 Clear Insights Group (UT), p. 126

Concepts In Focus (aka RDTTeam-South) (FL), p. 50
 Confero, Inc. (NC), p. 98
 Consumer Truth® Ltd (IL), p. 59
 Contract Testing Inc. (ON), p. 138
Creative Consumer Research – Houston (TX), p. 124
 CSS/datatelligence, a division of CRG Global (FL), p. 50
 Curion, LLC (IL), p. 60
 Decision Analyst, Inc. (TX), p. 120
 The Dieringer Research Group, Inc. (WI), p. 132
 Digital Research, Inc. (ME), p. 68
 DigitalMR Ltd. (UK), p. 155
 DLG Research & Marketing Solutions (TX), p. 124
 Doyle Research Associates, Inc. (IL), p. 60
Dynata (TX), p. 120
 Escalent (MI), p. 73
 Explorer Research (IL), p. 60
 First Insights (IL), p. 61
 First Insights (NY), p. 89
 FocusVision (NY), p. 90
 Futurethinking - London (UK), p. 156
 Gina Holub (PA), p. 108
 GlobaLexicon Translations (UK), p. 156
 Great Blue Research, Inc. (CT), p. 45
 Honest Data (NC), p. 97
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Informed Decisions Group, Inc. (OH), p. 103
 Inquiry Market Research (Poland), p. 150
 Insights Center, LLC (CO), p. 43
 Insights in Marketing (IL), p. 62
 Jackson Adept Research Encino/Los Angeles (CA), p. 31
Just The Facts, Inc. (IL), p. 62
 Kadence International (Singapore), p. 151
 Kadence International (Thailand), p. 153
 Kadence International (Hong Kong), p. 144
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (Indonesia), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (UK), p. 157
 Kadence International (India), p. 146
 Kadence International (MA), p. 71
 LextantLabs (OH), p. 104
 Lucas Market Research, LLC (MO), p. 80
 Marketing Workshop (GA), p. 56
 Merkatodoteknia Research & Consulting (TX), p. 124
 myCLEAROpinion Panel (MI), p. 74
 Numerator (IL), p. 63
 The Petruccio Consultants, Inc. (MO), p. 80
 Precision Research, Inc. (IL), p. 64
 Provoke Insights (NY), p. 93
 QualCore.com Inc. (MN), p. 78
 QualOne Research (CA), p. 33
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RDI Sightline (KY), p. 102
 Ready to Launch Research (CA), p. 33
 Research America Market Research Solutions (PA), p. 113
 Research Design Team, Inc. (RDTTeam) (PA), p. 114
RIVA Market Research & Training Institute (MD), p. 48
 Rose Research (FL), p. 54
 RTi Research (CT), p. 46
 Savanta (NY), p. 94
 Second To None (MI), p. 74
 SFI Marketing Research Consultants (IL), p. 65
 SKIM (Costa Rica), p. 142
 SKIM (Brazil), p. 136
 SKIM (UK), p. 159
 SKIM (Singapore), p. 152
 SKIM (Netherlands), p. 149
 SKIM (CA), p. 41

SKIM (GA), p. 57
 SKIM (NJ), p. 85
 SKOPOS Insight Group (Europe) (UK), p. 159
 Space Doctors Ltd (UK), p. 159
 Stellar Strategic Services, Inc. (IL), p. 65
 Storybrand Consulting (CA), p. 34
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 Talking Business, LLC (CA), p. 36
 The Research Alliance (TRA) (Indonesia), p. 146
 Tobii Pro (VA), p. 48
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46
 Turtle Bay Institute, Inc. (NJ), p. 86
 U&I Collaboration (U&I) (NJ), p. 85
 Uwins Research Group (CA), p. 34
 Various Views Research (OH), p. 102
 Vision One Research (UK), p. 159
 Vision One Research Ltd. (UK), p. 160
 W5, Inc. (NC), p. 99
 Wyckoff Partners (CA), p. 35

Paper & Related Products

B2B International (NY), p. 87
C+R Research (IL), p. 59
 City Research Solutions (WI), p. 132
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Precision Research, Inc. (IL), p. 64
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153

Parents

BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 ChildResearch.com (CT), p. 45
 Curion, LLC (IL), p. 60
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
Just The Facts, Inc. (IL), p. 62
 MFORCE Research (IL), p. 63
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 PortiCo Research Inc. (IL), p. 64
 Quick Test/Heakin (FL), p. 53
RIVA Market Research & Training Institute (MD), p. 48
 Second To None (MI), p. 74
 Smarty Pants® (TN), p. 116
 SurveyMonkey Audience (CA), p. 42
Toluna (CT), p. 46
 TouchstoneResearch.com (CT), p. 46

Patients

Albar Research (Brazil), p. 136
 AOC Marketing Research (NC), p. 97
 Bazis B2B Field (IL), p. 58
 CarterJMRN KK (Japan), p. 147
 Discovery Research Group (UT), p. 126
 Great Blue Research, Inc. (CT), p. 45
 Healogix, LLC (PA), p. 110
 IGV Marktforschung GmbH (Ger.), p. 143
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 PortiCo Research Inc. (IL), p. 64
 QUALWORLD (NC), p. 97
 3Q GLOBAL (FL), p. 54

Pet Foods/Supplies

Alternate Routes, Inc. (CA), p. 29
 AnswerQuest, an Insights Center Facility (MA), p. 69
 ASK Global Universal Ltd (UK), p. 154
C+R Research (IL), p. 59
 Communications For Research, Inc. (MO), p. 79
 CRG Global, Inc. (FL), p. 50
 Curion, LLC (IL), p. 60
 Eurofins Sensory, Consumer and Product Research (CA), p. 39
 Eurofins Sensory, Consumer and Product Research (MN), p. 76
 Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
 FocusVision (NY), p. 90
 Informed Decisions Group, Inc. (OH), p. 103
 Insights Center, LLC (CO), p. 43
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 National Market Research & Recruiting (TN), p. 117
Olson Research Group, Inc. (PA), p. 112
 The Petruzzo Consultants, Inc. (MO), p. 80
 Precision Research, Inc. (IL), p. 64
 Ready to Launch Research (CA), p. 33
 Research Design Team, Inc. (RDTeam) (PA), p. 114
 RP Translate (UK), p. 159
 Second To None (MI), p. 74
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 SurveyMonkey Audience (CA), p. 42

Pet Owners

AgMetrics Research & Consulting (MO), p. 79
 Boulder Focus Center (CO), p. 42
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Communications For Research, Inc. (MO), p. 79
Creative Consumer Research – Houston (TX), p. 124
 Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
 Informed Decisions Group, Inc. (OH), p. 103
 Innovate (CA), p. 31
 Interface Research & Strategy (Australia), p. 135
 Lucas Market Research, LLC (MO), p. 80
 The Petruzzo Consultants, Inc. (MO), p. 80
 PortiCo Research Inc. (IL), p. 64
 Precision Research, Inc. (IL), p. 64
 Ready to Launch Research (CA), p. 33
 SurveyMonkey Audience (CA), p. 42

Petroleum Products

B2B International (NY), p. 87

Pharmaceutical Product

B2B International (NY), p. 87
 Babbletype, LLC (PA), p. 107
 Bazis B2B Field (IL), p. 58
 Beta Research Corporation (NY), p. 88
 BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
 Cabrera Marketing Research Services, LLC (CT), p. 45
 Camille Carlin Qualitative Research, LLC (NY), p. 88
 The Center for Strategy Research, Inc. (MA), p. 70
 Clarity Pharma Research (SC), p. 116
 CMI (GA), p. 54
 Directions In Research, Inc. (CA), p. 37
 DLG Research & Marketing Solutions (TX), p. 124
 DO Research, Inc. (NY), p. 89
 The Dominion Group, Inc. (VA), p. 47
 Escalent (MI), p. 73
 E-Tabs (UK), p. 155
 First Insights (IL), p. 61
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103

FocusVision (NY), p. 90
 Futurethinking - London (UK), p. 156
 Gina Holub (PA), p. 108
 GlobalLexicon Translations (UK), p. 156
 Group Dynamics in Focus, Inc. (PA), p. 108
 Hall & Partners (UK), p. 156
 Healogix, LLC (PA), p. 110
 IGV Marktforschung GmbH (Ger.), p. 143
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
 Inquiry Market Research (Poland), p. 150
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
 Jackson Associates Research, an Insights Center Facility (GA), p. 55
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Kadence International (Singapore), p. 151
 Kadence International (Thailand), p. 153
 Kadence International (UK), p. 157
 Kadence International (Indonesia), p. 146
 Kadence International (India), p. 146
 Kadence International (Vietnam), p. 160
 Kadence International (Vietnam), p. 160
 Kadence International (India), p. 146
 Kadence International (Hong Kong), p. 144
 Kadence International (MA), p. 71
 Kantar Philippines, Inc. (Philippines), p. 150
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
M3 Global Research (PA), p. 110
 Merkatoteknia Research & Consulting (TX), p. 124
 Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
 NAXION (PA), p. 111
Olson Research Group, Inc. (PA), p. 112
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 OvationMR (NY), p. 93
 Panoptika Inc. (ON), p. 139
Pinnacle Research Group, LLC (MO), p. 80
 Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 RDI Sightline (KY), p. 102
 Reckner Healthcare (PA), p. 113
 ReRez (TX), p. 122
 Research America Market Research Solutions (PA), p. 113
 Rose Research (FL), p. 54
 RP Translate (UK), p. 159
 RRU Research - Fusion Focus (NY), p. 94
 RTI Research (CT), p. 46
Schlesinger Group New Jersey (NJ), p. 85
Schlesinger Quantitative (NJ), p. 85
 Second To None (MI), p. 74
 SKIM (UK), p. 159
 SKIM (Netherlands), p. 149
 SKIM (CA), p. 41
 SKIM (GA), p. 57
 SKIM (NJ), p. 85
 Space Doctors Ltd (UK), p. 159
 Storybrand Consulting (CA), p. 34
 Success Drivers (CA), p. 42
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42
 Tape To Type (CA), p. 38
 The Research Alliance (TRA) (Indonesia), p. 146
Toluna (CT), p. 46
 U&I Collaboration (U&I) (NJ), p. 85
 WebMD/Medscape Market Research (NY), p. 96
 xspertent Segmedica (NY), p. 86

Pharmacies/Drug Stores**C+R Research (IL), p. 59**

CarterJMRN KK (Japan), p. 147
 Cirrus Marketing Intelligence (CA), p. 35
 Explorer Research (IL), p. 60
 Healogix, LLC (PA), p. 110
 IGV Marktforschung GmbH (Ger.), p. 143
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
Just The Facts, Inc. (IL), p. 62
Olson Research Group, Inc. (PA), p. 112
 Quester (IA), p. 67
 Second To None (MI), p. 74
 SurveyHealthcare (NY), p. 95
Toluna (CT), p. 46
 xspient Segmedica (NY), p. 86

Pharmacists**Dynata (TX), p. 120**

Focus Groups of Cleveland, Inc. (OH), p. 103
 Healogix, LLC (PA), p. 110
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 IGV Marktforschung GmbH (Ger.), p. 143
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
Just The Facts, Inc. (IL), p. 62
 Language Insight (UK), p. 157
 Language Insight (NY), p. 91
Olson Research Group, Inc. (PA), p. 112
 Precision Research, Inc. (IL), p. 64
 QUALWORLD (NC), p. 97
 Reckner Healthcare (PA), p. 113
 SurveyHealthcare (NY), p. 95

Physicians

Babbletype, LLC (PA), p. 107
 Bazis B2B Field (IL), p. 58
C+R Research (IL), p. 59
 Canadian Viewpoint Inc. (ON), p. 138
 Camille Cariin Qualitative Research, LLC (NY), p. 88
 CarterJMRN KK (Japan), p. 147
 Clear Insights Group (UT), p. 126
 CMI (GA), p. 54
 Communications For Research, Inc. (MO), p. 79
 Confero, Inc. (NC), p. 98
Creative Consumer Research – Houston (TX), p. 124
Dynata (TX), p. 120
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
FOCUSCOPE, Inc. (IL), p. 62
 Frieden Qualitative Services (CA), p. 30
 Hartt and Mind Market Research (CT), p. 45
 Healogix, LLC (PA), p. 110
 Herzog + Glaser Teststudio Munich GmbH (Ger.), p. 143
 I/H/R Research Group (NV), p. 81
 IGV Marktforschung GmbH (Ger.), p. 143
 Infomine Healthcare Research (Egypt), p. 142
 Infomine Healthcare Research (Saudi Arabia), p. 151
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Kadence International (Vietnam), p. 160
 Kadence International (Vietnam), p. 160
 Kadence International (Singapore), p. 151
 Kadence International (India), p. 146
 Kadence International (Indonesia), p. 146
 Kadence International (Thailand), p. 153
 Kadence International (India), p. 146
 Kadence International (Hong Kong), p. 144
 Kadence International (UK), p. 157

Kadence International (MA), p. 71
 The Key Group, Inc. (MD), p. 69
 Leede Research (MN), p. 77
M3 Global Research (PA), p. 110
 Magnet, Inc. Brand Planning (RI), p. 116
 Observation Baltimore (MD), p. 69
Olson Research Group, Inc. (PA), p. 112
 OvationMR (NY), p. 93
 Phase 5 (ON), p. 139
 Precision Research, Inc. (IL), p. 64
 QUALWORLD (NC), p. 97
 Quixote Group (NC), p. 98
 RDI Sightline (KY), p. 102
 Ready to Launch Research (CA), p. 33
 Reckner Healthcare (PA), p. 113
 Recruit and Field Inc (NY), p. 94
 ReRez (TX), p. 122
 RRU Research - Fusion Focus (NY), p. 94
Schmiedl Marktforschung Berlin (Ger.), p. 144
 Second To None (MI), p. 74
 SoapBoxSample (CA), p. 33
 SurveyHealthcare (NY), p. 95
 The Research Alliance (TRA) (Indonesia), p. 146
 TheMedicalPanel.com (CO), p. 44
 Vault Consulting, LLC (VA), p. 49
 WebMD/Medscape Market Research (NY), p. 96
 xspient Segmedica (NY), p. 86

Printing

B2B International (NY), p. 87

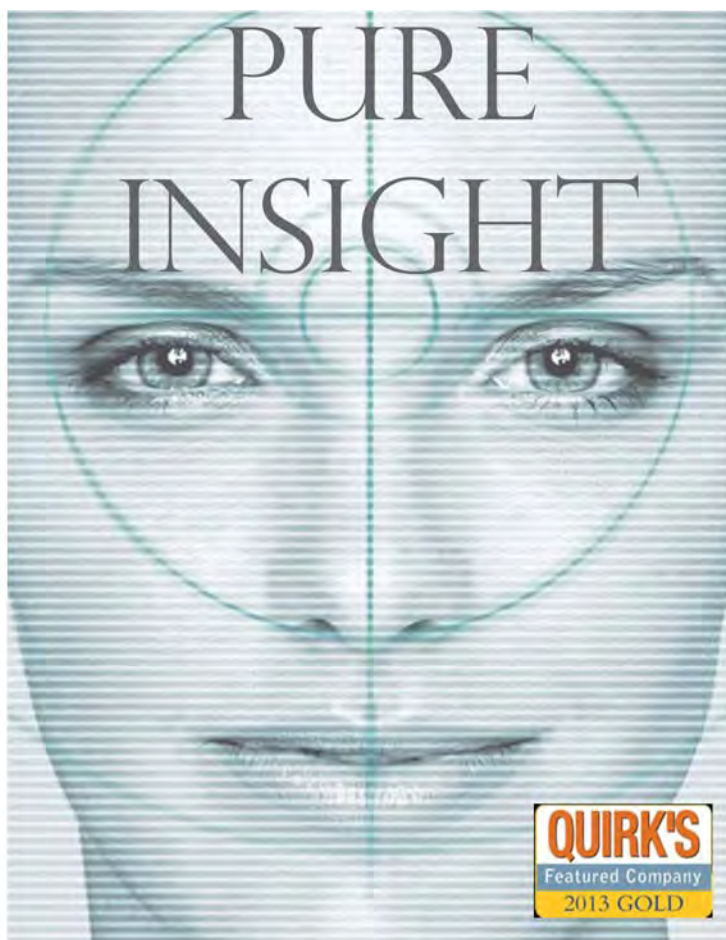
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Public Affairs

Database Analysts Ltd. (ON), p. 138
Discovery Research Group (UT), p. 126
IQR Limited (UK), p. 157
Magnet, Inc. Brand Planning (RI), p. 116
MAXimum Research, Inc. (NJ), p. 110
Research Explorers™, Inc. (IL), p. 65
WIT Consulting, LLC (DC), p. 49

Public Relations

ChildResearch.com (CT), p. 45
Davis Research, LLC (CA), p. 30
Eastcoast Research (NC), p. 98
IQR Limited (UK), p. 157
Just The Facts, Inc. (IL), p. 62
Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
Multilingual Connections (IL), p. 63
Provoke Insights (NY), p. 93
Ready to Launch Research (CA), p. 33
RIVA Market Research & Training Institute (MD), p. 48
Savanta (NY), p. 94
Second To None (MI), p. 74
SurveyMonkey Audience (CA), p. 42
TouchstoneResearch.com (CT), p. 46
Wakefield Research (VA), p. 49

Publishing

B2B International (NY), p. 87
E-Tabs (UK), p. 155
First Insights (NY), p. 89
Irwin Broh Research (IL), p. 62
Magnet, Inc. Brand Planning (RI), p. 116
Signet Research (NJ), p. 85
SKOPOS Insight Group (Europe) (UK), p. 159
SurveyUSA® (NJ), p. 85
Targoz Market Research (TN), p. 117

Radio

Focus Groups of Cleveland, Inc. (OH), p. 103
I/H/R Research Group (NV), p. 81
Insights Center, LLC (CO), p. 43
Jackson Adept Research Encino/Los Angeles (CA), p. 31
Lucas Market Research, LLC (MO), p. 80
Multilingual Connections (IL), p. 63
SurveyUSA® (NJ), p. 85

Real Estate/Development

Cirrus Marketing Intelligence (CA), p. 35
First Insights (NY), p. 89
Magnet, Inc. Brand Planning (RI), p. 116
Orman Guidance, Inc. (MN), p. 77
Precision Research, Inc. (IL), p. 64
Savanta (NY), p. 94
WestGroup Research (AZ), p. 28

Religion/Churches

Elevated Insights (CO), p. 42
Just The Facts, Inc. (IL), p. 62

Restaurants/Food Service

Addison Research (NY), p. 87
AnswerQuest, an Insights Center Facility (MA), p. 69
C+R Research (IL), p. 59
CarterJMRN KK (Japan), p. 147
Cirrus Marketing Intelligence (CA), p. 35
Communications For Research, Inc. (MO), p. 79
Confero, Inc. (NC), p. 98
Consumer Truth® Ltd (IL), p. 59
Contract Testing Inc. (ON), p. 138

Creative Consumer Research – Houston (TX), p. 124
CSS/datatelligence, a division of CRG Global (FL), p. 50
Curion, LLC (IL), p. 60
Directions In Research, Inc. (CA), p. 37
DLG Research & Marketing Solutions (TX), p. 124
Doyle Research Associates, Inc. (IL), p. 60
DSG Associates (CA), p. 30
Dynata (TX), p. 120
Eastcoast Research (NC), p. 98
E-Tabs (UK), p. 155
Eurofins Sensory, Consumer and Product Research (CA), p. 39
Eurofins Sensory, Consumer and Product Research (MN), p. 76
Explorer Research (IL), p. 60
Focus Groups of Cleveland, Inc. (OH), p. 103
Forza Insights Group, LLC (CA), p. 36
House of Marketing Research (CA), p. 31
Illumination – A Radius Global Market Research co. (OH), p. 102
Innovate (CA), p. 31
Insights Center, LLC (CO), p. 43
Insights in Marketing (IL), p. 62
Intouch Insight (ON), p. 137
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
Lucas Market Research, LLC (MO), p. 80
Lucid (LA), p. 68
Magnet, Inc. Brand Planning (RI), p. 116
Marketing Workshop (GA), p. 56
Multilingual Connections (IL), p. 63
The Petruzzo Consultants, Inc. (MO), p. 80
Phoenix Marketing International (NY), p. 96
Precision Research, Inc. (IL), p. 64
Product Evaluations, Inc. (IL), p. 64
QualCore.com Inc. (MN), p. 78
Quester (IA), p. 67
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
RDI Sightline (KY), p. 102
Ready to Launch Research (CA), p. 33
Research America Market Research Solutions (PA), p. 113
RTI Research (CT), p. 46
Savanta (NY), p. 94
Second To None (MI), p. 74
Service Performance Group, Inc. (NC), p. 99
SurveyMonkey Audience (CA), p. 42
U&I Collaboration (U&I) (NJ), p. 85
Uwins Research Group (CA), p. 34

Retailing

Angelfish Fieldwork (UK), p. 153
Ascribe (OH), p. 100
ASK Global Universal Ltd (UK), p. 154
Associated Global Market Research (UK), p. 154
C+R Research (IL), p. 59
ChildResearch.com (CT), p. 45
Cirrus Marketing Intelligence (CA), p. 35
Confero, Inc. (NC), p. 98
Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
Consumer Research Corp. (MN), p. 76
Creoso Corporation (AZ), p. 26
Curion, LLC (IL), p. 60
Customer Service Profiles (CSP) (NE), p. 80
DigitalMR Ltd. (UK), p. 155
DSG Associates (CA), p. 30
Dynata (TX), p. 120
Escalent (MI), p. 73
E-Tabs (UK), p. 155
Explorer Research (IL), p. 60
Focus Groups of Cleveland, Inc. (OH), p. 103
FUEL CYCLE (CA), p. 30

GlobaLexicon Translations (UK), p. 156
Hall & Partners (UK), p. 156
Honest Data (NC), p. 97
Informed Decisions Group, Inc. (OH), p. 103
Inquiry Market Research (Poland), p. 150
Insight Strategy Group (NY), p. 91
Insights in Marketing (IL), p. 62
Intouch Insight (ON), p. 137
Just The Facts, Inc. (IL), p. 62
Kantar Philippines, Inc. (Philippines), p. 150
Language Insight (UK), p. 157
Language Insight (NY), p. 91
Lucid (LA), p. 68
Marcom-China.com Company Ltd. (China), p. 141
MDC Research (OR), p. 106
The MSR Group (NE), p. 81
N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
PortiCo Research Inc. (IL), p. 64
Provoke Insights (NY), p. 93
QRi Consulting (UK), p. 158
Quester (IA), p. 67
RDI Sightline (KY), p. 102
RRD Marketing Solutions (OH), p. 104
Savanta (NY), p. 94
Second To None (MI), p. 74
Service Performance Group, Inc. (NC), p. 99
SKOPOS Insight Group (Europe) (UK), p. 159
SoapBoxSample (CA), p. 33
SurveyGizmo (CO), p. 42
SurveyMonkey Audience (CA), p. 42
The Research Alliance (TRA) (Indonesia), p. 146
Tobii Pro (VA), p. 48
TouchstoneResearch.com (CT), p. 46
Uwins Research Group (CA), p. 34
Vision One Research (UK), p. 159
Vision One Research Ltd. (UK), p. 160
W5, Inc. (NC), p. 99
WestGroup Research (AZ), p. 28

Seniors/Mature

Affect, Inc. (IL), p. 58
Boulder Focus Center (CO), p. 42
C+R Research (IL), p. 59
CEC Research (NJ), p. 83
Deft Research, LLC. (MN), p. 76
Frieden Qualitative Services (CA), p. 30
Group Dynamics in Focus, Inc. (PA), p. 108
H.I. Thomas Group - Customer Insights Research (OH), p. 103
Just The Facts, Inc. (IL), p. 62
Magnet, Inc. Brand Planning (RI), p. 116
QualCore.com Inc. (MN), p. 78
Quick Test/Heakin (FL), p. 53
The Research Department (CT), p. 45
Research Explorers™, Inc. (IL), p. 65
Second To None (MI), p. 74
Smarty Pants® (TN), p. 116
Snell Associates, Inc. (CA), p. 41
SurveyMonkey Audience (CA), p. 42
Usability Resources Inc. (MA), p. 72
WIT Consulting, LLC (DC), p. 49

Shopping Centers

C+R Research (IL), p. 59
Confero, Inc. (NC), p. 98
Consumer Research Corp. (MN), p. 76
Explorer Research (IL), p. 60
Inquiry Market Research (Poland), p. 150
Just The Facts, Inc. (IL), p. 62
Opinions, Ltd. - Headquarters (OH), p. 103
Second To None (MI), p. 74
SurveyMonkey Audience (CA), p. 42

Sporting Goods

C+R Research (IL), p. 59
City Research Solutions (WI), p. 132
Criteria Fieldwork Ltd. (UK), p. 155
Irwin Broh Research (IL), p. 62
Just The Facts, Inc. (IL), p. 62
Precision Research, Inc. (IL), p. 64
Savanta (NY), p. 94
Second To None (MI), p. 74
SurveyMonkey Audience (CA), p. 42

Sports

C+R Research (IL), p. 59
Criteria Fieldwork Ltd. (UK), p. 155
Downs & St. Germain Research (FL), p. 52
Ferman Innovation (FL), p. 50
First Insights (NY), p. 89
Great Blue Research, Inc. (CT), p. 45
Lucas Market Research, LLC (MO), p. 80
Performance Research (RI), p. 115
Ready to Launch Research (CA), p. 33
RP Translate (UK), p. 159
Savanta (NY), p. 94
SurveyMonkey Audience (CA), p. 42

Teens

BLS Research & Consulting LLC (CT), p. 45
BuzzBack Market Research (NY), p. 88
C+R Research (IL), p. 59
ChildResearch.com (CT), p. 45
Dallas By Definition (TX), p. 120
Insight Strategy Group (NY), p. 91

Intact Qualitative Research (CA), p. 40
Just The Facts, Inc. (IL), p. 62
Lucid (LA), p. 68
New American Dimensions (CA), p. 32
OvationMR (NY), p. 93
Ready to Launch Research (CA), p. 33
Second To None (MI), p. 74
Smarty Pants® (TN), p. 116
SurveyMonkey Audience (CA), p. 42
TouchstoneResearch.com (CT), p. 46

Telecommunications

Advantage Market Intelligence SRL (Peru), p. 149
ASK Global Universal Ltd (UK), p. 154
B2B International (NY), p. 87
BrandSpeak Limited (UK), p. 154
BroadData Conferencing (KY), p. 67
C+R Research (IL), p. 59
Chadwick Martin Bailey, Inc. (MA), p. 70
Cirrus Marketing Intelligence (CA), p. 35
Clarion Research Inc. (NY), p. 88
Clear Insights Group (UT), p. 126
Confirmit (NY), p. 88
Confirmit - London (UK), p. 154
Customer Service Profiles (CSP) (NE), p. 80
Daniel Research Group (MA), p. 70
DigitalMR Ltd. (UK), p. 155
Directions In Research, Inc. (CA), p. 37
Dynata (TX), p. 120
Escalent (MI), p. 73
E-Tabs (UK), p. 155
Ferman Innovation (FL), p. 50
FocusVision (NY), p. 90
Futurethinking - London (UK), p. 156
Geo Strategy Partners (GA), p. 55

Hall & Partners (UK), p. 156
Honest Data (NC), p. 97
Illumination – A Radius Global Market Research co. (OH), p. 102
Just The Facts, Inc. (IL), p. 62
Kantar Philippines, Inc. (Philippines), p. 150
Marcom-China.com Company Ltd. (China), p. 141
MAXimum Research, Inc. (NJ), p. 110
MDC Research (OR), p. 106
Phase 5 (ON), p. 139
Phoenix Marketing International (NY), p. 96
Provoke Insights (NY), p. 93
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
Random Dynamic Resources (Nigeria), p. 149
RIVA Market Research & Training Institute (MD), p. 48
Rockbridge Associates, Inc. (VA), p. 48
Savanta (NY), p. 94
Schlesinger Group New Jersey (NJ), p. 85
Schmiedl Marktforschung Frankfurt, A Schlesinger Company (Ger.), p. 144
Second To None (MI), p. 74
SKIM (UK), p. 159
SKIM (Singapore), p. 152
SKIM (Costa Rica), p. 142
SKIM (Netherlands), p. 149
SKIM (Brazil), p. 136
SKIM (CA), p. 41
SKIM (GA), p. 57



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SKIM (NJ), p. 85
 SKOPOS Insight Group (Europe) (UK), p. 159
 SurveyMonkey Audience (CA), p. 42

Television

C+R Research (IL), p. 59
 ChildResearch.com (CT), p. 45
 Criteria Fieldwork Ltd. (UK), p. 155
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Horowitz Research (NY), p. 91
 Insight Strategy Group (NY), p. 91
 Jackson Adept Research - Beverly Hills (CA), p. 31
 Lucas Market Research, LLC (MO), p. 80
 Multilingual Connections (IL), p. 63
 Phoenix Marketing International (NY), p. 96
 Quester (IA), p. 67
 Savanta (NY), p. 94
 SKOPOS Insight Group (Europe) (UK), p. 159
 SurveyUSA® (NJ), p. 85
 TouchstoneResearch.com (CT), p. 46

Television-Cable/Satellite

C+R Research (IL), p. 59
 Clarion Research Inc. (NY), p. 88
 FCP Research Services LLC (PA), p. 115
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Horowitz Research (NY), p. 91
 Savanta (NY), p. 94
 SKOPOS Insight Group (Europe) (UK), p. 159

Theme Parks

C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Confero, Inc. (NC), p. 98
 Ferman Innovation (FL), p. 50
 Performance Research (RI), p. 115

Tourism

Associated Global Market Research (UK), p. 154
C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 Downs & St. Germain Research (FL), p. 52
 E-Tabs (UK), p. 155
 First Insights (NY), p. 89
 Focus Groups of Cleveland, Inc. (OH), p. 103
Forza Insights Group, LLC (CA), p. 36
 Frieden Qualitative Services (CA), p. 30
 Great Blue Research, Inc. (CT), p. 45
 Hall & Partners (UK), p. 156
 Illumination – A Radius Global Market Research co. (OH), p. 102
 Interface Research & Strategy (Australia), p. 135
 Lucid (LA), p. 68
 Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
 Performance Research (RI), p. 115
 Phase 5 (ON), p. 139
 QRi Consulting (UK), p. 158
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (NY), p. 86
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Ready to Launch Research (CA), p. 33
 Savanta (NY), p. 94
 Superior DataWorks, LLC (TN), p. 117
 SurveyMonkey Audience (CA), p. 42

Toys

C+R Research (IL), p. 59
 CarterJMRN KK (Japan), p. 147
 ChildResearch.com (CT), p. 45
 Focus Groups of Cleveland, Inc. (OH), p. 103
 Insight Strategy Group (NY), p. 91
Just The Facts, Inc. (IL), p. 62
 Precision Research, Inc. (IL), p. 64
 Ready to Launch Research (CA), p. 33
 Rose Research (FL), p. 54
 SurveyMonkey Audience (CA), p. 42
 TouchstoneResearch.com (CT), p. 46

Trade Show/Conventions

Beggs & Associates (NY), p. 87
 Creoso Corporation (AZ), p. 26
 Ready to Launch Research (CA), p. 33

Transportation

Clarion Research Inc. (NY), p. 88
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
Creative Consumer Research – Houston (TX), p. 124
 M. Davis & Company, Inc. (PA), p. 107
 The Dunvegan Group (NV), p. 81
 EurekaFacts, LLC (MD), p. 47
 Futurethinking - London (UK), p. 156
 Geo Strategy Partners (GA), p. 55
 Great Blue Research, Inc. (CT), p. 45
 Hall & Partners (UK), p. 156
 Illumination – A Radius Global Market Research co. (OH), p. 102
Just The Facts, Inc. (IL), p. 62
 Phase 5 (ON), p. 139
Radius Europe (UK), p. 158
Radius Global Market Research (CA), p. 41
Radius Global Market Research (FL), p. 53
Radius Global Market Research (IL), p. 65
Radius Global Market Research (NJ), p. 86
Radius Global Market Research (NY), p. 86
Radius Global Market Research (NY), p. 94
Radius Global Market Research (PA), p. 112
Radius Global Market Research (TX), p. 118
Radius MEA (United Arab Emirates), p. 153
 Savanta (NY), p. 94
 SKOPOS Insight Group (Europe) (UK), p. 159
 SurveyMonkey Audience (CA), p. 42
 Tobii Pro (VA), p. 48
 WBA Research (MD), p. 49
 WestGroup Research (AZ), p. 28

Travel

Alternate Routes, Inc. (CA), p. 29
 Associated Global Market Research (UK), p. 154
C+R Research (IL), p. 59
 Chadwick Martin Bailey, Inc. (MA), p. 70
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
 Criteria Fieldwork Ltd. (UK), p. 155
 Digital Research, Inc. (ME), p. 68
 E-Tabs (UK), p. 155
 Ferman Innovation (FL), p. 50
 First Insights (IL), p. 61
 Focus Groups of Cleveland, Inc. (OH), p. 103
Forza Insights Group, LLC (CA), p. 36
 Galloway Research Service (TX), p. 126
 Hall & Partners (UK), p. 156
 Innovate (CA), p. 31
 Insight Strategy Group (NY), p. 91
 Insights in Marketing (IL), p. 62
 Interface Research & Strategy (Australia), p. 135
 Kadence International (NY), p. 91
 Lucid (LA), p. 68
 Marketing Workshop (GA), p. 56
 Multilingual Connections (IL), p. 63

N-Dynamic Market Research & Consultancy Ltd. (China), p. 141
 OMI (Online Market Intelligence) (Russian Federation), p. 151
 OvationMR (NY), p. 93
 Phoenix Marketing International (NY), p. 96
 PortiCo Research Inc. (IL), p. 64
 QualCore.com Inc. (MN), p. 78
 Ready to Launch Research (CA), p. 33
 Rockbridge Associates, Inc. (VA), p. 48
 RP Translate (UK), p. 159
 RRD Marketing Solutions (OH), p. 104
 Savanta (NY), p. 94
 Stellar Strategic Services, Inc. (IL), p. 65
 SunResearch (NY), p. 95
 SurveyGizmo (CO), p. 42
 SurveyMonkey Audience (CA), p. 42

Utilities/Energy

A & K Research, Inc. (MI), p. 73
 Advantage Market Intelligence SRL (Peru), p. 149
 at random international (Ger.), p. 142
B2B International (NY), p. 87
 Babblytype, LLC (PA), p. 107
 Beggs & Associates (NY), p. 87
 Clear Insights Group (UT), p. 126
 CMI (GA), p. 54
 Confirmit (NY), p. 88
 Confirmit - London (UK), p. 154
 Consumer Logic Research (OK), p. 105
 Customer Lifecycle, LLC (IL), p. 60
 Davis Research, LLC (CA), p. 30
 Derham Marketing Research Pty. Ltd. (Australia), p. 135
 The Dieringer Research Group, Inc. (WI), p. 132
 Directions In Research, Inc. (CA), p. 37
 Discovery Research Group (UT), p. 126
Dynata (TX), p. 120
 Eastcoast Research (NC), p. 98
 Escalent (MI), p. 73
 EurekaFacts, LLC (MD), p. 47
 Futurethinking - London (UK), p. 156
 Geo Strategy Partners (GA), p. 55
 GlobalLexicon Translations (UK), p. 156
 Great Blue Research, Inc. (CT), p. 45
 Hall & Partners (UK), p. 156
 I/H/R Research Group (NV), p. 81
 Ironwood Insights Group, LLC (AZ), p. 27
J-S Martin Transcription Resources (CA), p. 32
Just The Facts, Inc. (IL), p. 62
 Krämer Marktforschung GmbH (Ger.), p. 143
 Magnet, Inc. Brand Planning (RI), p. 116
 Marketing Workshop (GA), p. 56
MAXimum Research, Inc. (NJ), p. 110
 MDC Research (OR), p. 106
 Motivo consulting – div. of Strategic Directions Group, Inc. (MN), p. 77
 The MSR Group (NE), p. 81
 NAXION (PA), p. 111
 Phase 5 (ON), p. 139
 Provoke Insights (NY), p. 93
 Pursue Research (MA), p. 72
 Research America Market Research Solutions (PA), p. 113
 Rockbridge Associates, Inc. (VA), p. 48
 Savanta (NY), p. 94
 Snell Associates, Inc. (CA), p. 41
 Targoz Market Research (TN), p. 117
 WestGroup Research (AZ), p. 28

Veterinary Medicine

AgMetrics Research & Consulting (MO), p. 79
 at random international (Ger.), p. 142
 CMI (GA), p. 54
 Communications For Research, Inc. (MO), p. 79
Dynata (TX), p. 120
 IGV Marktforschung GmbH (Ger.), p. 143
 Millennium Research, Inc. (MN), p. 77
Olson Research Group, Inc. (PA), p. 112
 Reckner Healthcare (PA), p. 113
 SurveyHealthcare (NY), p. 95
 TheMedicalPanel.com (CO), p. 44

INDEX OF ADVERTISERS

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Creative Consumer Research p. 125
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Dynata p. 121
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Focusscope, Inc. p. 62
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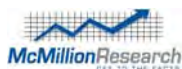


J. S. Martin Transcription Resources . . . p. 201
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MAXimum Research, Inc. p. 111
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INDEX OF ADVERTISERS



McMillion Research p. 131
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