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December 2019
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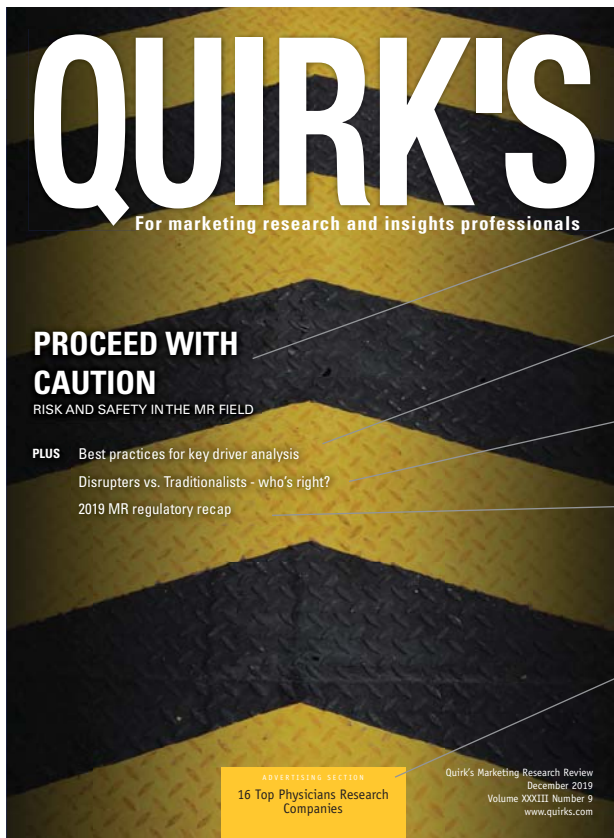
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// Noted Posts

... events

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We are excited to announce that Quirk's will be using the smart badges again in 2020! Using the smart badge and event app, attendees will again be able to request meetings with vendors or other attendees, view profiles of exhibiting firms, keep track of all personal events, store connections, receive content from speaking sessions and more. The smart badge puts you in charge of the content you receive and connections you make!

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Research Industry Voices

Tips for localizing your global e-commerce strategy

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A brand perspective: Mattel releases gender-neutral doll

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Kohl's fights to remain relevant with new strategies

<https://bit.ly/2q90fxK>

Research Careers Blog

Recovering from interview failure: a guide

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Losing the right candidate to the wrong questions

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The dark side of consulting (and what it takes to power through)

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// E-newsworthy

Alexa, what's the state of voice shopping in 2019?

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Integrating data through mixed and multi-method research

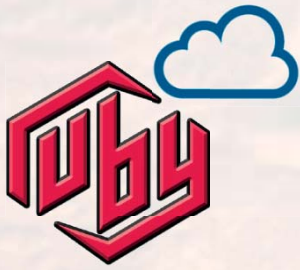
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The importance of race and socioeconomic status to LATAM sample

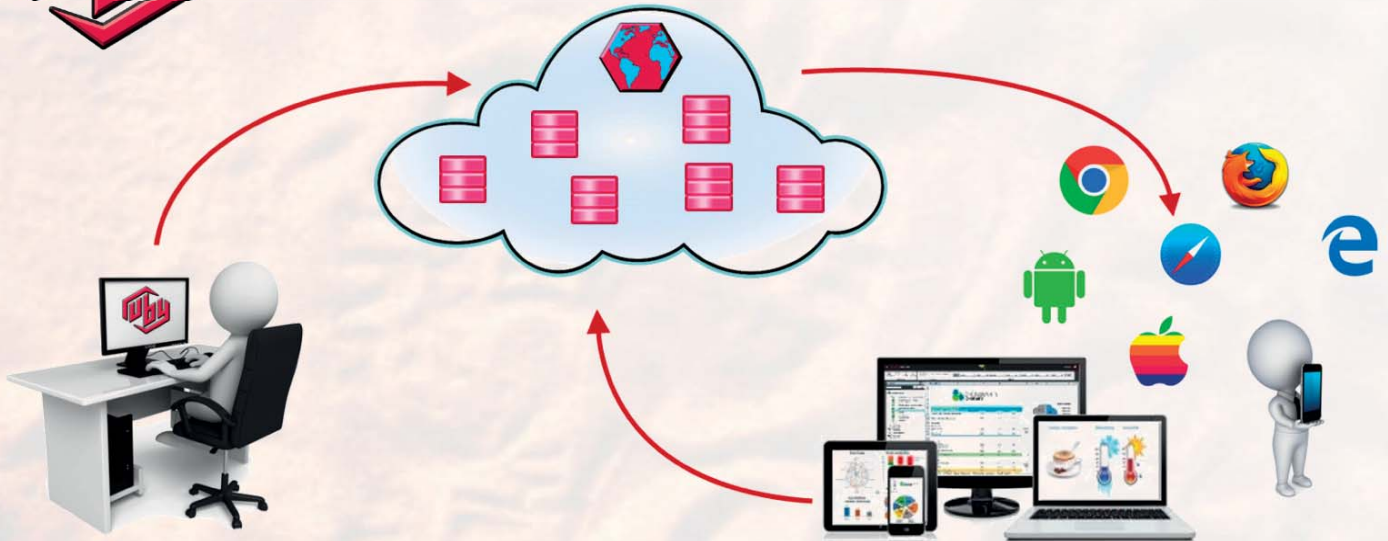
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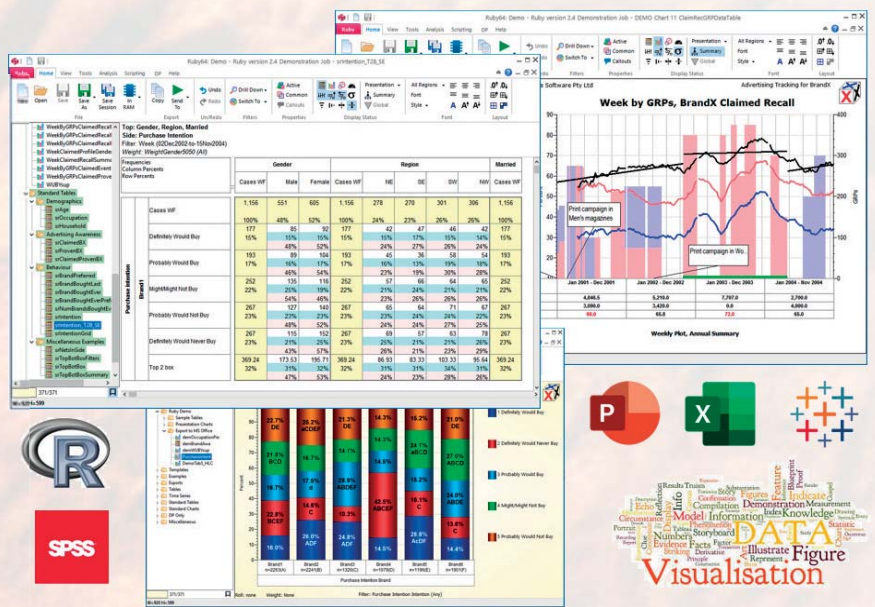


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••• consumer psychology

I'll have what she's having

We conform with our peers on numbers-based aspects of food orders but not quality-based aspects, such as flavor, in order to prevent social discomfort, according to research by Kelly Haws, Vanderbilt professor of marketing at the Owen Graduate School of Management.

Haws and her colleagues conducted an experiment to explore the phenomenon of selective peer pressure on our food choices, aiming to tackle questions about how we eat when we're with others and how our choices are impacted by what others do.

The research found that consumers are more likely to adjust their own choices to match others' if the options can be ranked. For example, single-scoop and double-scoop ice creams differ in ice cream quantity, so they can be ranked. These qualities are called ordinal attributes; other examples include quantitative values like price or calorie count. However, consumers will less often match others' choices on attributes that cannot be ranked, such as flavor. These qualities are called nominal attributes.

According to the study, the reason that a consumer might choose to match their peers on ordinal attributes is not necessarily because a certain choice is better but rather to minimize social discomfort, such as to avoid seeming too indulgent by ordering too much ice cream or not indulgent enough if the mood is more celebratory.



••• employee research

Are hot desks a hot mess?

The concept of "hot-desking" – a kind of office design in which workers are not assigned to a regular cubicle or desk but rather are encouraged to sit in different locations each day at work – isn't super popular. And, it might not be a good idea for employers.

Why? Employees experience it as a bit abnormal, says Trevor Foulk, assistant professor of management and organization at the University of Maryland's Robert H. Smith School of Business, and research has shown that employees who consider their work settings to be abnormal are more likely to view their organizations as less trustworthy. "It makes you start to think, 'Well, what other weird stuff is this organization doing that maybe I can't see?'" Foulk says. And that can lead employees to become less engaged, unwilling to go the extra mile at work.

For teams that consist primarily of Millennials, hot-desking might not feel so out of the norm and might not be quick to provoke those pangs of abnormality leading to a sense of untrustworthiness. "This is how Millennials went to college. They had a laptop or a tablet and they just sat wherever and worked," Foulk says. "The idea that there would just be some beanbags and a foosball table and you would just kind of sit and work, that probably wouldn't seem abnormal to them. But of course, it also really depends on the nature of the work, as well."





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Case study captures focus groups at their finest

As researcher Ron Sellers touches on in his article elsewhere in this issue, predictions of the demise of the focus group are a constant in our industry. To be sure, focus groups are not perfect – no technique is – but, to cite Sellers again, bad groups are often not the fault of the focus group approach itself but rather of the moderator and others involved.

When they work, they work very well, as I was reminded while reading an article from the peer-reviewed journal BMC Women's Health on how focus groups were used to investigate women's attitudes toward their bladder health. (Before you ask, I have a range of Google e-mail alerts set up for mentions of a host of marketing research-related terms, including "focus group," so a link to the article landed in my in-box a while back.)

In our survey of client-side researchers earlier this summer, when we asked an open-end about research-related changes their organization planned to make in the coming year we saw many comments about wanting to rely more on consumers' actual behavior (by analyzing purchase data or other irrefutable forms of evidence) rather than the stated intentions or expressions of interest in buying a product or service that might come out in a focus group. I agree that people often don't truly know or are unable to represent their real responses to products or services,

especially those that are revolutionary. Nor are respondents immune to wanting to present an idealized version of themselves for the consumption of the moderator or the other respondents in the room with them, as focus group critics like to point out.

But, as the BMC Women's Health case study shows, at their best, focus groups (and other types of qualitative) can provide a level of color and detail that is unmatched. For their article, "A secret club': focus groups about women's toileting behaviors," authors Mary H. Palmer, Jennifer M. Wu, Celine S. Marquez, Betty Rupp, Mitchell M. Conover and Diane K. Newman recruited 24 women in Pennsylvania and North Carolina with some level of urinary incontinence (UI) and/or overactive bladder (OAB) status to participate with trained female moderators to gather information to develop public health messaging and interventions to raise awareness about UI, OAB and bladder health, with the goal of encouraging women to seek help when symptoms are present.

In the intimacy and safe space of the focus group setting, surrounded by other women dealing with the same issues, the respondents opened up, often with humor, to talk about the difficulties of finding clean restrooms, of planning travel, of dealing with the opinions of friends or loved ones who wonder why they are taking so long in the bathroom. In addition to the emotional aspects of UI and OAB, the participants also provided the researchers with a host of terms and phrases surrounding bladder issues.


It's these kinds of things – the



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Joe Rydholm can be reached at joe@quirks.com

language, the emotions, the barriers (and successes) – that focus groups are so good at uncovering, especially when the topic is something potentially difficult or embarrassing to talk about. "[The women] were frank and unabashed in discussing personal experiences of being incontinent, about wearing pads or panty liners, and having urinary urgency or uterine or bladder prolapses with a group of women they just met. Some women used humor when talking about their bladders. During most focus groups, there was laughter and talking over each other as women volunteered personal information about near or actual episodes of urine loss," the authors write.

Technology has been a boon to research, especially qualitative, giving rise to all kinds of mobile-driven ethnographic approaches and making it possible for far-flung respondents to fire up their webcams and computers for a conversation. But it's hard to match the impact of a successful in-person gathering. Take a roomful of understanding peers, add a skilled moderator armed with a good discussion guide and you've got the potential for something unique. 



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••• advice for researchers

ASK THE EXPERT

Expert answers to important research questions.

Today's marketing world is ever-changing – how prepared are you for these new realities and consumer expectations?

Small is big. Today's consumers love smaller brands that they feel they can really know and trust. They associate "small" with attributes like "authentic," "specialty," "healthier," "environmentally conscious." Think Halo Ice Cream, Rx Bar and Beyond Meat. Another way "small" is coming into the mainstream is with "solo" consumers who demand smaller sizes, single servings and custom sizes and products to fit their smaller households. Even the largest companies must think about how they can deliver "small."

It's personal and it's a segment of one. Our digital world has changed personalization from a want to an expectation. Consumers expect closer, more personal relationships with the brands they choose. One way to do this is by creating relevant, "personal-like" experiences – re-framed benefits that address specific needs like skin or health concerns or messaging that guides to the "right" solution. "Hyperpersonalized" takes it even further with products created for "segments of one at scale" like Tito's Vodka customized celebratory bottles and Ollie's dog food specially blended for your dog's specific nutritional needs. How can your brand get more personal?

I'm always on, are you? Consumers are always on. Think with Google reports that 84% of Americans are shopping for something at any moment in up to six different categories. In nearly a quarter of shopping occasions, people say they turn to their smartphone first – for research, for recommendations, for location and to purchase. Always-on means consumers want it now – Amazon has made two-hour delivery a reality. Direct-to-consumer means we can buy anytime, anywhere. This means your brand must be always-on as well.

Sustainability is an expectation. Really. In the past, if a brand had a sustainability message or recyclable packaging, it could be a tiebreaking choice at the shelf. This is no longer the case – sustainability is an expectation that really matters. Consumers are looking for products that are "healthy for me and healthy for the planet." According to a 2018 Nielsen study, 48% of U.S. consumers said they would change their consumption habits to reduce their impact on the environment. And sustainable products are growing faster than those without a sustainability commitment. How can you connect with consumers through sustainability efforts?

AI, AR, VR. It's all here. Now. Artificial intelligence, augmented reality and virtual reality take personalization to another level. They bring experiences that help consumers make decisions. They



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create new connections throughout the consumer journey. Brands like Sephora, Jack Daniel's and Budweiser leverage these tools to tell engaging brand stories and make personalized recommendations. Don't shy away from this new world – understand how both your brand and consumers can benefit from AI, AR and VR experiences.

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// Survey Monitor



••• financial services research

Something Millennials aren't killing: Bitcoin

The cohort takes the lead in adopting cryptocurrency

According to a study by researcher YouGov, Americans' familiarity with cryptocurrency is on the rise. Most Americans (81%) have heard of at least one kind of cryptocurrency, although Bitcoin is by far the most well-known – 75% of U.S. adults say they've heard of it, as opposed to Bitcoin Cash (24%) or Ethereum (17%).

When it comes to actually buying cryptocurrency, Millennials have the other generations beat. Among all U.S. adults who are familiar with at least

one kind of cryptocurrency, 18% say they've purchased cryptocurrency in the last year. But among Millennials familiar with cryptocurrency, this number nearly doubles – 35% have bought at least one type of cryptocurrency within the past year.

Millennials are more hopeful about cryptocurrency in general than their Gen X and Baby Boomer counterparts. More than one-third (35%) of Millennials familiar with cryptocurrency say they believe it is a good investment; whereas, only 21% of Gen Xers and 10% of Baby Boomers with the same familiarity level say the same. On the other end of the spectrum, 44% of Baby Boomers believe cryptocurrency is a somewhat or very

bad investment.

Similarly, Millennials are more likely than older generations to believe cryptocurrencies will become widely accepted as a means of transactions for legal purchases within 10 years. Four in 10 (40%) Americans familiar with at least one form of cryptocurrency believe cryptocurrencies will become very or somewhat widely accepted for legal transactions before 2030. A majority (55%) of Millennials believe this, along with 41% of Gen Xers and 29% of Baby Boomers.

But even as most Americans believe cryptocurrency will become more widely accepted, there are still some reservations about it. A majority (56%) of those familiar with cryptocurrency say they are not at all interested in the idea of the United States converting to primarily using cryptocurrency instead of U.S. dollars. Even Millennials, who tend to be more familiar with and confident about cryptocurrencies, tend to say they would be not at all interested (39%) in converting primarily to using cryptocurrency. Another 19% say they would be "not very interested."

The study was conducted by YouGov and included a total sample of 1,262 U.S. adults, including 1,035 who are familiar with at least one type of cryptocurrency.



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••• consumer privacy
Alexa-9000?

The battle between privacy and personalization

Results from a study by Selligent uncovered the fine line between creepy and helpful when it comes to voice-enabled devices and brands' use of consumers' social media information. As it turns out, consumers increasingly want a customer experience that is highly personalized, yet they also face concerns about privacy and how their data is being used. Survey respondents look for a customer experience tailored to them and believe that this sort of customized experience is central to customer service – 71% stated that personalization is “very important.” Fifty-one percent said they are willing to share personal data for more a personalized customer experience and 71% expect customer service to know their story after first contact.

Conversely, 74% of respondents said that privacy is more important than online experience and 51% worry that their voice assistants are listening without consent. Forty-five percent of respondents use voice assistants and 69% find it creepy when they receive ads from voice assistants based on unprompted cues. About four in 10 (41%) of respondents reduced social media usage due to privacy concerns. The concerns and behaviors surrounding privacy vary between generations; younger generations, although more wary of how their data is being used, are also most interested in having their personal details used to provide a more

personal experience.

However, younger generations also take the lead in reducing social media due to privacy concerns. Fifty-two percent of Gen Z respondents have reduced social media, followed by Millennials (48%), Gen X (39%) and Boomers (28%). The same trend continues for those who quit social media altogether, with Gen Z and Millennials tied in the lead (43%) followed by Gen X (39%) and Boomers (28%). Facebook took a 20-percentage-point lead as the top social media platform abandoned across generations.

When it came to brands proactively targeting consumers based on what they believe they would be interested in purchasing, consumers held mixed feelings. When there was a precedent for a brand interacting with a consumer, such as a previous purchase, favorited social media post or product search, consumers tended to view the brand's actions as more helpful than creepy (although not by a wide margin). However, when brands targeted ads to consumers based on what they said around their voice assistant, prompted and unprompted, consumers found this behavior creepy rather than helpful. Essentially, consumers like to make the first move and when brands offer unsolicited suggestions its often viewed as overreaching.

As social media has increasingly become a platform for brands to advertise to potential customers and customers have begun to use social media more judiciously, brands may need to rethink how they are using social media platforms to interact with consumers, who have come to establish specific online/offline purchasing behavior. Seventy-eight percent of respondents reported that they are more influenced by their own research than information provided by a brand and 64% research online before purchasing a product in-store. Another 61% do their research and purchasing both online, while just half (50%) of consumers want to hear recommendations and make their purchases in-store.

Again, the youngest generations – those most wary of social media

platforms – are also the biggest spenders via social media ads. In the last six months, 36% of all respondents made a purchase through an ad on social media, while Gen Z and Millennials did so at 47% and 48% respectively. Millennials were the most likely to have future purchases influenced by social media ads at 54%, followed by Gen Z (53%), Gen X (38%) and Boomers (22%). Just under half (42%) of respondents found social media ads “somewhat annoying,” while 23% remained neutral and another 23% found the ads to be useful or informative. A minority (12%) responded that ads were the “worst thing about social media.”

Consumers expect brands to be attentive to their needs, with 96% of respondents expecting brands to respond within 24 hours of a flagged issue and 90% expecting a resolution within 24 hours. The most common reason customers contact customer service is to ask a question about a service or product (40%). About a quarter (26%) respondents said they contacted customer service to file a complaint, 21% to make a return and 14% to follow up on an order or check an item's shipping status. Customer service is the preferred method to resolve issues across generations, although Gen Z is much more likely than other generations to simply find information online or troubleshoot an issue on their own.

Forty-three percent of consumers worldwide prefer to speak to customer support on the phone as opposed to less personal routes such as email, social media or texting, and 74% of consumers do not trust brand that don't reply to customer service or social media complaints. When an initial effort to resolve an issue fails, 58% of consumers prefer to escalate their efforts by speaking to an agent on the phone – notably, respondents from North America showed a 52-percentage point preference for speaking on the phone as opposed to email, whereas European respondents showed only a 17-point preference. At the point where an issue has escalated, 71% of consumers expect companies to know all of their infor-

mation rather than ask them to repeat their story or complaint – and brands have a slim margin to correct their customer's experience. Fifty-four percent of respondents said they abandon a brand after a few negative experiences. Another 22% turn their back on a brand after only one bad experience.

The balance between respecting privacy and delivering a highly personalized, responsive experience is what Selligent refers to as a value exchange. Ultimately, consumers want their data used to better their experience, on their terms, enabling consumer to feel that their interactions with a brand are part of a partnership.

The study was conducted by Selligent and polled 5,000 respondents from North America and Europe aged 18-75.



••• loyalty research I'll buy that

Survey explores consumer attitudes toward tokens

The use of tokens is on the rise, offering new opportunities to strengthen brand loyalty and enhance customer experience, and according to a recent survey of American consumers commissioned by KPMG, consumers are becoming more open to the idea of using tokens as they become more familiar with how this digital currency can be used. While just one-third of survey respondents are highly familiar with the modern-day, blockchain-based definition of tokens, the majority of that group (63%) appreciate the advantages of tokens as a form of payment. Fifty-five percent believe tokens will

enable them to make better use of loyalty reward points.

No demographic is more accepting of tokenization than Generation Z, 83% of whom identify themselves as being interested in the future of tokens. Perhaps more surprisingly, over half of older Americans ages 65 and up say they are also interested in the future of tokens.

Loyalty programs are already being redefined by tokenization and represent an ideal platform for businesses to introduce tokenization. Eighty-two percent of consumers are willing to use tokens as part of membership in an existing loyalty program and 81% would trust the use of tokens more readily if they are already a part of a company's loyalty program. Thus, program enhancements driven by tokenization could further cement a brand's engagement with loyalty members.

Tokenization enables organizations to separate consumer data from their specific personal information, offering increased security for consumers. That's important, as 45% of consumers with high familiarity with tokens are concerned about fraud-related issues. Companies with token programs who address the security advantages of tokens are likely to gain a competitive edge among customers worried about privacy and security – 78% of Americans are more willing to use tokens with companies they already buy from, offering brands an opportunity to increase trust and customer loyalty.

Still, some consumers are unsure of tokens – if tokens are proven to be simple to use, 70% of Americans would be more willing to use them. And tokenization is not necessarily evenly accepted across industries. While 42% of Americans believe tokens are useful in gaming and 38% see their benefits in e-commerce, other industries and sectors lag farther behind. However, industries where consumers already express high levels of loyalty are prime for tokenization. For instance, when asked how loyal they are as purchasers of products or services across industries, survey respondents reported high

levels of allegiance to banks and credit card companies (87%), restaurants/fast food/coffee shops (86%), electronics companies (81%) and media/telecom companies (79%).

Tokenization can enhance existing businesses and it's not an endeavor limited to big-name brands. Sixty percent of Americans are more likely to use tokens to make payments to small businesses and 64% see the value in tokens for any kind of e-commerce transaction.

The survey was conducted by Ketchum Analytics on behalf of KPMG and polled 1,000 Americans aged 18 and older.



••• entertainment research Maybe the cord was better?

Study explores streaming-subscription fatigue

A Variety article by Todd Spangler recently called attention to the downside of having a few too many options when it comes to video streaming services. The article, which reported findings from Deloitte's annual Digital Media Trends survey, explores the "paradox of choice," in which consumers are now compelled to stitch multiple streaming services together in order to continue watching the same content.

The result is subscription fatigue among consumers, who are now faced with an array of subscription streaming services that includes Netflix, Hulu, Amazon Prime Video, HBO, CBS All Access, Showtime, YouTube Premium, Apple, Disney, WarnerMedia, NBCU-

niversal and others still looming on the horizon. There's a big downside to so many options – 47% of U.S. consumers say they're frustrated by the ever-expanding list of subscriptions required to watch what they want. More than half (57%) say they are tired of content disappearing because the rights for a particular streaming service have expired.

There are more than 300 over-the-top video options in the U.S. On average, U.S. consumers subscribe to three video streaming services and 43% subscribe to both pay-TV and streaming services. Most consumers are forming their own entertainment bundles from multiple providers but the constant shift of content to different platforms presents a real frustration to consumers.

There's another layer to this paradox of choice, however. More than half (49%) of consumers report feeling overwhelmed by the amount of choices available in just one platform. Respondents say they know what they want to watch 69% of the time but 48% say content is hard to find across multiple services. The breadth of both content and services can be an immediate deterrent to some consumers, as 49% report giving up on searching for content if they can't find it in a few minutes.

While consumers are increasingly subscription-fatigued, video streaming services still show strong growth, with 69% of households now subscribing to one or more. Notably that number is on par with the 65% of U.S. households that subscribe to cable, satellite or telco TV.

One thing that consumers don't seem to tire of is original content, as seen in the sweeping success of shows like *The Handmaid's Tale* and *Stranger Things*. In fact, 57% of U.S. streaming consumers say that original content is why they subscribe to streaming video services and that number jumps to 71% for Millennials.

Consumers, particularly younger audiences, have become more and more ad-avoidant. The majority (75%) of consumers say they would be more satisfied with pay-TV services if there were fewer ads and 77% said ads on pay TV should be under 10 seconds. Respondents indicated that 16 minutes or more of commercials per hour

would drive them to stop watching but eight minutes of ads per hour was a reasonable limit.

Video streaming services have begun to dip their toes into streaming video games as well, which might hold appeal to the 41% of U.S. consumers who play video games at least weekly. This transition would be relatively seamless for many consumers who already use gaming consoles as an entertainment hub to stream shows and movies (46%), watch online content (42%), browse the internet (34%), stream music (25%) and stream e-sports (11%).

While subscription streaming services ought to be aware of the negative impact choice overload can have on consumer sentiment, these platforms still hold a massive advantage in the highly personalized, on-demand experience that many of these services offer. Within this mass of options lies an opportunity for platforms to reaggregate these services into more manageable choices, all the while offering new ways to engage with streaming like video games and e-sports.

The 13th edition of Deloitte's Digital Media Trends survey was collected from an online survey of 2,003 U.S. consumers fielded from December 2018 to February 2019.



... gen z research Tackling the big issues

Gen Z girls concerned about the world they live in

Pollfish got to the heart of what Gen Z girls are thinking about in a recent study, which revealed that this cohort feels very strongly about changing their world for the better but could use some backup – from their peers and lawmakers alike.

When asked what three issues are most important to them at this point in their lives, respondents listed education as the most pressing concern, followed by preserving the planet and sexual and domestic violence. Gen Z girls lack confidence in the world's ability to tackle these issues, however – 18.9% of respondents cited preserving the planet as the issue they are least optimistic about being resolved, selected from a list of 20 options.

Gen Z girls see room for improvement when it comes to social and legal equity. Forty-one percent of respondents feel that their rights are as protected as those of their male-presenting peers, though they still felt that gender identity affected their right to equal treatment under the law – race topped this category at 20%, followed by gender identity (18%) and sexual orientation (15%). Seventy-six percent of Gen Z girls are at least somewhat concerned about losing their reproductive rights and 11% are not concerned at all.

In a generation raised amid the Brock Turner trial and the #MeToo movement, it's not surprising that this cohort feels strongly about consent and raising awareness about sexual violence – while 94% of respondents feel that they understand the concept of asking for and giving consent, only 65% feel that their peers understand the idea. And girls lack confidence that sex ed programs are doing their job – just 36% of respondents feel that their school's sex ed program does an effective or very effective job of teaching consent, while the remaining 64% rate their school's program anywhere from not effective to very ineffective.

Sixty-four percent of respondents are very or extremely anxious about the state of the planet and another 64% are very or extremely concerned that their hometown will be harder to live in 50 years from now. The majority of Gen Z girls are making changes in their personal lives in response to these concerns – 65% of respondents said they are taking steps to address climate change. Eighty-three percent have not changed their diet because of climate change and those that have (17%) reported efforts such as limiting meat consumption, reducing purchase

of packaged products, using recycled and organic products, buying local and reducing waste. Many respondents say they are trending toward vegetarianism or veganism to battle these concerns.

The majority of respondents (72%) reported that their shopping habits have not changed but those who said they have changed the way they shop (28%) cite efforts similar to those who have made changes to their diets, including buying responsibly sourced products, using reusable shopping bags, reducing plastic use, buying in bulk, avoiding fast fashion and working toward being waste-free. Others responded that they would change their habits more if they could afford to do so.

The study was conducted by Pollfish on behalf of Girls' Bill of Rights and surveyed 2,000 women and feminine-presenting respondents ages 14-22.



••• shopper insights

Gift-giving with a conscience

Consumers look to companies to uphold their values

The vast majority of U.S. consumers plan to spend at least as much this year on holiday gifts as they did last year and will be turning to stores for holiday gift inspiration, according to results of the 13th Annual Holiday Shopping Survey from Accenture. The study also found a growing trend of “responsible retail,” with shoppers increasingly concerned about the environmental and social impact of their purchases.

The study found that Americans

expect to spend \$637 on holiday shopping this year, on average, with approximately six in seven respondents planning to spend either the same (57%) or more (28%) than they did last year. On average, men expect to spend approximately 15% more than women – \$685 versus \$588. Gift cards and clothing or footwear topped the list of planned purchases.

Consumers are approaching this holiday shopping season with a level of caution, however, as the percentage of those who anticipate spending less rose slightly year on year, from 11% to 15%. The two leading factors that respondents cited as affecting their holiday shopping are rising food bills (32%) and the desire to limit their credit card debt (31%).

Despite talk of the demise of physical stores, on average respondents say they expect to do half of their holiday shopping this year in a store or mall. Many consumers hope to gain gift inspiration in-store, and consumers were significantly more likely to say that, after seeing an item in a store, they would purchase the item in the store rather than searching online for a better price and purchasing online. Perhaps not surprising, 82% of respondents cited lower prices as the top factor that would tempt them to make an in-store purchase, followed by special offers and discounts (77%).

Consumers are showing a greater interest in purchasing sustainable and eco-friendly products. Respondents want clear labelling that products are made in sustainable or ethical ways, to be shown the origin of materials and ingredients and offered the option of packaging-free products and deliveries. Consumers are aware of the environmental impacts of shopping and ordering online and are increasingly opting to ship items together rather than separate and choose ground shipping methods or in-store pickup.

Shoppers aren't stopping at environmental issues, however. Almost half (45%) of respondents said they are more likely to do their holiday shopping with retailers that address wider social issues through their business practices and working conditions.

In addition to buying products that are eco-friendly and socially

responsible, shoppers are looking to eat healthier and are adjusting their shopping habits accordingly. Respondents said they expect to spend more this year on fruits, plant-based foods and organic and vegan foods while spending less on cakes, desserts, sweet treats and soda.

Fashion retailers with a rental service could be set to gain this holiday season. Nearly a quarter (24%) of all respondents and one-third (34%) of older Millennials said they would be likely or extremely likely to rent clothes for holiday parties. With mounting awareness of fashion waste, vintage is in vogue, as nearly half (48%) of respondents said they would consider giving secondhand clothing as gifts and even more – 56% – said they would welcome gifts of this kind for themselves.

Shoppers are aware of the rising trend in package theft and are taking steps to combat “porch piracy.” Almost one-third (29%) said they use delivery tracking and notification apps and schedule deliveries for dates and times when someone is home. One-fifth (21%) are moving entirely away from home delivery and picking up in-store instead.

Shoppers want greater transparency and commitment when it comes to pricing and personal data security – more than half (52%) of consumers think that a retailer's responsibility for price-matching guarantees increases during the holidays. In addition, they want retailers to make a greater commitment over the holiday period to keep their personal data safe and secure when making online purchases.

Many respondents say they're less inclined to shop on Black Friday or Thanksgiving than they were a few years ago – 55% for Black Friday and 58% for Thanksgiving, as compared to 50% and 51% previously. Respondents cited battling crowds, missing out on family time and the ability to find equally good discounts on other days as deterrents for shopping during this time.

The Accenture Holiday Shopping study surveyed 1,500 U.S. consumers online. Respondents were split evenly between gender and by age group.

Q

IN FOCUS

Product and Service Update

••• advertising research

ANA measures female celebrities' role-model potential

Looking for a good influence(r)

SeeHer, the Association of National Advertisers' initiative for gender equality in advertising and media, has launched GEM Influencer, which enables brands to quantify how well female celebrities perform as role models for women and girls. It marries its Gender Equality Measure, which identifies the level of gender bias in ads and programming, with MVP-GEM index, an algorithm created by SeeHer's research partner MVPindex that identifies "role model" celebrities. These are women who have high social media influence and speak positively about women, girls and women's issues on social media. The GEM Influencer rankings from MVPindex measure the top 100 influencers in 12 categories: internet content creators (general influencers), TV hosts, TV personalities/reality TV stars, musicians, actors, models, athletes (active and former/retired), tennis players, soccer, WNBA, Winter Olympics and Summer Olympics. The



www.quirks.com/articles/2019/20191204.aspx

categories were chosen based on the most popular sponsorship areas for brands that feature women and girls. ana.net

••• entertainment

Comscore upgrades theater management system

Adds automations, hosting options

Comscore has launched the next generation of its theater management system software, Comscore Cinema Auditorium Control Engine (ACE). Cinema ACE, a part of Comscore's Hollywood Software suite of solutions, is designed to help exhibitors connect auditoriums, centralize content management and automate the transfer of features, trailers and encryption keys. Cinema ACE features a more-user friendly interface, new automations to expedite weekly task completion and a simplified web browser-based user interface. The upgraded solution also features more flexible hosting options for circuits of all sizes as well as an SQL database that can be hosted on-site in the projection booth or from the cloud, with full data encryption at rest and in transit. comscore.com

••• research software

Decipher gets enhanced

Upload questionnaires from Word

Survey and insights software company FocusVision has added enhancements to its Decipher survey

platform, including the ability to upload a Microsoft Word questionnaire straight into Decipher. Teams can create and collaborate on their questionnaire in Word, then upload the document to Decipher without any additional formatting or specialized syntax. Once the Word document is uploaded, Decipher's AI-driven technology suggests the right question types and format to deliver the best results from survey questions. Also included are new survey templates in common areas such as NPS, employee satisfaction and brand and the addition of Sample Marketplace within Decipher. focusvision.com

••• shopper insights

Path-to-purchase as story

Method tracks consumers' decision journeys

RealityCheck Consulting has launched HXi or Human Experience Insights, which uses story elicitation techniques to explore consumer experience with brands, track decision journeys and understand touchpoints. Story arcs map the emotional flow of stories, tracing the action from opening scene to climax to resolution. Mapping – and aggregating – different story arcs across different consumer segments reveals that, for human beings, the path to purchase is not just a clearly delineated set of steps from trigger to exploration, consideration, purchase and so on. It is a mash-up of experience, expectations, emotions, beliefs and values expressed in story form. The company says the HXi method is most commonly used for customer experience initiatives, shopper experience exploration and home use testing. realitycheckinc.com

●●● Briefly

■ PRS IN VIVO, a researcher based in Teaneck, N.J., has expanded its Luxury Practice and has introduced Happiness Science. The Luxury Practice serves luxury brands and retailers in fashion, jewelry, cosmetics, fragrances and spirits.
prs-invivo.com

■ Marketing software company Affinio launched its product ATON, an augmented analytics platform designed to analyze data across an enterprise's first-party infrastructure, including website data, purchase transactions, data lakes and other data sources.
affinio.com

■ SugarCRM has launched Sugar Discover, an analytics solution acquired from Corvana, a CRM analytics technology provider. The solution will be available within the SugarCRM platform.
sugarcrm.com

■ Insights firm Maru/Matchbox has launched Brand Emotion, a visual semiotics tool built on its Maru/HUB platform. Brand Emotion is designed to analyze images to understand the emotions that brands evoke in consumers.
marumatchbox.com

■ TripAdvisor has launched TripAdvisor Connect on Facebook and Instagram. The solution uses traveler and diner data to enable advertisers to reach audiences beyond TripAdvisor's website and app.
tripadvisor.com

■ Qualtrics has launched CoreXM, which includes the capabilities previously found in Qualtrics Research Core with additional functions for experience management professionals such as data quality checks, the ability to customize XM workflows,

upgraded governance controls, conjoint analysis and others. All existing Research Core customers will be automatically transitioned onto the new solution.

qualtrics.com

■ Kantar has expanded its audience activation offer. The restructured offer is designed to enable marketers to identify and engage target consumers and deliver better ROI for data-driven advertising campaigns. Clients will be able to access audiences across key verticals with additional specialty categories such as beverage and B2B launching shortly.
kantar.com

■ Bazaarvoice Inc., a company specializing in product reviews and user-generated content solutions, has launched its Insights and Reports applications. These solutions are designed to help brands utilize customer feedback drawn from customer ratings, reviews and questions.
bazaarvoice.com

■ Dynata, a first-party data provider, has launched its Insights Platform, which offers tools for audience

selection, survey programming, data visualization and reporting. Additionally, the platform allows connectivity to clients' data or third-party data assets; can be used holistically or programmatically; and can be connected to existing in-house tools.

dynata.com

■ Media monitoring firm Burrelles is relaunching as a tech company with new digital products and services. Along with an updated visual identity and corporate brand, Burrelles has announced new product offerings such as analytical research, data services and custom reporting, in addition to its media monitoring services.
burrelles.com

Note to readers

Moving forward, Product and Service Update will no longer appear in the magazine. To keep up with the latest new products and services, subscribe to the Daily News Queue e-mail blast at <https://bit.ly/2qWeXKB>.

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Thought leadership research: A labor of love

Kerry Sette, Vice President, Consumer Insights and Research, *Voya Financial*
Keri Hughes, Senior Research Analyst, *Voya Financial*
Andrew Chizever, Senior Vice President, General Manager, *LRW*

Interested in hearing learnings from our recent Voya Financial (VoyaCares) thought leadership study along with best practices in designing this research and how to best partner with internal clients? Our research partner, LRW, will also share their experiences (especially targeting low-incidence populations and whitepaper development). Content will include specifics in determining “white space,” developing the story arc/dream headlines, the research process, ingredients for a successful working-session of the results and development of the final whitepaper.



Unearthing the unexpected: The power of machine learning

Carmel Dibner, Principal, *Applied Marketing Science*
Kristyn Corrigan, Principal and Innovation Practice Lead, *Applied Marketing Science*

Big data and artificial intelligence are transforming market research. Researchers can now collect truly new, game-changing insights and a comprehensive list of customer needs faster and less expensively than ever before.

Learn how anyone can make use of convolutional neural networks to unearth important unmet customer needs. This powerful new approach was piloted by AMS and developed in collaboration with MIT researchers. The method identifies “pearls” of insight that common market research methods may miss.

Give me more Dolly Parton! Country music and documentary film: A PBS love story

Eliza Jacobs, Associate Director, *Consumer Insights and Analysis, PBS*

In September 2019, filmmakers Ken Burns and Dayton Duncan premiered an 8-episode, 16.5-hour documentary film, “Country Music,” on PBS. The challenges PBS faced centered around promoting a multi-episode film on a limited budget, as well as determining the best way to appeal to its core audience and simultaneously finding new consumers in a very crowded media marketplace. Come hear how PBS addressed these questions through a year-long, multi-pronged research agenda.



The Culinary Knowledge Graph

Greg Spagna, CEO and Chairman of the Board, *Target Research Group*

The Culinary Knowledge Graph: What it is and how it can aid food scientists and chefs with rapid prototyping and gold-standard recipe creation.

Develop decisive insights with behavioral science

Anders Bengtsson, CEO, *ProtoBrand*

In an industry that has experienced massive amounts of forward-thinking change, innovation plays a vital role in conducting market research. While much of the dialogue between research buyers and suppliers centers around what’s new and innovative, little time is spent exploring how innovative ideas are leveraged in strategic decision-making. Anders Bengtsson, CEO of ProtoBrand, will demonstrate how innovative behavioral-science methodologies can be leveraged to develop decisive insights that improve business decision-making.

One app instead of the lab: Measuring CX + UX on mobile at scale is a new reality

Dmitry Gaiduk, CEO, *UXReality by CoolTool*

Mobile apps have become an integral part of the human’s day. Bad mobile experience leads to losing mobile users. By 2020, customer experience (CX) will be more important than price and product. CX on mobile influences e-business the most. I’ll show how our AI-powered UXReality app helps you to check how exciting the user experience quality you deliver is and what to do in order to boost your mobile CX.

Decoding signal vs. noise: How Microsoft uses proactive insights to stay ahead of the curve

Tanya Pinto, Director, *Customer and Market Research, Microsoft*
Marc Goulet, Vice President, *Russell Research*

In a constantly changing world, the identification and understanding of cultural and societal trends has become increasingly difficult. The ability to see patterns before a trend emerges can provide a powerful and immediate business advantage.

This presentation will cover how Microsoft has developed a repeatable framework for decoding signals vs. noise and how it’s used throughout the organization to be at the forefront of emerging trends.

Macro meets micro: Driving collaboration through market research 🎧

Katie Solovieva, Vice President, AlphaWise Primary Research, Morgan Stanley

This presentation will showcase an example of a collaborative, high-impact project to emphasize how market research can bring insights on both the macro and micro level. We'll start with a quick intro of AlphaWise and how the team adds value to research workflow before discussing a large scale case study on the Gen Y and Z Youth Boom – we'll talk about the methodology and why it was a differentiated piece of research; key findings, insights and challenges; how research was used by multiple teams within the department; and the importance of marketing as well as generation of follow-up ideas.

Morgan Stanley

Purdue University Masterbrand: Finding the essence 🎧

David Moore, Market Research Consultant, Purdue University
Keri Downs, Consultant, Brandtrust
Ethan Braden, VP of Marketing and Media, Purdue University

Purdue University set out to more deeply understand the common emotional connections of its many constituents to Purdue in order to strategically craft a masterbrand that captured both Purdue's central essence as well as the uniqueness of its many schools.

Un-Photoshopped DIY: What client-side DIY research really looks like 🎧

Loretta Hudelot, Manager, Consumer Insights, Verizon

"Agile market research" is an influencer term in today's world. But how do you make DIY work in reality? This talk profiles how Verizon set up their in-house agency, how it actually runs and how they deal with the dynamic and fast pace of the company.

Managing online communities to achieve ROI 🎧

John Voda, Senior Market Research and Analysis Manager, AT&T

Learn best practices for managing an online research community to develop topics for weekly research and to ensure you don't drown in work (since it never ends). Most importantly, learn how to make sure results are noticed by management to ensure your community achieves an ROI (and maintains funding).

Counterintuitive thinking: Reframing research baseline assumptions 🎧 🎧 🎧

Susan Fader, Insight Navigator, Fader & Associates

Accepting irrational behavior goes against our instincts...but could it make you a better researcher? And could it help uncover new business opportunities?

Counterintuitive thinking challenges the baseline assumptions that you may be using to decide what the strategic objectives of the research should be, who should take the lead in developing the research approach and what demographics you should include in your exploration. It helps highlight when what you are doing may be counterintuitive.

Working together: NPR's research and digital analytics teams build a survey dashboard 🎧

Claire Rogers, Senior Digital Analyst, NPR
Alex Bargiacchi, Senior Analyst, NPR

NPR's audience insights department houses two sub-teams – research and digital analytics. Our work provides a look into how our audience consumes and engages with our content, driving audience-centered decisions. Like many multifaceted teams, collaboration is an aspiration for the department. As two newer members, one in research and the other in digital analytics, we decided to take one step toward bringing together our skills to produce one product – a dashboard.

Worth more than 1,000 words: Using consumer-generated video 🎧

Stacy Shaleen, Market Insights Manager, Cargill

How do you conduct ethnographies and gather in-use insights when you have limited time and budget? Let consumers take you into their world with their phones. In today's smartphone-run world, everybody can provide a high-quality view into their buying decisions and usage habits. Like traditional ethnographies, the learning goes well beyond the questions asked. Without a bunch of strangers in their barn, consumers were comfortable showing all their routines and challenges.



Regionality, fragmentation and the power of hyper-local insights for brands to win 🎧

Ruth Ingram, SVP Research and Strategy, Insight Strategy Group
Laura Saeva, Sr. Manager Consumer Insights and Analytics, North American Beverages, PepsiCo

In an increasingly complex and fragmented landscape, PepsiCo recognized the power of going deep with hyper-local audiences to build richer insights and stronger, more authentic connections. Focusing on Mexican-American consumers in the western region of the U.S., PepsiCo and Insight Strategy Group uncovered critical local nuances to inform more tailored marketing activities with each community. This presentation will share the deep qualitative and ethnographic approach used to connect with mass audiences at a micro level and the activations guided by this insight.

Be more than a forgotten footnote: Improve the activation of research and insights in your organization

Vanessa Roddam, Manager, Shopper Insights and Analytics, Constellation Brands

Sometimes large research projects create fantastic looking reports and powerpoint slides but they see disproportionately small adoption within an organization. And outputs from robust research sometimes get overshadowed by one or two statistics from the research instead of illuminating actionable insight. How can we better connect insights to action? And how can even the most complex projects deliver salient, actionable solutions? Keep the research methods robust and make the deliverables more embraceable.



Choosing from a feast of options: How to integrate qualitative tech for maximum impact

Kelley Styring, Principal, InsightFarm
Jason Horine, Vice President Client Solutions, Schlesinger Group

Technology has transformed qualitative learning, making it more powerful and far-reaching than ever before. How do we sort through this feast of options, make the most of it and not feel pressure to simply "chase the shiny object?"

This presentation demonstrates how to take your learning to the next level with technology-enabled qualitative by choosing the right tools and using them in the right way to drive your success.

The power of System 1 thinking

Bruce Gillman, Partner, Lieberman
Allison Lodato, Vice President, Lieberman

Passion – an untapped dimension – adds great insights and predictability from survey collections. In a new, innovative technique, quick decisions uncover extraordinary actionable results.

Tournament is a mobile-friendly survey technology that takes consumers away from scaled responses and features a series of choices that are fast and intuitive, expediently weeding out elements with minimal appeal upfront to more quickly uncover highly regarded ones. Capture Passion – a key, unique element – that can provide four times more sales and market predictability than measuring preference alone. Tournament doesn't just pre-screen for winners, it cuts costs, fielding periods and sample sizes for your bigger planning and testing phases.

The marriage of MRX & UX: The power couple

Jessica Irwin, Director, CMI, Verizon

Currently, most research companies and departments have user research and market research operating separately. The problem is that the stakeholders are only getting half of the insights story at any given time. This presentation will suggest that these two disciplines work together to drive more holistic insights. The payoff is holistic problem solving, aligned cross-functional teams and better customer experience that leads to higher returns.



Viewer disrupted: The psychology of media engagement

Mark Doherty, Vice President, Practice Leader, Chadwick Martin Bailey

Amid an ever-fragmenting media market and the looming streaming wars, the battle for viewers and the billions of dollars they bring rages. In this session, CMB's Mark Doherty shares results and insights from a self-funded study of the emotional, social and identity benefits driving and deterring media engagement.

Do you know your chickens? A case study in online panel development

Ron Pocs, Regional Market Research Manager, CNH Industrial

As a large manufacturing organization, the idea of creating an online panel of B2B customers to efficiently and cost-effectively conduct market research seemed a bit far-fetched. When I first broached the idea among others within the organization, I was told that I don't know my chickens (i.e., this will never happen). Today, the panel has been successfully running for over 3 years with 900+ members. How did it happen?



AI for automated insight generation

Suresh Kumar, Head of AI Solutions, Palo Alto Research Center

While surveys are effective in generating insights, a vast ocean of existing data has only been minimally explored for insights. For example, if you are a consumer package goods brand, there are readily available online reviews about your product, customer support logs, online discussions in forums such as Reddit, and other such options with wealth of data. This data is being only minimally mined with tools like sentiment analysis. This talk is going to be about how to use recent advances in AI to go beyond sentiments and be able to generate insights that you care the most about. I will discuss how you can use AI to dynamically extract insights across any aspects by effectively having the ability to ask any question of your data. I will also discuss how the AI approach to market research complements traditional market research practices.

Building, positioning and launching insight-led propositions for SMEs

Tom Byrd, Head of Commercial Insight, B2B, British Telecom (BT)

Broadband is the life-blood of modern business and the threat of possible broadband outage carries significant risk. BT wanted to offer business customers a wireless failover option for if and when their broadband ever dropped, and teamed up with Populus to test SMEs' attitudes to price points and product perceptions to inform product development and positioning.



Using hybrid methods to supercharge your qual research



Ray Fischer, Founder and CEO, Aha! Strategic Online Qual Platform

Online qual and face-to-face go together like peanut butter and jelly. This presentation demonstrates how a hybrid of the two methodologies can work in a complementary fashion to produce more robust insights than achievable by themselves, including digital ethnography followed by a webcam IDI; a combination of pre-IDI, online study and post-IDI; webcam concept testing; webcam and projective exercises; and online homework preceding live in-person focus groups to name just a few.

How to get more ad attention in a world of dwindling attention spans

Annett Pecher, Director, Emotional Logic

Human attention spans are dwindling – consumers have more things to focus on than ever before. We will be using real-life examples to show why attention matters for ad effectiveness and what brands can do to increase the levels of attention their ads receive. We will be showcasing new methodologies for ad optimization that measure explicit and implicit effects to maximize campaign impact.

Truly understanding moments

Richard Heath, Managing Director, Blue Yonder Research
Hannah Rogers, Client Lead, Blue Yonder Research

We have known for years that most brand decisions are made instinctively, using System 1. However, neuroscience is unable to get out into the real world.

This case study, co-created with IFF, shows how wearable tech can predict sales. Clickscape takes us beyond "overall liking" and into sensory moments, as they happen.

Beyond fragrance, the implications are huge. Wearable tech can be layered on top of bio-data to help decision makers understand the moments that matter.

Changing the subject

Kevin Cowan, Insight Manager, BBC World Service

Learn how research that has grown from qualitative roots has led to a digital transformation and revolutionized the way we do journalism at the BBC.

The role of analytics tools in modernizing competitive insights

Chris Chute, Vice President, Global Field Insights, SAP

The Corporate CI function must modernize to be more impactful across the business. Analytics tools help CI staff touch more of the business more frequently and in ways traditional CI research does not.



How to win hearts and minds among newly socially conscious consumers

Clémence Le Goupil, Consumer Insights Specialist, Johnson & Johnson
Sophie Archambot-Corbière, Head of Beauty Division, Strategir

Neutrogena is a brand of the Johnson & Johnson family of consumer companies. When it comes to offering consumers sustainable facial wipes, the challenge is that consumers want a great product experience, an environmentally friendly product and a reasonable price. In this context, using both implicit and explicit data helps to go deeper in the optimal mix definition.



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20|20



THAT DRIVE YOUR MARKETING RESEARCH FORWARD



A solution to the NPS conundrum

| By Paul Abel and Kelsey Goings



snapshot

How a simple adjustment to NPS can make the metric much more representative of customer sentiment.

The popularity of Net Promoter Score (NPS) has skyrocketed since its introduction. The metric is currently being used by over a third (34%) of large corporations to assess and manage customer sentiment. NPS is often tied to executive compensation and, as reported by the Wall Street Journal, the metric is becoming a mainstay that is now touted in earnings calls (alongside earnings per share and corporate growth).

However, NPS has no shortage of critics. Many consider the metric to be inappropriate, unreliable and unsubstantiated.

For example:

- The concept is based on dot-com data from companies that no longer exist (e.g., Earth-Link, TWA).
- The approach for capturing and analyzing results is faulty (e.g., the scale is unipolar/does not directly measure brand critics).
- The original assertion that higher NPS values correlate with higher corporate growth is unsubstantiated.

Not surprisingly, many executives find NPS values extremely difficult to change or can often change independently of the success (or failure) of customer-focused initiatives.

Unfortunately, organizations using NPS that may want to adopt a more appropriate and reliable metric of customer sentiment

face many challenges:

- Processes are often well-established to monitor and manage resources based on NPS values.
- Changing to an entirely new metric requires significant efforts to align a multitude of stakeholders.
- Options that are “better than NPS,” easy to measure and simple to understand appear to be lacking.

This conundrum leaves two choices for business leaders: continue with the status quo, even though NPS values may not be meaningful (and NPS targets may not be achievable) or adopt a new metric of customer sentiment and attempt to change internal perceptions about a well-entrenched tool.

In this article we provide a third choice: increase the validity of this management tool.

We conducted a carefully designed survey completed by a representative sample of over 1,000 U.S. consumers. The results reported below use data that were focused on consumer perceptions and opinions about health insurance companies. This study was conducted blind with subjects screened to ensure they are not industry insiders. All of the data collected were carefully scrutinized to ensure only valid data were analyzed.

What did we find?

1. NPS values are a poor indicator of customer intentions.

In the U.S. health insurance market, we found the 2019 NPS benchmark value is 21;



www.quirks.com/articles/2019/20191205.aspx

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Unmet Need Identification



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Marketing Collateral Development



Product/Service Optimization

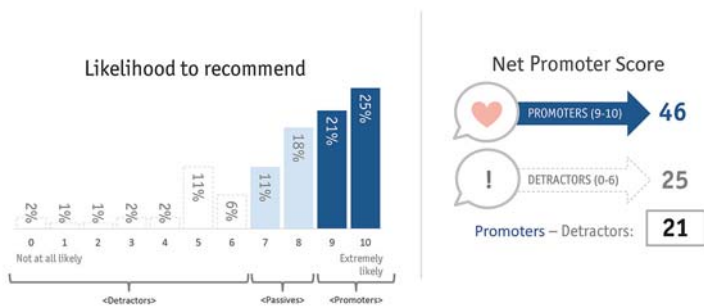


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Figure 1



Source: Proprietary research conducted by Blue Research. Note: Blue Research is a trademark of Blue Inc. Other names and brands may be claimed as the property of others.

insurance company, 63% report they would recommend their health insurance brand and 4% report they would discourage others from choosing their brand (Figure 2).

2. NPS values are a poor indicator of actual customer behavior.

Although 46% are categorized by NPS as Promoters, in fact, 59% of consumers have advocated for their brand. Moreover, while 25% are categorized by NPS as Detractors, only 6% have actually said something negative about it (Figure 3).

3. A critical error in NPS is placing a score of 8 in the wrong category.

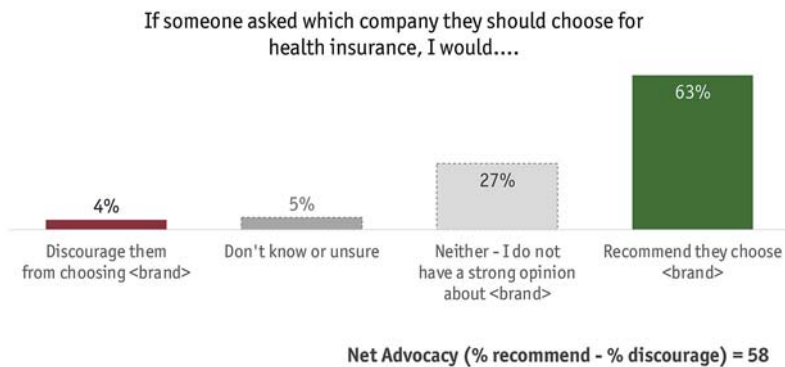
An individual providing a rating of 8 in the “likelihood to recommend” scale is categorized as a Passive and ignored when deriving an NPS value. However, when those same individuals are asked explicitly whether they will recommend the brand, the wide majority (72%) admit to being a brand advocate (Figure 4).

4. To increase validity of using the “likelihood to recommend” scale, individuals must be categorized correctly.

Given that the wide majority of those providing an 8 rating on the “likelihood to recommend” scale admit they will advocate for the brand, those individuals are best grouped with other advocates. Combined with those who report a rating of 9 or 10, the total percent of brand advocates from the data above is 64%. As shown above, that value closely matches stated intentions, where 63% admit they will recommend their brand. Thus, those individuals rating an 8, 9 or 10 are best categorized as advocates.

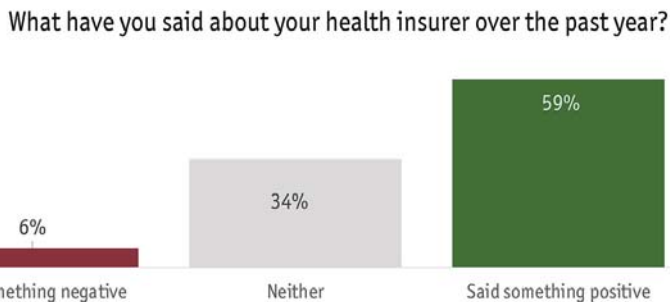
The combined percent of those rating a 3, 4, 5, 6 or 7 is 32%. This value is identical to those that state they are indifferent in what they would do (32%) and comparable to the percent that state they have neither said something positive nor negative about their brand (34%). Those individuals are best categorized as potential advocates.

Figure 2



Source: Proprietary research conducted by Blue Research.

Figure 3

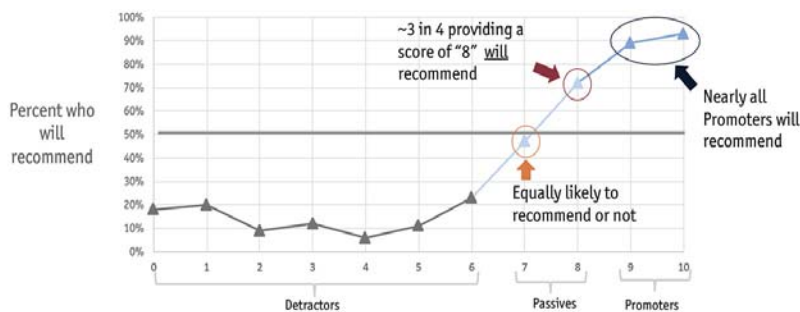


Source: Proprietary research conducted by Blue Research.

overall, 46% are Promoters and 25% are Detractors of their health insurance plan (Figure 1). However, NPS categories significantly underrep-

resent brand advocates and over-represent brand critics. When asked explicitly if they would recommend or deter others from their health

Figure 4



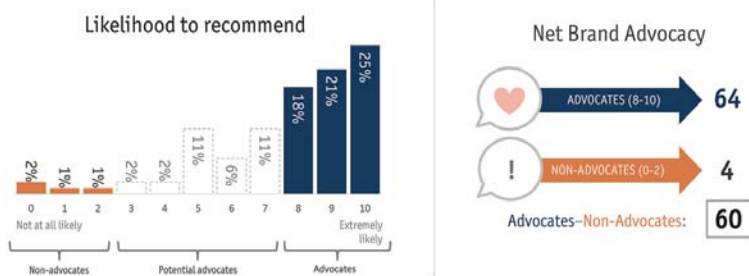
derived by subtracting the percent of non-advocates from advocates categorized using the numerical ratings from the “likelihood to recommend” scale (see Figure 5).

A simple adjustment

Given its broad use and strategic importance, the validity of NPS values is critical for business leaders. By making a simple adjustment in how respondents are categorized, this study demonstrated how a “single score” can be derived that better represents true customer sentiment. Using this brand advocacy measurement enables organizations to increase their understanding of and influence on customer behavior, while leveraging the existing NPS-based “likelihood to recommend” infrastructure and framework that have already become widely adopted. ¹⁰

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Figure 5



Source: Proprietary research conducted by Blue Research.
 Q: How likely is it that you would recommend <CURRENT HEALTH INSURANCE BRAND> to a friend or colleague? n=1,003

Finally, the 4% of individuals who provide a numerical rating of 0, 1 or 2 on the “likelihood to recommend” scale is identical in value to the percent that say they would discourage someone from choosing their brand. This value is also comparable to the 6% of individuals who admit that they have in fact said something negative about their brand. Those individuals are best classified as non-advocates.

5. Using the appropriate categories, a more reliable measure of customer sentiment is obtained.

When asked directly, 63% admit they will recommend their brand and 4% report they will discourage someone from choosing their brand, resulting in a difference of 59% (63% - 4%).

A comparable value (60%) is

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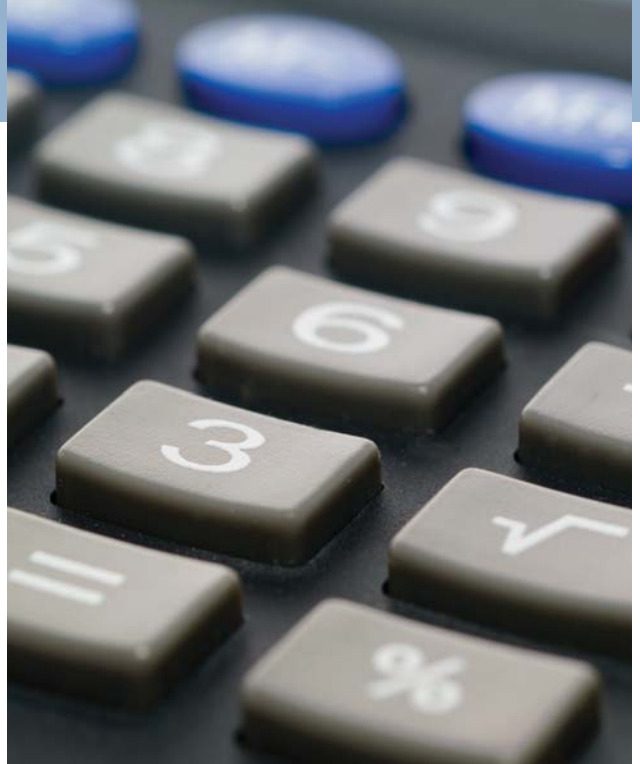


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Best practices for implementing key driver analysis

| By Michael Garver

snapshot

Michael Garver looks at key driver analysis for CX researchers and how to overcome problems such as multicollinearity and attribute redundancy.

Identifying attribute importance is a critical objective of customer experience (CX) research, and key driver analysis (KDA) is often conducted to achieve this objective. To implement KDA, researchers statistically infer the importance of product and service attributes that “drive” overall customer satisfaction. KDA results help prioritize the most important attributes to customers, which will influence strategic plans and the priority of improvement efforts. If KDA results are biased, then practitioners may invest scarce resources to strategically leverage or improve the wrong attribute.

There are a number of KDA research issues and limitations that can bias KDA results, yet many CX researchers ignore them or are simply not aware of their existence. The purpose of this article is to put forth KDA best practices to help CX researchers obtain more accurate and valid KDA results.

To accomplish this, key aspects of defining a CX model are put forth, which includes defining attributes at different levels of abstraction as well as identifying unique and relevant dependent variables for KDA. Then, recommended statistical techniques (i.e., relative weight analysis, dominance analysis and correlated components regression) are introduced that overcome the problems of multicollinearity and deliver more accurate

and valid KDA results. Then, a multistep KDA approach designed to overcome the problems of attribute redundancy is introduced, along with a KDA process to incorporate multiple dependent variables. Finally, the importance of segmentation in the KDA process is addressed.

The CX model

Typically, CX research objectives are to identify attribute importance, satisfaction and improvement opportunities. To fulfill these objectives, most CX surveys start by asking survey respondents for their overall satisfaction or loyalty, followed by a section of questions asking for customer satisfaction ratings on a number of product and service attributes. Attributes are the characteristics, features or components of a product or service. Product and service attributes may include evaluations of software, technical support and training. A CX model hypothesizes that attribute satisfaction (independent variable) leads to or causes overall satisfaction (dependent variable). Properly specifying a CX model is the foundation for obtaining accurate and valid KDA results.

CX model attributes

When developing a CX model, it is critical to develop a complete and comprehensive understanding of the CX attributes, meaning that researchers identify all of the important key drivers of the customers’ experience. If important attributes are not included in the



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CX model, then omitted variable bias occurs, which can severely bias the KDA results. Because KDA statistical techniques typically have a relative nature to their results (i.e., importance scores), omitted attributes from KDA can bias the results.

Once identified, CX attributes need to be defined and grouped according to their level of abstraction (i.e., overall category, dimension and subdimension). At the highest level of abstraction, CX attributes would be defined at the overall category level, typically worded to portray an overall evaluation of the attribute. For example, participants rate overall “software” or “technical support.” Overall category-level attributes represent what academic researchers define as a theoretical construct. The next level of abstraction would include dimension-level attributes, where these attributes are under the umbrella of the overall category-level attribute. Dimension-level attributes represent more concrete and more specific dimensions of the overall category-level attribute. For example, software speed, software ease of use and software functionality would represent more specific dimensions of the overall category attribute, overall software. Taking this logic even further, dimension-level attributes may have subdimension attributes. For example, software functionality may have subdimension-level attributes such as printing, reporting and filtering. All of these different levels of attributes represent the construct of software and they accomplish this goal at different levels of abstraction. To obtain accurate and valid KDA results, it is critical that CX attributes are defined and grouped by their hierarchy of abstraction.

While it is important to understand the CX model from the customers’ perspective, it is also necessary to align the CX model with the company’s strategic plans and objectives. For example, strategic plans often suggest that a firm wants to have the fastest response time or the best

customer service in the industry. Are these attributes aligned with the CX model? Are these attributes measured on the firm’s CX survey? Aligning CX model attributes with strategic plans and objectives will help CX research results gain more visibility and traction with top management and produce more actionable results.

Given the current survey environment, there are significant constraints surrounding the number of attributes that can be included on a CX survey. If researchers are limited in this way, then it is recommended to only use overall category-level attributes. If CX researchers can include more attributes, then we recommend using dimension-level attributes of the most complex and most important constructs in addition to the overall category-level attributes. Subdimension-level attributes are the most specific and are typically the most actionable attribute, yet subdimension attributes can greatly increase survey length.

CX model desired end-states

Selecting the most appropriate dependent variables for KDA is important because employing different dependent variables for KDA will likely result in significantly different attribute importance scores. The Net Promoter Score and the American Customer Satisfaction Index are commonly used dependent variables for KDA but are these the best dependent variables for every company?

What are the desired end-states of the customer experience? What do customers need or want to achieve from their interaction with your product or service? This can be very different for different types of customers purchasing different types of products and services. For services that are hard to evaluate, the desired end-states of customers may focus more on trust or strength of relationship as opposed to satisfaction. For products or services that are complex, the desired end-states of customers may focus more on “easy to do busi-

ness with” or low customer effort as opposed to loyalty. For different types of customers, overall value might be a more appropriate end state.

The key point is that CX researchers need to select the most appropriate dependent variables for KDA that are aligned with the desired end-states of the customer experience. Too many times, CX researchers go on autopilot and select overall customer satisfaction as the dependent variable for KDA, when more meaningful dependent variables are more relevant to their customers.

When selecting dependent variables for KDA, it is critical to align the CX model with the company’s strategic plans and objectives. If practitioners have strategic goals of creating satisfied customers who are perceived as trustworthy partners that deliver an excellent overall value, then the dependent variables for KDA should also represent these goals. In this example, the dependent variables for KDA should represent the following constructs: overall customer satisfaction, trust and overall value. Given the typical complexity of the customer experience as well as strategic goals of a company, it is common that CX researchers should implement multiple dependent variables for KDA.

Implementing qualitative research to develop the CX model

Developing a sound CX model is the foundation for an accurate and valid KDA. All CX models should be grounded in reality by implementing qualitative research with target customers. By conducting in-depth interviews and focus groups, qualitative researchers can discover customers’ desired end-states as well as different paths and types of interactions customers experience to achieve their desired end-states. An important goal for qualitative research is to learn what attributes (at varying levels of abstraction) are essential to reaching the customers’ desired end-states.

How do you choose the best statis-

tical tool for KDA? Historically, many CX researchers have used multiple regression to implement KDA, yet this statistical technique has significant research limitations when conducting KDA with CX data. Multicollinearity, or high correlation among the attributes, is the most significant limitation of multiple regression for KDA, and academic research has demonstrated that the sign, size and significance of standardized beta coefficients (i.e., importance scores) from multiple regression can be severely biased and skewed when multicollinearity is present. CX data is often plagued by high levels of multicollinearity. For this reason, multiple regression is not recommended to conduct KDA.

To effectively deal with multicollinearity for KDA, academic researchers have created a number of alternative statistical techniques, yet relative weight analysis (Johnson 2000) and dominance analysis (Budescu 1993) are recognized as two of the best KDA statistical methods. Simulation research studies have demonstrated that relative weight analysis and dominance analysis are the best KDA statistical techniques and that they produce very similar results (Zhao, Mahboobi and Bagheri 2017). In these same studies, multiple regression performed very poorly.

Correlated components regression (CCR) is a relatively new technique that can be used for KDA. While correlated components regression has not been compared to relative weight analysis and dominance analysis, this technique has certain advantages. Correlated component regression was developed to more effectively handle high levels of multicollinearity and overfit regression models, specifically with high dimensional data where the number of independent variables may be higher than the sample size. While the above statistical techniques assume that the correct attributes have been already selected, CCR excels at identifying the appropriate attributes through a cross-validation process.

In most situations, relative weight

analysis or dominance analysis are recommended as the best statistical tool to conduct KDA. However, correlated components regression may be chosen in certain situations as the primary statistical tool or as a complementary technique when selecting CX attributes for the analysis. Describing dominance analysis, relative weight analysis and correlated components regression in detail is beyond the scope of this article. Instead, the purpose here is to inform readers that these statistical tools represent best practice for conducting KDA. For more information about how to use these statistical techniques for KDA, please refer to Garver and Williams (2019) for an overview of relative weight analysis; Garver and Williams (2017) for an overview of correlated components regression; and Brusco, Cradit and Brudvig (2018) for an overview of dominance analysis.

A multistep KDA process to solve attribute redundancy

In practice, it is common that CX researchers would enter all of the CX attributes (overall category, dimension and subdimension attributes) into a KDA and interpret the attribute results across the different levels of abstraction. This process will often lead to attribute redundancy in the KDA model, which can severely bias KDA results. Attribute redundancy occurs when two or more attributes represent the same construct or overall category and these attributes are entered individually into KDA.

To overcome the problem of attribute redundancy, a multistep KDA process is recommended. Implementing this process, importance scores are first acquired for the constructs or the overall category-level attributes. In the second step, importance scores are acquired for dimension-level attributes within a construct or overall category-level attribute. Following this KDA process, CX researchers will first identify which constructs are most and least important, followed by which dimension-level attributes are most and least

important within the construct. If subdimension-level attributes are employed, an additional third step would be added to this KDA process.

To illustrate the multistep KDA process, a simple KDA model will be used as an example. For this KDA model, let's assume it contains three overall constructs: software, technical support and training. The attribute of software is represented by an overall category-level attribute, software, as well as three dimension-level attributes that include software speed, software ease of use and software functionality. The constructs of technical support and training are solely represented by overall category-level attributes.

The multistep KDA process begins by running KDA at the construct or overall category attribute level of abstraction. To accomplish this task, researchers would either use overall category attributes or form a composite variable for each construct. To form a composite variable, attributes at different levels of abstraction are combined to represent the construct. For example, to form a composite variable for the construct software, the overall category attribute of software would be combined with dimension-level attributes including software speed, software ease of use and software functionality. Because technical support and training are the only attributes representing their respective constructs and they are already at the overall category level of abstraction, these attributes can be entered individually into the first step of the KDA process.

Implementing the first step of the KDA process, importance scores are acquired for the constructs or overall category-level attributes and constructs are identified as most and least important. For example, assume that the software construct (composite variable) received 60% of the total importance while technical support (overall category-level attribute) received 30% of the total importance and training (overall category-level attribute) received 10% of the total importance. Interpretations from this KDA are that software is much

more important than either technical support or training. Technical support is the second most important construct and training is the least important construct.

In the second step, the researchers would then run KDA on the dimension-level attributes of a given construct versus the same dependent variable. For example, software speed, software ease of use and software functionality are three dimension-level attributes that represent the software construct. In this step, these three attributes only would then be run in the KDA against the same dependent variable. Because technical support and training attributes are at the overall category level, these constructs are not analyzed in the second step. Assume that in the second step, software ease of use received 50% of the importance, software functionality received 30% and software speed received 20%. From this analysis,

researchers know that software is the most important construct (from the first step of the process) and that software ease of use is the most important software dimension-level attribute, with speed being the least important software dimension-level attribute. If subdimension-level attributes are employed, then a third step would be implemented by running KDA with subdimension-level attributes of a given dimension against the same dependent variable.

To illustrate the problem of attribute redundancy, now assume that the multistep process is not followed and that all of these attributes are entered individually into the KDA. In this situation, the problem of attribute redundancy can severely bias the KDA results. For example, the software attributes (overall category and dimension-level attributes) are redundant and would likely share 60% of the total importance obtained by

the software construct. Thus, the KDA results may include the following:

- Technical support (overall category attribute) = 30% of the importance
- Software (overall category attribute) = 20% of the importance
- Software ease of use (dimension attribute) = 20% of the importance
- Software functionality (dimension attribute) = 15% of the importance
- Training (overall category attribute) = 10% of the importance
- Software speed (dimension attribute) = 5% of the importance

Interpreting these KDA results, management might perceive that technical support (30% of total importance) is the most important attribute. Software and related attributes would likely be perceived as second most important, followed by training (10% of total importance). Due to attribute redundancy in this KDA



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model, the above results are biased and may mislead management on what is most important to customers. To prevent this problem from occurring, the multistep KDA process is strongly recommended.

KDA with multiple dependent variables

Employing different dependent variables for KDA may result in significantly different attribute importance scores. Thus, selecting the most appropriate dependent variables for KDA is critical. Given the typical complexity of the customer experience along with a company's strategic goals, it is likely that multiple dependent variables should be employed for KDA. What is the KDA process when using multiple dependent variables?

If researchers are implementing multiple dependent variables for KDA, it is recommended that market researchers implement KDA with a multivariate dependent variable first, which will provide researchers with a more holistic understanding of KDA results. To run KDA with a multivariate dependent variable, researchers will need to create a composite variable consisting of all the relevant dependent variables. If relative weight analysis is the chosen statistical technique for conducting KDA, then this technique is designed to be run with a multivariate dependent variable and researchers will not need to create a composite dependent variable.

Then, it is recommended that market researchers implement KDA with each relevant dependent variable so that researchers can understand the unique relationships between the attributes and each dependent variable. If three dependent variables were selected, then the researchers would run three separate KDA. To keep the results palatable for management, it is important to focus on how attribute importance scores change with different dependent variables.

KDA segments: Customers are different!

Market segmentation is an important


component in developing strategic plans. The logic is simple: customers have different needs and researchers should group together customers with similar needs (i.e., segments) and then tailor their offering to meet the needs of targeted segments. Best (2013) argues that many firms fall into the demographic trap when segmenting customers, which means that they rely too much on demographic segments that may not have different needs. Researchers suggest that firms should first form need-based segments (i.e., segments based on attribute importance scores) and then describe these segments with relevant demographic variables.

This advice is critical for CX researchers. If CX researchers believe that customers may have different needs, then they should use statistical techniques designed to uncover and identify different KDA segments. To accomplish this goal, latent class regression analysis can be run as a complementary analysis with the chosen KDA statistical technique (relative weight analysis, dominance analysis or correlated components regression). Similar to other KDA statistical tools, latent class regression analysis uses independent variables to predict a dependent variable. However, latent class regression analysis creates a unique KDA model for each customer and then segments those customers who have similar KDA results. The end result of latent class regression analysis is that CX researchers can identify the number of KDA segments as well as which customers belong to each KDA segment.

Latent class regression analysis is a powerful statistical tool, yet multicollinearity is also a key research limitation and weakness. Thus, it is critical to use latent class regression analysis in conjunction with a statistical tool (i.e., relative weight analysis, dominance analysis or correlated components regression) that is designed to overcome multicollinearity. In short, latent class regression analysis is run first to identify the number of KDA segments and then to identify which

customers belong to each KDA segment. Then, the chosen KDA statistical tool is used to refine the attribute importance scores for each KDA segment. While a detailed description of this process is beyond the scope of this article, the interested reader can reference Garver, Divine and Nieto (2017) for more on this topic.

More accurate results

Obtaining accurate and valid attribute importance scores is critical for strategic planning and prioritizing improvement efforts. While there are a number of research issues and limitations that can bias KDA results, following the best practices put forth in this article can help CX researchers obtain more accurate KDA results. 

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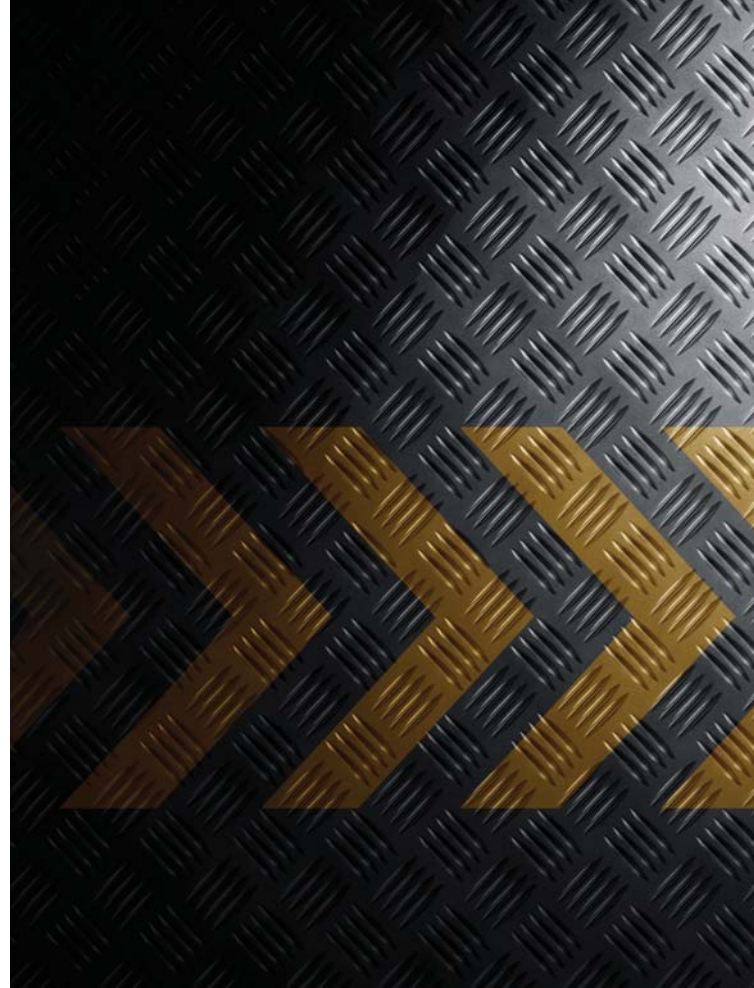
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••• qualitative research

Fielding risks

Strategies for ensuring researcher safety

| By Sam Evans and Kinsey Gimbel



snapshot

Qualitative research is a well-planned activity but don't forget to also plan for unwanted or unexpected situations that may arise.

In qualitative research, a lot of emphasis is placed on the mitigation of risk for and the protection of our participants. That's as it should be. But, as researchers, how much thought do you give to your risk and safety in the field?

Interpersonal interactions with strangers are the lifeblood of our work but sometimes they put us in uncomfortable and even potentially threatening situations. Much like in the real world, interactions in a research environment can be unpredictable and can place us at risk of both physical and psychological harm. For example, in a recent study using in-depth interviews (IDIs), one of our participants made racist and sexist comments toward our moderator during the session. In another study, a participant made inappropriate and flirtatious remarks toward our moderator as well as the on-site receptionist. In these moments, our moderators and our research staff were forced out of their research roles and into tense situations.

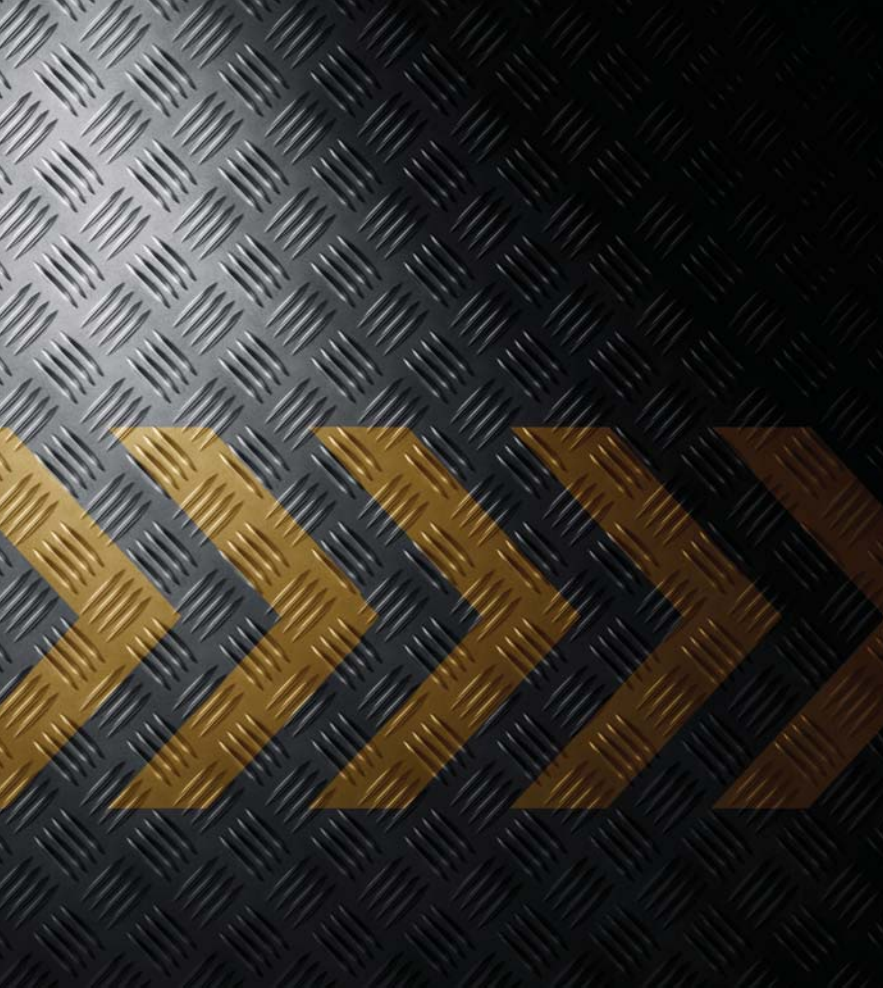
Although instances like these are rare during data collection and most participants will pose no threat, researchers may encounter participants who exhibit malicious behaviors, such as verbal abuse, threats of violence, sexually inappropriate speech or behavior and discriminatory or otherwise offensive speech or behavior. Outside of work, you may have a plan in place for how to navigate these types of situations but have you thought about what you would do if it happened during an interview or focus group?

Social lines can shift

When in the field, we are not acting on our own behalf but rather on the behalf of the study, our employer or our client. As a result, social lines that we would normally draw with strangers can shift in the name of data collection. What's personally deemed unacceptable behavior or language outside of the office may be endured while on the job for the sake of the study at hand. Although our instincts may tell us that a situation is escalating,



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other factors, such as project costs, deadlines, client relationships and the pressure of completing that last interview, may keep us from ending the session or dismissing the participant.

Further, qualitative data collection requires a bit of self-removal in order to remain objective. Our role is to be an impartial ear and that can lead us into situations where we are conducting discussions on sensitive subjects, having awkward conversations about personal decisions or pursuing an in-depth understanding of a view that may be much different from our own.

In our experience, researchers can be so focused on the goal of our research and the humanity of our participants that we forget that research studies can impact us too. So where do we draw the line between enduring for the data and protecting ourselves? When is it okay to put your needs above the research?

Here are four steps to preventing and mitigating risk.

Step 1: Introspection. Connect with yourself to define your boundaries and to evaluate your tolerance for difficult situations. Knowing where you stand will help you more confidently decide when a participant has crossed the line. This is a personal and ever-changing process, dependent upon circumstances and evolving with time and experience, so we suggest setting broader guidelines for yourself that give you permission to take action but allow you the flexibility to adapt and develop your boundaries in the moment. For example, you may decide that you are generally comfortable pushing past sexist remarks during a session. In an IDI, you are able to brush such comments aside with little impact to yourself. However, in a focus group setting you notice such remarks are making you feel tense and some of your participants seem uncomfortable too. Ultimately you decide if these comments have become disruptive to the group and you need to take action.

Step 2: Empower action through policy. It is important for employers

to empower their staff to take action in the face of potentially dangerous or threatening participants. Establishing an organizational policy or plan of action will provide you and other researchers with not only a framework for the actions you can take but also permission to take those actions. Perhaps in your organization this simply means defining who has the authority to end a session. Having a protocol in place that encourages employees to use their best judgement will alleviate corporate pressures to remain in threatening situations.

Step 3: Set team guidelines. Once you have a general awareness of your limits as a researcher, it will become easier to talk with your team or your client regarding personal risks. When you start a project, allow yourself and other researchers the time to think through difficult situations before they arise. As appropriate, talk through scenarios together from various angles and create a safety plan as a team. Coming to a team consensus on how to handle risky situations creates support within the team and can make de-escalation decisions less intimidating.

Step 4: Research in numbers. If possible, particularly with ethnographies or other field research that may send you into participants' homes, make sure you are not in the field alone. There is safety in numbers. Your data collection team could include other researchers in your company, your clients or even research staff at subcontracted facilities. Make sure that others outside of the data collection team know exactly where you are and how long you are planning to be there. Plan daily check-ins with team members who did not travel with you to ensure constant communication with those who are not with you in the field.

Right moment to take action

It can be difficult to know when it is the right moment to take action, let alone which action to take. Addressing risky situations can take many forms, including modifying the guide between sessions to rephrase or even remove a question, modifying the screener for future ef-

forts and even dismissing the participant from the study entirely. In the instance where the participant made both racist and sexist remarks, our moderator felt uncomfortable continuing the interview, so the team decided to terminate the session early and replace the participant.

Dismissing a participant has different implications depending upon your study method. In an IDI, dismissing the participant ends the session. This could result in the need for additional recruits. In a focus group, however, dismissing a participant comes with the added complexity of continuing the session and resetting the group dynamic and the tone of the room. This may seem like a larger hurdle to jump when dealing with a disruptive or potentially threatening participant but bear in mind that if you are uncomfortable, chances are your other participants are as well. Removing this person from the group may help protect the health of your group, your moderator and your data.

Once you have decided to dismiss a participant, it can be even harder to figure out how to do it without escalating the situation. In the example above, our moderator simply told the participant that the interview was complete. Establishing an explanation for ending the session ahead of time can help you de-escalate the situation and ensure the safety of all involved. This could include telling the par-

ticipant at sign-in that the study was cancelled, that all quotas were full or that they are otherwise not needed for the study today. In a focus group, expectations of group respect should be set at the beginning of the session and enforced throughout the session by the moderator. Violations of respect during the group should be openly addressed by the moderator. Warn participants that continued disrespect will result in dismissal from the group and be prepared to enforce that rule. As an additional de-escalation tool, assure dismissed participants that they will still be paid for their participation.

Keep other involved parties (e.g., recruiters or the subcontracted facility) informed on the interaction and your decisions for how to handle the situation to ensure they are aware of the issue and can take appropriate action. Facilities want to know if something sketchy happened, so be sure to tell them! In the instance where our participant made inappropriate and flirtatious remarks, the moderator decided that the session could continue. However, we were able to work with the facility to prevent this from reoccurring by removing that participant from the recruitment panel. When appropriate, participants can be flagged to protect the safety of future research staff. If you believe further security measures may be needed (e.g., if a participant has threatened to come

back), let these individuals know and alert the authorities.

Once the interaction with the potentially threatening participant is over, document the event – even with quick notes – as soon as possible. These notes may help you process what happened and can be used as a reference when recounting the situation. Touch base with your research team, which may include your clients, to ensure that everyone is okay and to debrief about the situation. Discuss how the event occurred, what actions the team took in the moment and what actions the team can take moving forward to mitigate the risk of this happening again. Discussing distressful situations is a powerful tool that will help you make sense of what happened. If any staff members need to talk further about what happened, get in touch with your HR department or other qualitative researchers in your community. They will be well equipped to lend you an ear. If necessary, seek resources to help you through any lasting psychological distress.

Overlook the risks

Fortunately, the incidences described above are rare during data collection but they do happen. And although qualitative data collections are built upon a foundation of thorough planning and precaution, this is often aimed to protect the humanity of our participants alone and we tend to overlook the risks to ourselves.

The best tool we have to combat these situations is preparation. We encourage researchers to include themselves when planning for risk-mitigation and to have parameters in place to safeguard themselves as well as their participants. Each researcher has a different capacity for handling difficult situations and this capacity can change over time, so it is okay if your tolerance is different from someone else's. Know your personal limits as a researcher and be prepared to draw firm lines. ¹

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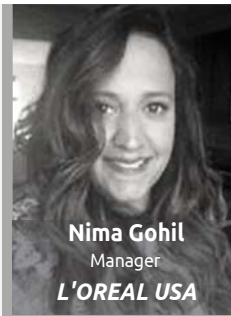
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Hear, here

Listening well for great research stories

| By Julia Eisenberg



snapshot

To get the most from your qualitative, tune out the daily distractions and tune into what your respondents are telling

you.

“When people talk, listen completely. Don’t be thinking what you’re going to say. Most people never listen. Nor do they observe. You should be able to go into a room and when you come out, know everything that you saw there and not only that. If that room gave you any feeling you should know exactly what it was that gave you that feeling. Try that for practice.”

— Ernest Hemingway

While Hemingway intended this advice for aspiring writers, the notion has direct applications for researchers as well – particularly when it comes to qualitative. After all, the ability to listen and observe more completely leads to the type of compelling consumer narratives that evoke emotion, persuade others and earn the right to be shared. To get there, though, one needs the right research method to facilitate productive listening, coupled with best practices for taking in information in the field and a thorough understanding of how to translate the findings into impactful and contagious stories.

How we listen is critically important. With so many options at our disposal, selecting the right research method can be daunting. That’s why listening must start the earliest stages of an engagement; listening to stakeholders and to yourself matters even before the research begins. Tuning in with intention at pre-research stages helps ensure participants can share via the medium that gives the best chance of inspiring complete openness. At this stage it is important to ask some key questions. Do we want subjects to contemplate, remember and open up in a comfortable setting at a comfortable time or do we seek gut reactions – quick and instinctive replies? Essentially, do we want to give our subjects time to think about it or should we keep them moving through the exercise without much time to ponder?

To answer these questions, I find it useful to think about how you might like to feel if joining your study as a participant and to begin



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your method selection process with that in mind. I might delight in sharing every detail about my favorite television shows with a group of friends and acquaintances but in that same setting I most certainly would not feel as comfortable telling the story of what it was like to have a new baby. While the sensitivity of the topic is important to consider, I encourage researchers to also consider how the method will impact the way you will listen to and interact with respondents.

Many researchers overlook the impact of the quality of listening on what the respondent shares. Instead of investing time and energy here, we tend to focus on the respondent or the guide or the moderator. If the responses (or questions) are perceived as going poorly, it's easy to blame the actors (respondent, participant, stimuli, etc.). It's impossible to quantify but if a listening setup is off or mismatched to the topic or respondent, the moderator might overcompensate, the participant might clam up. And so it is not the actors but rather the setup and our listening framework that have failed. Hardly ever have I heard "disappointing research" diagnosed with a bad listening setup but I believe that's the first symptom we should examine if things don't go as planned.

And so to ensure we set up a productive listening environment, I always return to defining how I want subjects to feel when they share. When I want to facilitate contemplation, reflection, remembering and projection, I prefer an online journal or in-home ethnographies. The journal is nice because it removes geographic barriers and travel costs and also because it gives participants a safe and familiar space – set up just for them – to share their experience. The moderator can respond to and probe certain parts of the story but the pressure for participants to respond in real time is removed. The therapeutic associations that journaling about an experience offers can expose a depth of understanding not possible with other methods. Similarly, the intimacy of joining someone in their home to learn about a process, product or experience

offers a quiet and "on their own turf" atmosphere to allow for deeply exploratory listening and learning.

On the flip side, when I want quick, punchy gut reactions, I love to utilize a group discussion board or qualitative community, live webcam interviews, in-person IDIs or text-based chats. With these methods the goal is still to listen, observe and react but the conversation moves faster. I prefer grouped methods (discussions, communities) when I want to observe how participants explain, debate and disagree about things among themselves. Here I'm an acutely attuned observer-listener, probing where I naturally want to ask for more details but letting the conversation unfold organically. I prefer 1:1 methods or chats when I want to have a lot of control about each individual's reaction to specific stimuli or creative or prompts. For both approaches here, the stimulating, staccato effect of question and answer, reaction and reply still requires listening well but the listening is more focused and tactical.

Considering the impact our research methods have on one's ability to listen well makes it easier to select the setup best matched to objectives. In turn, I find having high standards for the quality of listening environment and method provides an incredibly solid foundation for building a strong story from findings, insights and recommendations.

Things that distract us from listening

Once a method is selected and we're ready to start gathering feedback, we must be honest about the things that distract us from listening well. Our lives are full of distractions. A text message. A tweet. Soccer practice rescheduled. Snow boots outgrown. A new urgent request that needs attention now. The hard truth is that being distracted isn't an exception, it's the rule. We're allowed to multitask – it's a sign of productivity. Constant busyness is normal, expected, acceptable.

We are good at multitasking and dividing our attention but is that good? When it comes to successful qualitative research, no. Divided

attention means diluted absorption. You're not getting it all because you are not present. This is true for digital and in-person research, and these small splinters – the slight division of attention while listening during a project – destabilize insight exponentially as the project culminates. We know that stories, experiences and emotions are more than 20 times more memorable than facts alone. This is an incredible, tremendous and frightening impact to allow into any study. It is much easier to take the time to plan for effective listening before a study commences than to try to save something later on.

Children these days practice “whole body listening” – which means you listen with your eyes and ears and quiet your whole body. To be present in our research, we need to practice this too. There are ways to do this digitally if you are not meeting your participants in person. Shut down your e-mail. Snooze notifications. Take away the temptation of Google and the infinite universe of internet distractions and show up for

your respondents wholly.

About actors, the late Alan Rickman once said he cared most about the “accuracy and intensity of their listening,” because our response to what someone says is most authentic when we've truly listened. Think of your most recent studies – how accurately did you listen? How intensely? Were you present or was your mind racing forward to what to say next, and what to say after that, and oh we're out of milk and I forgot to drop off that package. Shutting out the noise is hard!

Listening well takes practice and discipline that can feel like a burden but there is also incredible freedom in carving out that space. When is the last time you only had to think about one thing? The last time you only had to do one thing? Be great at one thing? While our cultural preference for multitasking won't be defeated overnight by the concept of better listening, give yourself permission to start small and to explore the impact that disciplined, focused listening can have on one project or one experience. Identifying the

distractions – large and small – that keep us from deploying intentional, present listening is a key step in opening up better channels to the great consumer stories we seek.

Evokes stronger emotions

When listening well is prioritized in qualitative research, it evokes stronger emotions – in both respondent and researcher. The more attention we pay to the places where we listened well and really felt something as a result is the surest path to telling a compelling story others will want to hear and brands will want to act on. While we never want anecdotes to be the only path to our conclusions, there is a reason we remember these moments the most. This is where we felt something. This is where our participants felt comfortable enough sharing and where we listened accurately enough to see a memorable moment come to life.

Listening well helps us tune in to what is interesting, controversial and memorable in our research. What is compelling enough to earn our attention is material that will mean something to our stakeholders. And, if we've selected the right method, these emotional moments will also tie closely to our objectives and have great impact on the business. Showcasing the emotions we picked up on while listening well has the pleasant effect of making our audience want to know more. Emotions like curiosity, skepticism, surprise and interest are sharpened by attentive listening and these emotions are clear signals that something is important.

For example, we recently tested a new bike rack prototype in the field. It's a product meant to cater to serious cyclists (which means their bikes are usually quite expensive and the cyclists want to know they're protected while in transit). Our respondents were savvy and this was not their first time using a bike rack. As we moved through the study, we observed that most of the participants initially put the rack on their car upside down. The majority made this mistake and then after a bit of trial and error realized it was upside down and corrected the issue. We watched this happen several times, asking what they were

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doing and working hard to listen not only to their explanation but to the running monologue most provided while both making the mistake and righting it. We were learning a lot and gathering some compelling feedback to take back to the product engineers. It wasn't until we got to one of our most seasoned, experienced cyclists that we were faced with a real "listening dilemma." Like others before him, this participant put the rack on upside down. Unlike the others, he didn't realize his mistake. Or correct it. As we'd asked, he put his bike on the rack, locked it down and started to get into the car to drive a bit and finish the test. We waited until the last possible moment (but not too long!) to stop him, because a couple of feet of acceleration and his beloved bike would have fallen right off the rack and onto the road. A BIG deal for these respondents – and our clients! That moment of panic got hearts racing for our researchers, our client and the participant. And while the product team understood the majority had made this mistake (and it wasn't

just a fluke), the memorable story was the one I heard retold again and again. "We wanted to see what would happen but we had to intervene! Imagine if we'd let his bike fall off the rack and on to the road! This guy was almost a pro – if he made this mistake, everyone will. WE HAVE TO CHANGE IT!" The emotion is what everyone remembers most about that research to this day (and, by the way, the prototype was adjusted).

As researchers, we know that a well-told story is compelling and persuasive. Stories help people understand a concept and enhance broad appreciation for insights and ideas. Stories are such a powerful tool for researchers and it all starts with listening well. When good listening provides a compelling story, that story gets shared. It leaves the room – or the phone call – with your audience and lives on long after the project or presentation concludes.

We can do better

It is easy to assume that intentional, attentive listening happens in every

qualitative research study. I don't believe this is entirely true. It is too often implied that qualitative research = great listening and I think we can do better. The good news is the effort to perfect listening in a professional research setting is relatively low. A few small changes in practice and point of view can have meaningful impact. Selecting the method based on the environment best suited for listening to these respondents discuss this topic; removing distractions and paying focused attention to where we experience; and remembering emotions are tools we can use as additions (not replacements) to our current practices.

In what ways can you enhance the quality of listening in your research to lead to the type of compelling consumer narratives that impact our business most? Think about it and give it a try. I can't wait to hear how it goes! 🗣️

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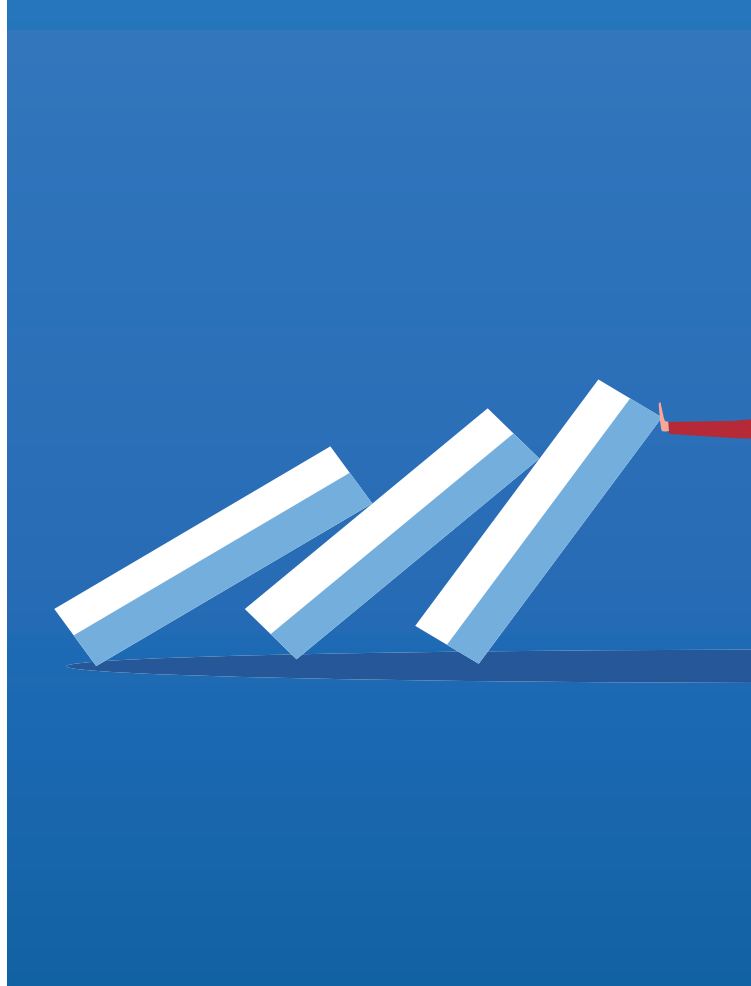
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There are no absolutes

As they argue the health and viability of MR, those pushing new approaches and those resisting them need to take a long look at their positions. Both are commonly using flawed logic.

| By Ron Sellers



snapshot

In the battle of marketing research
Disrupters vs. Traditionalists, the truth
lies somewhere in the middle.

The debate over the future of the consumer insights industry continues in full swing. On one side, we have the Disrupters – people who project that surveys will be gone in a few short years, that next-generation approaches such as big data analysis, AI and biometrics will entirely replace primary research, etc. On the other side, we have the Traditionalists – people who doubt the veracity or usefulness of many of the new approaches, who believe primary qualitative and quantitative research will always be needed, etc. Not everyone falls cleanly into one camp or the other but there are clearly lots of members in each and things are sometimes pretty ugly between the two.

For many Traditionalists, the Disrupters are often unrealistic dreamers who latch onto something largely because it's shiny and new, not because it's proven to be effective. For many Disrupters, Traditionalists are afraid of the future, unprepared for inevitable change and too busy sticking their heads in the sand to see where things are going.

Unfortunately, both sides have some significant gaps in the logic of their typical arguments. In order to offend as many people as possible, let's look at some of those logic gaps.

Failing to look at history (or only looking selectively at it).

Disrupters often conveniently gloss over all the failed predictions of the past. Focus groups will be extinct within a couple of years, huh? We've heard that prediction for at least the last 20 years – certainly since the advent of online qualitative. No one will do surveys in the very near future? Yep, heard that one too, for quite a while now.

Hydrogen-powered cars ... the paperless office ... supersonic travel ... the shorter work week ... all of these things were "inevitable" according to many pundits. I'm still waiting. Could some of the new insights techniques end up being just as "inevitable"? Which next-gen techniques will end up as the equivalent of Google Glass?

Traditionalists do this too. They tend to ignore companies like Kodak,



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Borders and Blockbuster that failed to adapt to change. They argue that mail surveys and mall intercepts are still used, even though their demise was predicted long ago. Yes, they're still used, but how often? How much money is spent on mail surveys today, compared to other methodologies? Certainly not as much as in 1990 or 1970.

Preaching to (and receiving approbation from) the choir. It's human nature to congregate with other people like ourselves. That's why we have Steelers bars, ethnic churches and 55+ communities. But when you spend a lot of time with other Disrupters, you can easily think everyone is a Disrupter and those who aren't are simply out of the loop.

Since it's also human nature to seek confirmation of your own beliefs and perspectives, like-minded people tend to offer this to each other, further confirming that the "others" are simply wrong. Everyone I know understands what I'm saying, so why can't you? Maybe it's because "everyone I know" really means "all the people of like mind with whom I surround myself."

Using anecdotal information as if it proves the point. As researchers, we get exasperated when the client contradicts all of the information we have with comments like, "But those two women in the qual study were ready to buy the product right now!" At the same time, many of us are ready to turn around and predict the future of our whole industry based on the fact that our own client still does a lot of focus groups or that the research director for MegaCorporation is praising the value of eye-tracking. Fine – and your personal experience, as a sample of one, proves exactly what?

I can find anecdotal examples to support virtually any position. That doesn't mean they're actually relevant, any more than two people in a qual study who loved the product concept means it's going to be a success.

Promoting certain positions because this is what we want to happen. If your company does text analytics, of course you want to

promote text analytics. But so many of the comments from both sides pretty obviously originate from what the commenter desires rather than a dispassionate evaluation of what's actually happening.

For Traditionalists, it's pretty scary to hear comments such as, "There won't be any surveys in five years." If that's what your business is built on, what do you do if that prediction actually comes true? It's only natural to attack statements like that.

At the same time, the accusation many Traditionalists level at Disrupters is that they're primarily trying to promote their own services. And quite often, this is true – people are writing articles and presenting webinars claiming that whatever they're selling is the approach that's going to change the industry (and why all the competing methods are rubbish).

Even on the supposedly neutral client side, agendas are a reality of business. If the research director has convinced management to sink a bunch of money into big data, that person is naturally going to promote big data as the wave of the future. If the corporate culture tends to punish risk takers, the research director is naturally going to be more supportive of the status quo.

Assuming what corporations do is right. Both sides have pointed to what major corporations do as evidence that they're right. Company A cut its primary research budget in order to invest in big data. Company B increased its traditional qualitative research budget. Company C no longer holds in-person focus groups. All of these actions are thrown out there as examples to "prove" a particular point.

First, mentioning these individual companies or researchers one-by-one is just more anecdotal evidence. Second, the companies cited are usually the ones with gigantic research budgets. Naturally a comment from the research director with a \$50 million budget will get more attention than a comment from the person with a \$500,000 budget – but there are thousands of smaller companies and organizations out there doing research that are rarely

represented in these discussions of the future of the industry. Third, remember that corporate America, for all its successes, is also what brought us New Coke, the McDLT and the Pontiac Aztek. There are too many arguments of, “The consumer insights manager from Giant Corporation said...” I’m left to wonder whether that consumer insights manager may have bought Radio Shack stock, too.

Failing to be evenhanded. So many arguments by both sides point out only the negatives or positives of any given approach. Yes, big data can find correlations you would never find through surveys. But can it tell you why? And are the correlations relevant? Spurious Correlations (<http://tylervigen.com/spurious-correlations>), a website with the work of Tyler Vigen, demonstrates extremely strong correlations between the per capita consumption of cheese and the number of people who died by becoming tangled in their bedsheets; between U.S. crude oil imports from Norway and the number of drivers who died in a collision with a train; and between precipitation levels in Pennsylvania and the money people spend on movie tickets. Build a business case on any of those.

Virtually every methodology has advantages and disadvantages. To either hold fast to a traditional methodology because “it’s always worked in the past” or discard it simply because there is something new and shiny to replace it are equally shortsighted perspectives. This leads to the next logic gap.

Blaming the methodology for poor execution. A perfect example of this is focus groups. I’ve heard for many years how focus groups are useless because one strong personality hijacks the group or because they devolve into group-think. That’s not bad methodology – that’s bad execution. A good moderator simply does not allow that to happen by skillfully interacting with and probing the respondents.

So the next time you hear a methodology criticized, consider carefully whether the critic really has valid points about the method itself or is unhappy because it was poorly done.

Assuming that the advent of a new approach naturally means the death of another. Mobile banking was supposed to kill bank branches.

Phonographs were supposed to kill live music. TV was supposed to kill movies. Cable was supposed to kill the big three networks. Satellite radio was supposed to kill broadcast radio.

I’ve been hearing for well over a decade that online qualitative and social media monitoring would wipe out focus groups. A recent industry study showed the top qualitative methodology was – wait for it – in-person focus groups. This is a top-three qualitative method for 58% of all researchers. Methods that were supposed to replace this? Webcam focus groups were at 10%; chat-based focus groups were at 8%. Yep, looks like the death of the in-person focus group to me.

Putting arbitrary timelines on things. Even when Traditionalists and Disrupters agree on the general direction something is taking, they’ll often argue about just how quickly it will come about. Increasingly, Disrupters are making predictions that major changes are coming in the next five years ... in the next three years ... in the next year.

To listen to some Disrupters, by this time in 2021 there won’t be a focus group or a telephone survey to be found. To listen to some Traditionalists, these things aren’t likely to happen before we colonize Mars, if not later. Unfortunately, rarely does either side provide much justification or evidence for their timeline other than their own beliefs, anecdotal evidence or often simply a desire to be provocative and get lots of comments on their blog post.

Why in the world do some people think companies, which tend to change direction much less quickly than consumers and which often have significant investment in how they do things today, will suddenly make radical changes in how they do everything in consumer insights within the space of one to three years?


At the same time, when we look at how much the business world has changed just during our own careers, why in the world do other people seem to think the consumer insights world will remain largely as it is right now throughout the coming decades? During my own career (and I’m not exactly a senior citizen), I’ve watched the fax machine go from radical new technology to a commodity to a largely

outdated machine almost no one uses (although most business cards I receive still have a fax number – but that’s another article).

Making claims of when things will happen is dangerous to both sides. You predicted online qual would replace in-person qual within five years and it didn’t happen. Guess what? You just discredited the other things Disrupters have to say and gave lots of ammunition to the Traditionalists who can now point out that in-person qual is still being done despite your claims. But since your prediction is wrong, you’ve also tacitly given Traditionalists permission to ignore the fact that reliance on in-person qualitative is decreasing – again, dangerous to both sides.

If you’re a Traditionalist, maybe it’s time to ask yourself some tough questions. Am I simply afraid of change? Am I just confused by things such as automation or eye-tracking? Have I explored these things and given them a fair, open-minded evaluation or just rejected them through fear, ignorance or stubbornness? Would I have been one of those people in 1903 laughing derisively at the Oldsmobile stuck in the mud and yelling “Get a horse!”?

If you’re a Disrupter, maybe it’s also time for some hard questions. Can I actually make a link between these new methods and business improvement? Is there really hard evidence that where someone looks first on a grocery store shelf determines which brand they buy or that that sales will rise if facial coding determines respondents show happiness when watching a commercial? Have I discarded traditional methods because there are demonstrably better approaches or just because it’s not cool or progressive to suggest a set of in-person IDIs? Would I have been one of those people in 1958 trying to determine whether I would live on the moon colony or the Mars colony by 1962?

Disruption and tradition both have important roles in our industry but usually, the real truth lies somewhere in the middle. 

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Get 'em talking

Storytelling as an input, not just an output

| By Susan Fader



snapshot

Susan Fader explores the value of narrative economics for marketing research and what we can learn from the stories respondents tell.

Who doesn't love a good story? A well-constructed story entertains, is memorable and delivers a message. Fairy tales are rife with all the reasons why children should behave themselves and listen to their parents; hero stories provide a foundation for what values we should aspire to; and myths try to explain the unknown and/or rationalize behavior.

In the world of market research, storytelling plays an important role but how it is used tends to be narrowly focused. Market research storytelling generally falls into two different categories – stories as output and stories as input. Currently most market researchers focus on using stories as output, as part of the deliverable function of distilling and sharing what was learned during the research process. If research participants are asked to share stories, a primary lens of evaluation and interpretation of the story's value is whether that story can be featured as part of the reporting as a way to help "sell" a message. The focus is on creating or selecting stories from research based on what will best convey the research insights, and many of those stories are consciously curated to convey specific messages.

Narrative economics provides a very different and enlightening way for market researchers to think about and utilize stories as a way to better understand how different demographics think about things and why they make the decisions they do.

For the market researcher, narrative economics can build on behavioral economics. Classical economic theory is based on the assumption that people make rational decisions. Behavioral economics identified that people make irrational decisions that are not always in their best interests. For the market researcher, narrative economics may begin to put a different spin on how behavioral economics is viewed and the role storytelling plays in research methodology.

Robert Shiller, the Nobel Prize-winning economist and father of narrative economics, recognizes that a decision may appear irrational if you don't contextualize the events



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happening around it. In other words, in the world of market research, I believe behavioral economics represents an outsider's (the market researcher's) perspective on whether the person being studied is making a rational choice or decision, whereas narrative economics is the insider's (the person who is being studied) perspective on whether the choice or decision is rational to them.

The narratives or stories of those being studied, the people with whom they associate and events within their circle of peers can provide insight into behavior, perspectives, decision-making and personal choice. Stories in the world of narrative economics do not have to be masterfully told. Shiller explains that narrative economics is "the study of the spread and dynamics of popular narratives, the stories, particularly those of human interest and emotion, and how these change through time, to understand economic fluctuations."

Context and background

Narrative economics uses narratives to provide context and background. The narratives can be tied to a specific event, they can be short justifications for an action or belief and they also can be a long story describing many things over a long period of time.

For Shiller the definition of stories or narratives is broad. Some are stories that give an insider view of the target demographics. Others are stories that capture outside events that are impacting those demographics' worldview.

You can get insight into your specific demographics through stories or snippets of information that the people you are researching share with you during the research study. Another way to get this insight is to read personal narratives by people who are in your target groups but who may not be participants in your research study – e.g., poor/lower middle-class Rust Belt whites in the world of J.D. Vance's book "Hillbilly Elogy" or Ta-Nehisi Coates' "Between the World and Me," where Coates as a black father is preparing his teenage son for the world in which he lives. Both books provide personal percep-

tions of what these demographics see as the realities of the world where they live. Insights can also be provided even when an outsider tells the story, such as Anne Fadiman's "The Spirit Catches You and You Fall Down – A Hmong Child, Her American Doctors and the Collision of Two Cultures," which is now required reading in many medical schools because it showed that a vastly different cultural approach that clashes with American medical practices can sometimes be more effective. You don't have to just read – you can also listen to podcasts, which are a great source for getting the worldview of almost any specific demographics you may be interested in.

The market researcher should also go to the sources that are shaping their demographics' worldview. For example, if your target includes many Trump voters and you personally get your news from NPR and social media sources that only agree with your perspective of reality and don't also watch Fox commentators or follow Trump supporters on social media, you will see Trump voters' behavior as irrational, versus their view of their behavior being rational per a narrative economics framework. You don't have to agree with someone else's perspective but as a market researcher you need to try to see and understand the world in the way that others may see it.

A template for a market research application of narrative economics is Shiller's example of how using narrative economics helped answer the question of why the stock market crash of 1929 snowballed into the Great Depression, especially in light of other (even more serious) economic downturns that did not cause such cascading economic problems over such a long period of time.

Shiller turned to historical narratives – newspaper articles, diaries, stories, books, newsreels – about what people were thinking and saying the decade or so prior to the crash. 1918 was a very traumatic year. It was the end of World War I, which killed millions, overthrew century old monarchies, redrew the map of Europe and created countless refugees. In 1918 a global pandemic – the Spanish

Flu – also began and in three waves through 1920 killed between 50-100 million people worldwide. What made the magnitude of these deaths even more terrifying was that influenza outbreaks usually kill the very young or the very old, but with the Spanish Flu the mortality rate was disproportionately high for young adults.

The Roaring '20s began with U.S. women getting the right to vote, followed quickly by hemlines retreating, corsets being discarded and what to traditionalists felt like the movement toward loose morals and an overthrow of societal norms. Shiller uncovered that starting around this time the "establishment" – people holding political, economic and religious power – did not want change and warned against this shift, described the need to revert to prior social norms and cautioned that if people continued on this path more bad things would happen.

In other words, when the stock market crash of 1929 happened, many people in power initially thought this was a good thing in that it "proved" that they had been right about society needing to reform. Therefore, to show that what they had been saying and warning about was right, many in power initially talked about the crash in positive terms and did little to mitigate the beginning of the economic crash, which then allowed the economic downturn to snowball. Thus while their behavior was irrational in terms of how they should have behaved when the crash began, narrative economics explains why it was a "rational" choice for them to make at the time.

Understand a person's perspective

So how can a market researcher use the lessons of narrative economics during the actual research study, with the focus on eliciting stories as input to provide a better way to understand a person's perspective versus trying to gather stories that can be used in the final reporting? Also, how can research methodologies be designed to encourage narratives and stories during the research process?

A challenge to gathering these stories as input during the research

study is that many people, especially in the age of short attention spans, are not natural storytellers and don't even know how to tell a story. In addition, in order to design market research studies we have to make baseline assumptions. But what if our baseline assumptions are wrong? Well, narrative economics also helps to double-check that.

To help people tell a story, even if it is really short, you have to give people a framework and a little time (generally just a couple of minutes) to think and gather their thoughts. While participant storytelling throughout the research study is important, it plays a key role upfront, usually right after the introductory part of the study, before anything else is discussed or introduced.

Storytelling as input can help transport the research participant to the state of mind you need them to be in. Seeking to identify how a client should revamp a reward offering of a specific retail card, we conducted a study with elite users of the card. People in the focus group were given a sheet of paper with seven thought bubbles on it and told that they had to go that store because they had to buy an outfit for an event for the following weekend. The participants were instructed to write down seven distinctly different things that were going through their head based on this. Very quickly, as people were writing, without even talking, I could differentiate through body language those who liked shopping (smiling) and those who didn't (grimacing, even beginning to perspire!). When it came time for each person to tell his or her story, I asked them to turn the sheet to the blank side and just talk. The exercise had organized their thoughts and helped each to tell a story and the stories matched what I had observed and also uncovered many pain points that a rewards program could mitigate. All this before we even showed them a list of possible rewards.

Storytelling upfront, as an input exercise, can also help the person participating in the research better understand his or her own behavior while helping the market researcher better understand how to commu-

nicate. For example, in a hernia mesh study with general surgeons who did a minimum of eight different types of surgery, including a minimum number of hernia surgeries, the client had been viewing this general surgeon demographic as homogeneous, but through quick storytelling exercise, we found that there were two demographics who needed radically different messaging – those who liked surgeries that were rote and mechanical with a specific repetitive way to do it and those who preferred surgeries that allowed them to be creative. So how did we do it? Very simple. We gave them a sheet of paper with a little red heart in the middle and asked them, without discussion, to write down all the surgeries they performed, with the relationship to the heart reflecting how much they liked or did not like them. Then they circled the three they liked best and the three they liked least and identified what each group had in common. The exercise elicited a number of comments such as “OMG, so that is why I hate hernia surgery,” as well as “Wow, I never really thought about why I liked some surgeries more than others.”


Sometimes, what they leave out of a story is incredibly insightful. In a study with heavy users of fabric softener, instead of asking them to tell us a story about what they liked and did not like about fabric softener, we asked them to quickly, without discussion, write down the three things they liked best about doing laundry (the world where laundry resides) and the three things they liked least. Amazingly, when telling their stories, a number of these heavy users of fabric softener did not bring up using fabric softener as something they liked about doing laundry (or even didn't like). If we had not used storytelling as input immediately after the introduction and instead had begun asking them about their views on fabric softener, we would have had a very different discussion and takeaway from the research.

Assumptions might be off

Allowing participant storytelling as input can also uncover that your baseline assumptions and research

objectives might be off. For a study on contraceptives – this one was an implantable one – the client thought they had an efficacy messaging problem and commissioned a positioning study where various positioning/benefit statements would be explored. Using the storytelling exercise upfront also reinforced why it is important to sometimes do in-person studies and also resist the urge to say, “We already know that, so let's not waste time and ask,” when asking people to share stories. Prior to showing them positioning statements, I asked each physician – who was a prescriber of the implantable contraceptive – to share with me what they say to patients about each of the contraceptive options they offer. We discovered that rather than a problem with efficacious messaging, the company had a problem with implanting. When talking about implanting, most physicians never said where they implanted but the body language of some of them, who motioned toward their rear-ends, uncovered that many didn't know it needed to be implanted in the arm to be most efficacious. Talking about the difficulty of implanting uncovered that some physicians were implanting into the muscle instead of subcutaneously. So what was needed was actually specific implanting messaging.

Get insight

In ancient Greece, a newcomer to a meal, as part of the invitation, was expected to share a story. The story was meant to entertain but more importantly it was meant to help the host get insight into who this newcomer was – their beliefs and perspectives. Market researchers should model this idea with an understanding of narrative economics and begin to see participants in a research study as newcomers, allowing them the opportunity to share stories at the beginning of the research process, even when these stories may never be shared as deliverables in the final reporting. 

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••• the business of research

A (data) gathering storm?

An update on legislation and regulation impacting the insights industry in 2019

| By Howard Fienberg



snapshot

The Insights Association's Howard Fienberg details IA's 2019 efforts to safeguard the industry's ability to collect data.

It has been a big year for marketing research and data analytics in the government affairs arena, with wins, losses and new challenges in pharma, the census, telephone research, independent contractor status of insights participants, and privacy and data security.

Pharma

The Insights Association's (IA) pharmaceutical insights advocacy concern for more than a decade has been the restriction or prohibition of incentives for medical professionals participating in pharmaceutical and medical device marketing research.

Maine finally delved into rule-writing this summer for the state's 2017 ban¹ on gifts from pharmaceutical companies to physicians. That 2017 law turned Maine into a no-go state for pharma MR with doctors, like it was prior to our successful repeal of an old Sunshine-style law in 2011,² because pharmaceutical companies treat it as a de facto ban on respondent incentives for health care practitioners participating in marketing research sponsored by pharmaceutical companies. The Insights Association made our case for exempting marketing research incentives but while the Board of Pharmacy fleshed out a few aspects of the law, our concerns were left unaddressed.³

The city of Philadelphia got in the game recently as well.⁴ Absent a specific carveout or clarification, the city ordinance would likely have banned incentives for health care practitioners participating in marketing research studies sponsored by pharmaceutical companies, even though such studies are generally conducted by independent research companies and the sponsoring manufacturers are not typically aware of which practitioners participated. Howard Schlesinger (Schlesinger Associates), Roni DasGupta (M3 Global Research) and Ileen Branderbit (Focus Pointe Global) joined the Insights Association for meetings in Philadelphia seeking to either amend the ordinance to carve out respondent incentives or reject it. These efforts helped convince the City Council to vote down the ordinance on February 7.⁵



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We also helped to keep legislation in New York⁶ at bay this year, modeled on the federal Physician Payments Sunshine Act, but without any marketing research carveout. We've faced it down multiple times before and this specific bill will carry over to the 2020 legislative session.

The census

It is a big year for the decennial census. While most people care about the 2020 census' impact on the drawing of congressional districts⁷ or guiding federal funding,⁸ the census is our industry's statistical benchmark and backstop. Anything less than a full, fair and accurate decennial headcount would jeopardize the accuracy of every representative survey in the U.S. for the next decade.

A key impediment to an accurate census was the Trump administration's proposal to add a question on citizenship, which concerned the marketing research and data analytics industry because it had not been sufficiently tested and its inclusion would likely decrease response rates among predominantly-Latino immigrant households (both legal and illegal) and native tribes. The Insights Association joined an amicus brief⁹ against the citizenship question in a case that went before the U.S. Supreme Court. The high court heeded IA's and others' concerns and struck down the citizenship question this summer,¹⁰ forcing the White House to withdraw its proposal.¹¹

Our other big battle has been for funding to conduct the count. IA helped secure a billion-dollar increase in fiscal year 2019 funding for decennial preparations, finally approved in February,¹² but we've been advocating for a much greater increase needed for fiscal year 2020, when the headcount must happen. IA even testified at a congressional committee hearing in May.¹³ We succeeded in getting the House of Representatives to provide \$7.5 billion for the 2020 census in legislation they approved on June 25 and getting all sides to make it easier to get to a reasonable final funding number by setting aside several billion dollars in the most recent budget agreement for the census.¹⁴ IA and our

Census Project coalition partners hope to get the funding finalized before the end of 2019 at sufficient levels.

Telephone

Research via telephone is under threat on two fronts at the national U.S. level: the Telephone Consumer Protection Act (TCPA), which prohibits the use of an autodialer to call a mobile device;¹⁵ and the blocking or mislabeling of calls by mobile apps and telecom providers. Despite IA's dogged efforts, the Federal Communications Commission (FCC) hasn't issued new rules reforming the TCPA since our 2018 circuit court win¹⁶ that rejected the agency's 2015 regulations that deemed most anything except a rotary dial phone to be an autodialer. The House and Senate are nearing compromise on dueling bills (S. 151¹⁷ and H.R. 3375¹⁸) that would make TCPA enforcement even more punitive. The FCC has also resisted requiring the whitelisting of legitimate business callers, which would prevent their arbitrary blocking or being labeled as spam or telemarketing, but IA continues to work with a broad group of telecoms and dialers in the Communication Protection Coalition to come up with private sector compromises.¹⁹

At the state level, it has been more of a mixed bag. IA helped to defeat Oregon S.B. 472 this year,²⁰ which would have prohibited the purchase or sale of a list of telephone numbers to be used for unsolicited calls, including calls for research. Unfortunately, we failed to improve California S.B. 208 before it was signed into law;²¹ it tasks the state attorney general and Public Utilities Commission with pursuit of TCPA enforcement actions. IA also aims to either amend or defeat the New York Robocall Prevention Act,²² which would essentially implement a state version of the 2015 TCPA rules for calls to any New York phone, including residential lines.

Independent contractor status of research participants

Government agencies sometimes claim that respondents receiving incentives for participation in marketing research studies should be treated as employees of the orga-

nizations conducting the research. This can bring responsibility for unemployment insurance payments, other taxes and fees, minimum wage, overtime pay, extra recordkeeping and sometimes lawsuits and penalties for misclassification. While it might appear silly, defending against these challenges and the uncertainty they create can be quite costly.

And legislation is advancing that would make it harder to classify a respondent as an independent contractor.

At the federal level, the main concern is the PRO Act,²³ legislation supported by most of the House Democratic Caucus and Democrat presidential candidates that would broadly expand the power of labor unions but, more importantly for our industry's purposes, make it harder to classify someone as an independent contractor. The bill would add an ABC test to National Labor Relations Act (NLRA), making it more likely that respondents may be classified as employees and thus subject to organizing into a union. The ABC test is usually stated in three paragraphs, all three of which must be satisfied in order for an individual to be treated as an independent contractor. A respondent will generally fail the part of the test about being a respondent as their trade/profession, since no insights organization would want a professional respondent or cheater-repeater skewing the results of their studies. Unfortunately, the House Education and Labor Committee²⁴ paid no heed, passing the bill on September 25 and it will likely pass the full House before the end of 2019.

Despite media coverage focused on the gig economy, new California law A.B. 5, signed by the governor in September, has a much broader scope and potentially imperils independent contractor status for respondents receiving marketing research incentives in the state.²⁵ It codified the 2018 Dynamex court decision,²⁶ requiring an ABC test for determining a Californian's employment status. In the months to come, IA will likely have to pursue a clarification from the state labor authorities that respondents are independent contractors but in the meantime, the law does allow some

avenues for defense in court for insights companies ensnared by A.B. 5.

By comparison, IA notched wins in Arkansas, Oklahoma and Tennessee,⁷⁷ helping to pass laws in each state to replace their problematic ABC tests for employment status with common law tests.

IA is also supporting federal legislation, the Modern Worker Empowerment Act,³⁸ which would harmonize federal labor laws around the “common law” test, reducing the current patchwork of different tests. While the bill won’t pass in this Congress, we’re building towards the future.

Data privacy and security

The convoluted California Consumer Privacy Act (CCPA), which comes into effect on January 1, 2020, dominated the data privacy and data security discussion this year, prompting copycats across the country and jumpstarting debate on a federal privacy law.

Thankfully, California approved a handful of changes to the law in September. IA’s advocacy campaign with the California Chamber of Commerce and a broad coalition of businesses and organizations headed off some bills that would have made the law much worse and help to pass some legislation improving the law a little and making compliance more achievable: A.B. 25, A.B. 874, A.B. 1355, and A.B. 1564.²⁹ Unfortunately, the billionaire backer of the original ballot initiative that spawned CCPA is back with another one for the fall 2020 ballot, proposing to further broaden CCPA and make it more punitive and harder for the legislature to change.³⁰

CCPA will require extensive disclosure about data collection, use and sharing, and consumer rights to data access, deletion and opt-out (from data sharing/sale). It will also further expand penalties for data security breaches, punishable by private lawsuits. Attorney General Xavier Becerra will have wide latitude to enforce the law, which becomes enforceable either July 1, 2020 or six months after the attorney general publishes the final regulations,³¹ whichever is earlier (although violations in the interregnum might be retroactively prosecutable once the

AG starts enforcing the law).

The Insights Association has a CCPA portal to centralize compliance and related information at <https://www.insightsassociation.org/ccpa-portal>.

CCPA inspired other states this year:

- Nevada approved a new data privacy law. The state now requires companies to offer consumers the right to opt out of the sale of their personal data.³² It expanded upon a 2017 law that required data access and correction rights and notice about data collection and collection by third parties.³³
- New York is considering a data privacy bill with a much bigger scope and reach than CCPA and with which it might be nearly impossible for a marketing research and data analytics company to comply. It would include hugely damaging private lawsuits.³⁴
- Texas³⁵ and Connecticut³⁶ abandoned expansive data privacy bills (temporarily) in favor of task forces to further develop the legislation.
- Washington state debated comprehensive data privacy legislation³⁷ more closely following the EU General Data Protection Regulation (GDPR) but couldn’t complete it before the session ended.
- Massachusetts is considering a bill modeled on CCPA but adding class-action lawsuits for any violation (regardless of actual harm),³⁸ as well as a bill restricting the collection and use of data from children and tweens.³⁹
- And Hawaii, Illinois, Louisiana, Maryland, Minnesota, New Jersey, New Mexico, North Dakota, Pennsylvania and Rhode Island all considered a variety of CCPA-inspired data privacy bills this year.

Vermont also caused a 2019 ripple effect. Marketing research and data analytics companies that collect and sell/license data on a Vermont resident with whom they have no direct business relationship are subject to the state’s data broker registration, data security program and information submission requirements, plus fees, thanks to a law that came into

effect on January 1, 2019.⁴⁰ Congress,⁴¹ as well as legislators in Washington⁴² and Illinois,⁴³ considered the same this year and will likely try again in 2020. More importantly, CCPA amendments signed into law this fall in California also included A.B. 1202, modeled on Vermont’s data broker registration and information submission requirements, which comes into effect on January 1, 2020, at the same time as CCPA.

Multiple states passed amendments to their data security breach notification regulations in 2019 but New York’s SHIELD Act⁴⁴ was the most impactful. It broadly expanded notification requirements but also adds new requirements for companies to maintain a comprehensive data security program, partially modeled on those of Massachusetts, which come into effect in 2020.⁴⁵

This ever-growing patchwork of conflicting state data privacy and security laws forces us to seek a preemptive but comprehensive solution at the federal level. However, just any federal law won’t do the trick for the marketing research and data analytics industry. A recent ITIF study found that a federal privacy law modeled on GDPR or CCPA “could cost the U.S. economy approximately \$122 billion, or \$483 per U.S. adult, per year, which is more than 50 percent of what Americans spend on their electric bills each year.”⁴⁶


That is why the Insights Association is a founding member of the Privacy for America coalition,⁴⁷ which is working with Congress to support enactment of groundbreaking comprehensive federal consumer data privacy and security legislation.

Congress toyed with many different data privacy proposals this year but none are what we’re seeking.

The well-known model from GDPR, CCPA and other laws and regulations here and abroad is based on the long-standing model of consumer “notice and consent.” Technical compliance with these laws and regulations is often difficult and often literally impossible. The notice in this model often doesn’t genuinely inform consumers and the cursory consent (even with opt-in) doesn’t neces-

sarily prevent or punish harm or protect consumers. The new model put forward by Privacy for America is instead designed to “prevent and punish consumer harm.” It allows for many data sources and dynamic use of data, with various controls to protect consumers and business innovation. The Privacy for America model emphasizes reasonable and beneficial uses of personally identifiable information and punishment for its exploitation.

The new Privacy for America model includes launching a Bureau of Data Protection within the Federal Trade Commission to regulate U.S. data privacy and authorizing strict penalties for people that engage in prohibited privacy practices, to substantially increase privacy oversight and enforcement. It also will have significant restrictions on data use for advertising and require strong data security protections to guard against data breaches.

IA is working with Privacy for America and a broad range of stakeholders to build consensus for enactment of this helpful framework into law, as soon as possible. 

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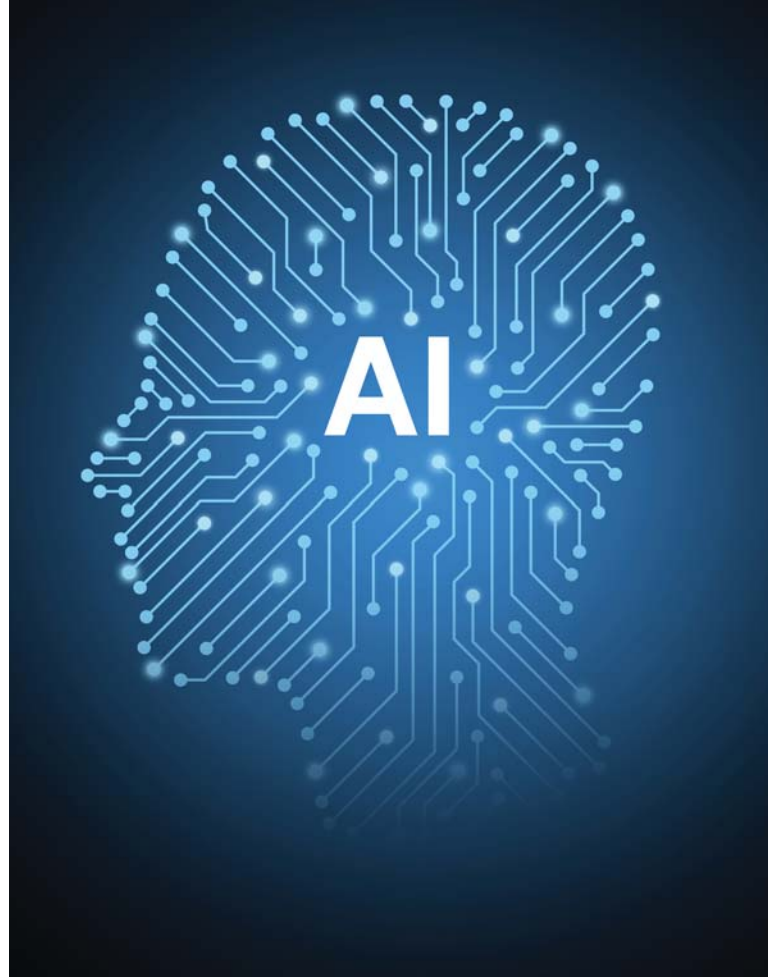
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Thoughts on the origins of artificial intelligence
and machine learning

| By Jerry Thomas



snapshot

Artificial intelligence
and machine learning
hold promise for
marketing research
and for business in
general, says author
Jerry Thomas.

The business news outlets are cluttered with stories about artificial intelligence (AI) and machine learning (ML) startups. Major corporations are rushing to set up internal teams and divisions to exploit AI and machine learning. Graduate schools are turning out data scientists and business analysts with training in the two areas.

The big technology companies are creating AI software and systems. Marketing executives are anxious to apply AI and ML to optimize marketing and advertising processes and programs. It's as though the gods have descended from the heavens to share ultimate truth with we humans.

But what is artificial intelligence and how does it relate to machine learning? What do these terms mean?

Intelligence, whatever it is, is presumed to reside inside of biological creatures (cells, bacteria, plants, animals, insects, humans). We don't think of intelligence as something possessed by a rock or a mineral or other non-living substances. All biological creatures can make decisions or choices that increase their chances of survival. Let's define intelligence, then, as an ability to make a decision, to choose among alternative paths or possibilities in order to achieve some objective.

Artificial, in this context, means non-living or non-biological. So AI is an ability of some non-biological entity (machine, computer, software, system, algorithm) to make choices or trigger actions that help solve a problem or achieve an objective. We'll come to "machine learning" later.

The beginning of modern artificial intelligence, as it is now commonly thought of, traces its origins to the development of computers during and following World War II and the possibilities spawned by those machines. The arrival of these powerful machines gave rise to much thinking about what intelligence is and whether machines might be able to "think like humans think."



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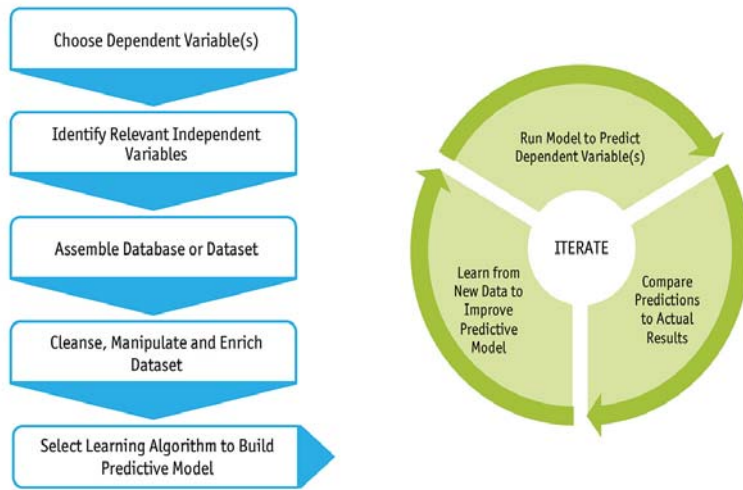
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Figure 1

Machine Learning



Virtually all computer languages and programs, with their ability to compare variables and values and change the flow of logic to achieve some objective or trigger certain outputs meet the above definition of AI. These programs are non-biological and make “decisions” to achieve objectives.

The definition of AI, however, continues to evolve and expand. The current definition and understanding tends to mean machines (broadly defined) that simulate or mirror human thinking. The simulation of human thinking is a much higher standard for what AI is or could be. The recognition and translation of human speech into text is a good example of AI-derived models that closely simulate a human’s mental capability. Image and pattern recognition are, likewise, human feats that AI can increasingly derive models to mimic. Voice-to-text translation and image recognition, however, are only the tips of the iceberg.

AI is, or will be, applied to developing and improving models to perform medical diagnoses, conduct legal research, do data mining and predictive analytics, analyze business processes, detect fraud, predict market trends, forecast sales and so on. The possibilities are endless.

Great promise and hope

Machine learning is closely related to AI and the two terms are often used as synonyms. With machine learning, computers can “teach themselves” how to simulate processes and decisions. It is the arrival and development of machine learning that offers such great promise and hope. If computers can program themselves or create solutions themselves, then AI can be applied to an array of problems and processes very economically and very quickly. Machine learning is the linchpin technology that could open up many new applications and allow AI to spread rapidly. So what is machine learning and how does it work?

Machine learning requires some goal or objective; that is, a dependent variable (or multiple dependent variables). The more narrow and specific the dependent variable(s), the greater the chance(s) that machine learning can derive a formula, equation or mathematical algorithm that helps optimize (or maximize) the dependent variable(s).

The dependent variable could be something as simple as the response rate to a direct mail promotional offer. Or, the dependent variable could be classifying photos into two groups: those containing an image of a chair and those without an image

of a chair. Regardless of the type of dependent variable(s), we must have some way to determine if the dependent-variable prediction is better (or correct) during each iteration of the model derived by machine learning.

Machine learning also requires a substantial and relevant database of independent variables that might predict or explain the dependent variable(s). The better the independent database in terms of completeness, relevance and accuracy, the greater the chances that machine learning will be able to build a good mathematical model.

In the response-rate prediction example, the independent variables could include things like household demographics, weather data, mail-delivery days and times, economic data, marketing research data and historical details about the various mail pieces (claims, type of graphics, colors, length of copy, type font, etc.) used in the past and the resulting response rates.

The bulk of the work and most of the costs related to machine learning revolve around creating a high-quality database of independent variables with data for each variable over a substantial number of cases or over a substantial period of time. In some instances this is weeks or months but in other cases years or decades. Once this database is assembled and cleaned, we have a dependent variable (response rate), an objective (maximize response rate) and a database of potential explanatory (independent) variables with extensive and clean historical data for each variable including past results. But, we are not yet ready to push the “go” button on the computer.

Machine learning also requires a computational strategy. Computers are dumb and thoughtless. Without a strategy, computers could easily grind away on a dataset for thousands of years without achieving anything. There are many possible models that might be employed as the machine-learning algorithm, including: regression analyses; decision trees; support vector networks; ensemble models; gradient boosting methods; neural networks; Bayesian

networks and deep learning.

The computational algorithm could be one of these statistical techniques or it could be combinations of these techniques (i.e., hybrid models) or it could be completely different techniques but the human mind has to give the machine-learning system some type of strategy. There are easily more than 100 existing statistical routines or techniques that might form this computational strategy – and thousands more to be created in the future, no doubt.

Now it's time to put the machine learning to work. The computer begins to run calculations following the assigned strategy or strategies. In each iteration the model estimates the response rate (or other outcomes), compares the predicted outcomes to actual outcomes and tweaks the model to improve its predictive accuracy. This iterative process of model improvement is continuous so that the predictive model becomes better and better over time. Figure 1 shows a simplified diagram of a machine-learning system.


One other point: During the early stages of model development, how can the accuracy of the new machine learning model be tested? Back when the original database of dependent variable(s) and independent variables was created, you were very clever and randomly chose a holdout dataset (also called a validation dataset), a random subset of the original database. The holdout dataset allows you to test your new machine-learning model to see how well it works.

The actual response rate for this holdout data set is known, so you have a benchmark, a measuring stick, to determine how good your new machine-learning model is at predicting the actual response rate. In the other example – classifying photos into those with a picture and those without – the same process would be followed. The original set of photos would be divided into a training data set and a holdout or validation data set and a huge database of possible predictive or explanatory variables would be created.

Human judgment would deter-

mine which photos contained chairs in the training data set and human judgment would determine which photos in the validation data set pictured chairs. The machine-learning model(s) would be judged, ultimately, by how well each model identified photos with images of chairs.

Not magical solutions

There you have it. Now you can pretend to be an expert on AI and machine learning. As is evident, artificial intelligence and machine learning offer promise for the future but they are not magical solutions to all the world's questions and problems. We must wait a while longer for the gods to reveal the ultimate truth to those of us in the long-suffering human race. 

Jerry Thomas is president and chief executive of Arlington, Texas-based research firm Decision Analyst Inc. He can be reached at jthomas@decisionanalyst.com.

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Founded 2002 | 22 employees, 4 moderators
Jeff Shelton, CEO

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Creative Consumer Research

Founded 1976 | 13 full-time; 70 part-time (83)
Patricia Pratt, CEO

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Steve Escoe, CEO; Bonnie Ponaman, RN, COO



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Jeffrey Kelsch, Managing Partner

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Founded 2007 | 50 employees
 Dr. Kenneth J. Tomaszewski, President and CEO

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M3 Global Research

Founded 2006 | 400 employees
 Anton Richter, CEO | Roni Das Gupta, CRO



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Founded 1995 | 60+ employees
 Charles Olson, CEO



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Laura Kibala, VP of Operations



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Q

Names of Note

In Memoriam...

■ *Beta Research Inc.* and *Erdos & Morgan* announced the passing of Beta Research Chief Operating Officer **Jason Gorelkin**. Gorelkin joined Beta Research in 1996 as vice president of operations and assumed day-to-day management from late founder Jerry Kossoff in 2003. As COO, he worked to transform methodologies and harness new technologies and in 2016 oversaw development of Beta's new headquarters. CEO Amy Kossoff-Gorelkin, who has been with the firm since 1995, will now also take on COO responsibilities.

■ *Cognitiv*, a neural network platform for marketers, has named **Frank Guzzardo** as its senior vice president of sales.

■ *MetrixLab*, a Netherlands-based market researcher, has appointed **Vincent Blaney** as managing director of its Sydney, Australia, office.



Blaney

■ London-based researcher *Verve* has appointed **Sarah Penny** as talent manager.

■ Research and data firm *Savanta* has

added **Marni Hirschorn** to the Americas team as vice president of account management. Joining Hirschorn in New York is recent addition **Gregory Spears**, who joins the commercial team. Additionally, *Savanta's* Toronto office has added **Amit Sahni** as senior consultant; **Mohamed Hasoun** as senior project manager; and **Ankur Jain** as project manager.

■ *TickPick*, a secondary ticket marketplace, has hired **Vincent David** as chief data officer.



David

■ *SiriusXM* announced that **Denise Karkos** has joined the company as chief marketing officer. Karkos will be responsible for brand and digital marketing of both the *SiriusXM* and *Pandora* brands.



Dornadic

■ Paris-headquartered *MindSpark Research International* added two new research colleagues; **Alicia Dornadic** joins the company as design anthropologist and **Elvin Tuygan** joins as senior design anthropologist.



Tuygan

■ Chicago-headquartered *Reach3 Insights* appointed **Diego Rodriguez** as senior vice president, media and entertainment.

■ Irvine, Calif.-headquartered *Rauxa* has hired **Alberto Botero** as senior vice

president, data intelligence.

■ B2B marketing communications agency *Fifth Ring* has made several new appointments. Four staff have joined the Aberdeen, Scotland, headquarters: **Andy Groundwater** as head of PR; **Stevie Brown** as business manager; and **Amy Davys** and **Claire Smith** as senior business executive. Additionally, *Fifth Ring's* Houston office has appointed **Chris Wolf** as business development manager and **Steph Colello** as account executive. **Jolyn Lim** joins as account executive in the company's Singapore office.



Wolf



Colello



Lim

■ Advertising and brand research firm *Phoenix Marketing International* has added **Caryn Brouwer** as senior vice president, client services.

■ *The Canadian Research Insights Council* has added **Margaret Brigley** and **Rob Berger** to its board of directors.



Berger

■ Data-driven marketing agency *Marketsmith Inc.* has expanded its digital and client performance teams, tapping **Jo Maggiore** as creative director; **Sa-**



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mantha Foy as senior director, digital media; and **Rachel Schulties** as vice president, client performance.

■ *adMarketplace*, a consumer search technology company, has named **Jeff Ratner** as senior vice president of agency partnerships.

■ Market research consultancy *Alter Agents* has added **Devora Rogers** as chief strategy officer.



Rogers

■ *Magid* has tapped former HBO Domestic Television Distribution President **Scott**

Carlin as EVP, global media and entertainment.

■ London-headquartered research consultancy *Firefish* has promoted **Daniel Rose** to managing director, U.K.



Rose

■ Researcher *MarketVision* has added **Zach Meyer** as a research associate on its online communities team. Additionally, the company announced the promotion of several team members: **Kelsey Amerson, Aaron Baker, Melissa Barford** and **Deborah Nell** as research associate; **Janice Gennaria** as research manager;

and **Jean Nickels** as vice president of qualitative research.

Note to readers

Moving forward, Names of Note will no longer appear in the magazine and will instead be compiled and posted monthly in an online-only digest at www.quirks.com. To keep up with the latest new hires and promotions, subscribe to the Daily News Queue e-mail blast at <https://bit.ly/2qWeXKB>.

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Research Industry News

Acquisitions/transactions

■ Gaming analytics firm **deltaDNA** has been acquired by **Unity Technologies**, a video game software development company.

■ Research consultancy **Grail Insights** acquired **ConStat**, a research firm specializing in business technology.

■ **App Annie**, a mobile market data and analytics firm, has acquired mobile analytics company **Libring**.

■ Marketing services company **LRW Group** has acquired **Salt Branding**, a Bay Area brand consultancy, which will operate under LRW Group's action division.

■ **Liiv**, a research company based in New York, has acquired media insights company **Telmar**.

■ Information technology company **Accenture** has agreed to acquire French digital consulting firm **Sutter Mills**.

■ **SurveyHealthcare** has acquired **OMR Globus**, an independent panel of health care professionals. SurveyHealthcare will integrate OMR Globus' team of 15 project managers into its existing operations. OMR Globus' founding partner, Damir Fazlic, will remain with the firm.

■ Research firm **Populus** has acquired

Decidedly, an insights consultancy based in London.

■ **TV Time**, which offers user-reported data about TV and movie engagement, has acquired computer software company **Mediamorph**.

■ Information tech company **Accenture** has acquired **Happen**, a management consultancy headquartered in London.

Alliances/strategic partnerships

■ **Nielsen** announced that **Audio-boom** has subscribed to Nielsen's Podcast Listener Buying Power Service, which allows clients to profile shows using program titles collected from subscribers in order to connect specific types of listeners with particular advertisers and program-level insights.

■ Marketing software company **Mobivity Holdings Corp.** announced that drive-thru restaurant chain **Checkers & Rally's** has selected Mobivity to power its mobile customer engagement programs at its U.S. locations. The programs will utilize Mobivity's Reach to send mobile offers to Checkers & Rally's customers via text messaging.

■ **Nielsen** and the **University of Oxford** are collaborating to use artificial intelligence to identify and classify consumer packaged goods products on shelves in retail stores.

■ **GfK** and insight firm **BrandTotal** have partnered to track "dark" marketing, targeted campaigns not visible to the general public. The partnership is intended to allow marketers to track social campaigns like dark marketing, benchmark target activities, compare interactions and effectiveness and address sentiment changes to campaigns.

■ Location data and insights com-

pany **PlaceIQ** announced results of a partnership with response marketing agency **Media Horizons** and brand researcher **Colangelo**. The partnership, which was designed to help CPG client Filippo Berio deliver targeted ads to visitors at Walmart locations that carry Filippo Berio products, delivered a 4.09x lift over the control group.

■ **AURA**, a U.K.-based community of client-side insight professionals, and **Quirk's Media** have entered into a partnership under which AURA will curate sessions for the 2020 Quirk's Event in London. Additionally, AURA's membership of more than 740 client-side researchers will be attending the London gathering, to be held on February 11-12 at the InterContinental O2.

■ **Nielsen** and CBD company **Charlotte's Web Holdings Inc.** have announced an analytic relationship intended to provide insight into trends, highlighting segments, brands and products that are resonating with consumers in the CBD market. This alliance will also explore consumer attitudes, product preferences, use occasions and future intent tied to consumer interaction points within CPG categories.

■ Location marketing company **Gimbal** and **TapClicks**, a San Jose, Calif.-based marketing tech company, announced a partnership that introduces metrics such as impressions, clicks and campaign flight overviews.

■ **CCam focus**, a unit of Civicom Marketing Research Services, has entered into a partnership with Raleigh, N.C.-based **L&E Research** to enable users of L&E Research facilities to use CCam technology.

■ **Service Management Group**, a patient and employee experience management company, has announced a



new customer experience management program with the **Fresh Market**.

■ Market intelligence company **Public Democracy** and San Francisco-based **LiveRamp** have announced a partnership that brings Public Democracy's Values Data to market via the LiveRamp Data Store. The partnership underscores LiveRamp's "Data for Good" initiative, which helps to address humanitarian issues like poverty, health, education and the environment.

■ Data-driven marketing platform **LAVA** has launched, announcing its partnership with **STAPLES Center**, **Microsoft Theater** and **L.A. LIVE** to use real-time fan experience and analytics in order to improve guest experience.

Association/organization news

■ **The QRCA** has chosen three finalists for its QRCA Award for Excellence in Qualitative Research – the Qually Award. These finalists will face off with live 15-minute presentations on Jan. 30 at the QRCA 2020 annual conference. The Qually Award honors qualitative research consultants who best demonstrate creative problem-solving.

■ **The ESOMAR Foundation**, in cooperation with non-profit **Women in Research** and **Unilever**, funded a scholarship benefiting a student entering into a market research-related field of study in Sri Lanka. The scholarship has been awarded to recipient Chamari Jeewanthi, a third-year student of the B.Sc. Marketing Management degree offered by the Department of Marketing Management Faculty of Management Studies and Commerce, University of Sri Jayewardenepura.

■ **The Canadian Research Insights Council** has partnered with **PROLINK** to offer insurance solutions to its members.

Awards/rankings

■ Data firm **Dremio** has been recognized in the fourth annual Datanami Readers' and Editors' Choice Awards with the honor of Editors' Choice: Best Big Data Startup. The awards recognize the companies, products and projects

that have made a difference in the big data community this year.

New accounts/projects

■ **SproutLoud**, a company in the through-channel marketing automation industry, was awarded a patent from the U.S. Patent and Trademark Office for its distributed marketing platform, which enables local marketers to use an online portal to access marketing resources of one or more major brands.

■ Sydney-based **Conjoint.ly** has launched an ecological initiative to offset carbon emissions with every automated service provided to its clients. Clients receive a carbon offsetting confirmation on the Conjoint.ly platform. Carbon offsetting is actioned through the purchase of renewable energy certificates (RECs) issued by wind farms and other offset producers. The details of RECs will be available to clients through a confirmation e-mail.

■ Behavioral research firm **InsightsNow** released its report on the clean-label movement exploring perceptions of ingredients, claims and brands in the plant-based meat patty category. The Clean Label Research Community Behavior Report covers ingredients to include and avoid in formulations for plant-based burgers.

■ **Claritas**, **PRX** and **Market Engenuity** have released a whitepaper titled The Podcast Listener, which is centered around understanding the podcasting audience.

■ Following the acquisition of **Direction First** by **InSites Consulting** in November 2017, the Australian research alliance has rebranded to InSites Consulting Australia.

New companies/new division/relocations/expansions

■ Marketing software and services company **UE.co** has moved to a new San Diego headquarters location.

■ Information technology company **Accenture** has opened an office in Mumbai.

■ **Qualtrics** has announced Qualtrics

Tower, a downtown Seattle office tower that will house the new Qualtrics co-headquarters beginning summer 2020.

■ David Butler, former Service Management Group VP of health care, has launched **Birch Healthcare Insights**, a health care research consultancy based out of Brentwood, Tenn.

■ Market researcher **Adept Field Solutions** has established its new translation agency, Language Pharmacy, which specializes in health care marketing research translations, transcriptions and interpreting.

■ **MetrixLab**, a market researcher headquartered in the Netherlands, has opened an office in Sydney, Australia.

■ Market research firm **B2B International** has opened its new office in downtown Boston.

Research company earnings/financial news

■ **Comscore Inc.** has finalized a settlement with the Securities and Exchange Commission, resolving an investigation into financial accounting and disclosure practices between February 2014 and February 2016. The terms of the settlement include paying a civil monetary penalty of \$5 million. As a result of the investigation, Serge Matta, the company's former CEO, has agreed to pay a clawback to Comscore of \$2.1 million.

■ Language understanding platform **Relative Insight** has completed its Series A, securing a \$5 million investment from Maven Capital Partners, a private equity and alternative asset manager in the U.K. With the funding, Relative Insight will open its first U.S. office in New York.

Note to readers

Moving forward, Research Industry News will no longer appear in the magazine and will instead be compiled and posted monthly in an online-only digest at www.quirks.com. To keep up with the latest company news, subscribe to the Daily News Queue e-mail blast at <https://bit.ly/2qWeXKB>.

CALENDAR OF EVENTS

••• can't-miss activities

IQPC will hold its Chief Data and Analytics Officer Exchange on **January 26-28** at the Hyatt Regency in **Phoenix**. Visit bit.ly/2kGrfEg.

KNect365 (IIR) will hold its Media Insights and Engagement Conference on **January 27-29** at the Royal Sonesta in **New Orleans**. Visit bit.ly/2eyPzmx.

IQPC will hold its Customer Contact Week event on **January 28-31** at the JW Marriott in **Nashville, Tenn.** Visit <https://bit.ly/2orjPq3>.

QRCA will hold its 2020 Annual Conference on **January 29-31** in **Austin, Texas**. Visit bit.ly/2vKUrfc.

Corinium Global Intelligence will hold its Chief Customer Officers and Influencers, USA event on **February 3-4** in **Atlanta**. Visit bit.ly/2Q5KKAe.

SampleCon 2020 will be held on **February 3-5** at the Ritz-Carlton in **Atlanta**. Visit samplecon.com.

2020 Pharma Market Research Conference USA will be held on **February 5-6** in **Newark, N.J.** Visit bit.ly/1Sh6Yhi.

Quirk's will hold the 2020 Quirk's Event – London on **February 11-12** at the Intercontinental O2 in **London**. Visit thequirksevent.com.

The **Research Club** will be

hosting the London Quirk's Networking Party on **February 11** at the All Bar One O2 in **London**. Visit bit.ly/2mzJNXb.

The **American Marketing Association** will hold its 2020 Winter Academic Conference on **February 14-16** at the Hilton Austin in **San Diego**. Visit bit.ly/2mFj9wg.

The **Merlien Institute** will hold its Qual360 EU event on **February 18-19** in **Berlin**. Visit eu.qual360.com.

Worldwide Business Research will hold its eTail West 2020 event on **February 24-27** at the JW Marriott in **Palm Springs, Calif.** Visit bit.ly/2h7gb0R.

IQPC will hold its Customer Contact Week Australia event on **February 25-28** in **Queensland, Australia**. Visit bit.ly/2m9NbrR.

IQPC will hold its Customer Contact Week Asia event on **March 3-4** in **Singapore**. Visit bit.ly/2l7wRrj.

Quirk's will hold the 2020 Quirk's Event – New York on **March 3-4** at the Marriott Brooklyn Bridge in **Brooklyn, N.Y.** Visit thequirksevent.com.

IQPC will hold its Customer Contact Week Executive Exchange event on **March 22-24** in **Miami Beach, Fla.** Visit bit.ly/2kyNbku.

The **Merlien Institute** will hold

its Qual360 NA event on **March 24-25** in **Washington, D.C.** Visit na.qual360.com.

KNect365 will hold its Marketing Analytics and Data Science – West event on **March 31 - April 2** at Hotel Kabuki in **San Francisco**. Visit bit.ly/2hpc3E6.

NMSBA will hold the 2020 Neuromarketing World Forum on **April 1-3** in **Los Angeles**. Visit bit.ly/2HnGcm3.

Quirk's will hold its 2020 Quirk's Event – Chicago on **April 6-7** at Sheraton Grand in **Chicago**. Visit thequirksevent.com.

The **Advertising Research Foundation** will hold its AUDIENCExSCIENCE 2020 conference on **April 19-22** at the Hyatt Regency in **Jersey City, N.J.** Visit bit.ly/2kY3EiE.

IQPC will hold its CX Exchange for Retail event on **April 21-22** in **London**. Visit bit.ly/2l7EE8o.

The **Population Association of America** will hold its 2020 Annual Meeting on **April 22-25** in **Austin, Texas**. Visit bit.ly/25wns9T.

Intellus Worldwide will hold its 2020 summit on **April 29 - May 1**. Visit bit.ly/2RDXQov.

KNect365 will hold its FUSE 2020 event on **May 4-6** at the Encore Boston Harbor in

Boston. Visit bit.ly/2vpqiRB.

AAPOR will hold its 2020 Annual Conference on **May 14-17** at the Hilton in **Atlanta**. Visit bit.ly/2ouuwVL.

LIMRA will hold its 2020 Marketing Conference on **May 27-29** at Caesars Palace in **Las Vegas, Nev.** Visit bit.ly/2quzGSv.

The **American Statistical Association** will hold its Symposium on Data Science and Statistics on **June 3-6** at the Westin Pittsburgh in **Pittsburgh, Pa.** Visit bit.ly/2HutJN2.

we.CONECT Global Leaders GmbH will hold its CiMi.CON Evolution EU event on **June 15-16** at the Maritim proArte Hotel in **Berlin**. Visit competitive-market-intelligence.com.

To submit information on your upcoming conference or event for possible inclusion in our print and online calendar, e-mail info@quirks.com.

For a more complete list of upcoming events visit www.quirks.com/events.



Q

2020

Focus Group Facility Directory

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

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



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



2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.

Arizona

Phoenix



C&C Market Research - Phoenix Metro/ Desert Sky

Desert Sky Mall
 7611 W. Thomas Road, Suite 118
 Phoenix, AZ 85033
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com

www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC
 5x7 2 Conference

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



C&C Market Research- Tempe

Arizona Mills Mall
 5000 Arizona Mills Circle, Suite T-546
 Tempe, AZ 85282
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com

www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 8 miles, 15 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC
 15x15 6 Conference
 15x15 6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state-of-the-art programming and data transmission capabilities, will

ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity and a dedication to quality that is second to none. (See advertisement on inside back cover)



Fieldwork Phoenix

2394 E. Camelback Road, Suite 325
 Phoenix, AZ 85016
 Ph. 602-438-2800
 info@phoenix.fieldwork.com
 www.fieldwork.com/us-research-venues/phoenix

Clay Turner, President
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 CL, CUL, 1/1, 1/10, WC

27x19	20	Conference
27x16	15	Conference
24x20	24	Conference
24x24	11	Conference
27x35	25	Conference

Brand new facility! Be the first to experience Fieldwork Phoenix's premier space. Four focus suites plus a large Un-Focus Room and a large patio. Ultra-flexible rooms vary in size to accommodate everything from one-on-ones to theater seating for up to 50. All rooms equipped with HD recording and streaming options. Same experienced local staff and extensive database covering the entire region means you will get the Fieldwork-quality service you expect. With a convenient location to downtown, airport and world-class resorts, you will want to extend your stay. See www.fieldwork.com for photos. (See advertisement on pp. 19, 31 and back cover)



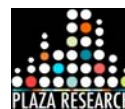
Focus Pointe Global - Phoenix

1225 W. Washington, Suite 113
 Tempe, AZ 85281
 Ph. 602-914-1950 or 888-873-6287
 phoenix@focuspointeglobal.com
 www.focuspointeglobal.com

Shiela Mezulis, Facility Director
 Location: Office building
 Distance from airport: 7 miles, 5 minutes
 CL, CUL, TK, VC, WC

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

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)



Plaza Research-Phoenix

2575 E. Camelback Road, Suite 800
 Phoenix, AZ 85016
 Ph. 602-381-6900

kmcternan@plazaresearch.com
 www.plazaresearch.com
 Krista McTernan, Director
 Location: Office building
 Distance from airport: 10 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, WC
 15x20 15 Conference
 14x19 10 Conference
 16x23 15 Multiple

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



Schlesinger Group Phoenix

2355 E. Camelback Road, Suite 800
 Phoenix, AZ 85016
 Ph. 602-366-1100
 Phoenix@SchlesingerGroup.com

www.schlesingergroup.com/en
 Tim Sauer, SVP, Client Solutions
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 20x15 12 Multiple
 24x17 10 Multiple

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



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

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

Arkansas

Fort Smith



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

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



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

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



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

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

Little Rock



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

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

California

Los Angeles

(See also Orange County)



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

Adler Weiner Research Los Angeles is located in the heart of Westwood near UCLA. A beautiful new facility built in 2011, it has four stunning conference rooms with mirrored viewing, lounges, a fully equipped kitchen and state-of-the-art AV components. There is also a non-viewed IDI space available and two of the rooms open into a double-viewed focus room perfect for larger studies. Executive, professional, medical, hi-tech and all phases of consumer recruiting are performed by a fully trained staff of in-house recruiters. Also available: in-house videostreaming, customized usability lab and foreign language translation system.

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Atkins Research Global, Inc.

4929 Wilshire Boulevard, Suite 102
 Los Angeles, CA 90010

Ph. 323-933-3816

kim@atkinsresearch.com

www.atkinsresearch.com

Kim Atkins, President

Location: Office building

Distance from airport: 11 miles, 45 minutes

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

20x32 15 Multiple

15x21 15 Multiple

18x17 18 Multiple

Modern, independent, owner-operated facility in central Los Angeles with new, state-of-the-art digital AV. Top-rated qualitative research firm with excellent full-service partners for moderation, production of research instruments and report writing. Ground-floor facility with expansive multi-purpose room is ideal for mock trials and CLTs, with street-level loading ramp for oversized display items. Newly remodeled facility has boutique vibe and service and a traditional floor plan: three suites with spacious viewing and luxurious private client lounges. An expansive database and meticulous recruiting ensures qualified participants across all demographics. Fiber-optic high-speed Wi-Fi throughout, 60"+ HDTVs, living room setup, web-casting. Woman-owned, WBE and SBE certified.



C&C Market Research - Los Angeles - Northridge

Northridge Fashion Center

9301 Tampa Ave., Suite 69A

Northridge, CA 91324

Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com

www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 28 miles, 60 minutes

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

6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state-of-the-art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest

privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity and a dedication to quality that is second to none. (See advertisement on inside back cover)



C&C Market Research -LA Palmdale

Antelope Valley Mall

1233 Rancho Vista Boulevard, Suite 505

Palmdale, CA 93551

Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com

www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 10 miles, 20 minutes

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

12x14 4 Conference

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



Facts 'n Figures

15301 Ventura Boulevard, Building B, Suite 500

Sherman Oaks, CA 91403

Ph. 818-986-6600

steve@factsnfiguresinc.com

www.factsnfiguresinc.com

Steve Escoe, CEO

Steve Escoe, Vice President

Location: Office building

Distance from airport: 17 miles, 35 minutes

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

27x24 15 Multiple

18x24 15 Multiple

15x17 15 Multiple

Celebrating 50 years of market research excellence in Los Angeles. We are your data collection partners, supporting your market research needs fully in-house. Our facility has three fully equipped focus groups suites, including a central location testing room with an adjoining commercial test kitchen and the latest AV technologies to ensure successful qualitative and quantitative projects. Focus groups, food and beverage, medical, Hispanic (English and Spanish) and entertainment. We also coordinate and manage projects in multiple cities.



Focus & Testing, An Insights Center Facility

5016 Parkway Calabasas, Suite 101

Calabasas, CA 91302

Ph. 818-577-4022

spence@focusandtesting.com

www.focusandtesting.com

Spence Bilkiss, President

Location: Office building

Distance from airport: 15 miles, 20 minutes

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

35x24 15 Multiple

22x20 15 Conference

22x20 15 Conference

20x18 12 Conference

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



Focus Pointe Global - Los Angeles

400 Corporate Pointe, Suite 855

Culver City, CA 90230

Ph. 310-260-8889 or 888-873-6287

la@focuspointeglobal.com

www.focuspointeglobal.com

Donna Flynn, Executive Director

Location: Office building

Distance from airport: 8 miles, 25 minutes

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

22x24 20 Multiple

20x22 20 Multiple

20x22 20 Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J.

(See advertisement on p. 3)



House of Marketing Research
2555 E. Colorado Blvd., Suite 205
Pasadena, CA 91107
Ph. 626-486-1400
amy@hmr-research.com
www.hmr-research.com
Amy Siadak, President
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, CUL, 1/1, VC, WC
20x20 30 Multiple
12.5x11.5 7 Conference

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



Jackson Adept Research - Beverly Hills
345 N. Maple Drive, Suite 325
Beverly Hills, CA 90210
Ph. 310-279-4600
ALorinchak@adeptresearch.com
www.adeptresearch.com
Angela Lorinchak, President
Location: Office building
Distance from airport: 13 miles, 25 minutes
CL, 1/1, 1/10, TK, VC, WC
18x17 12 Conference
18x17 12 Living
19x16 10 Conference
19x16 12 Living
42x22 72 Multiple
14x22 12 Conference
28x22 50 Conference
28x22 16 Conference

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



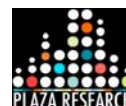
Jackson Adept Research Encino/Los Angeles
16130 Ventura Blvd., Suite 200
Encino, CA 91436
Ph. 310-279-4600 or 818-325-3200
ALorinchak@adeptresearch.com
www.jacksonadept.com
Angela Lorinchak, President
Location: Office building
Distance from airport: 11 miles, 20 minutes
CL, 1/1, 1/10, TK, VC, WC
34x32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

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



Open House Lofts Los Angeles
546 Rose Ave., Unit 3
Venice, CA 90291
Ph. 310-396-2111
info@openhouselofts.com
www.openhouselofts.com
Teddy Liouliakis, Partner
Location: Free standing facility
Distance from airport: 6 miles, 15 minutes
CL, 1/1, 1/10, TK, WC

Founded in 1999, Open House Lofts are creative spaces customized to host focus groups, one-on-one interviews and ideation sessions. They are the brainchild of a researcher and moderator who had become disillusioned with lab-like focus group facilities and traditional recruiting. As researchers first, Open House was born out of a need to facilitate research in a better way and in an environment more conducive to inspiring real consumer insights. Clients and respondents enjoy a uniquely refined boutique experience but with all the standard services of a traditional focus group facility. High-quality recruiting is also a key part of the full-service offering. Open House has spaces in New York, Los Angeles and Chicago.



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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline and Viewpoint are our in-house videostreaming options. Plaza Research Los Angeles is the premier office for all of your english and spanish recruiting and focus group needs plus just one minute from LAX!



SCHLESINGER GROUP

Schlesinger Group Los Angeles
10880 Wilshire Blvd.
Los Angeles, CA 90024
Ph. 310-295-3040
LA@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/los-angeles
Tim Sauer, SVP, Client Solutions
Location: Office building
Distance from airport: 12 miles, 20 minutes
CL, 1/1, 1/10, PTL, VC, WC
21x18 14 Multiple
20x19 14 Multiple
20x19 14 Multiple
24x18 16 Multiple
18x18 Conference
10x18 Conference

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

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Test America, a division of CRG Global - Los Angeles

Westfield Santa Anita Mall
 400 S. Baldwin Ave., Suite 104-L
 Arcadia, CA 91007
 Ph. 800-831-1718

crgsales@crgglobalinc.com
 www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations
 Location: Shopping mall
 Distance from airport: 34 miles, 40 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

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

Orange County (See also Los Angeles)



Adler Weiner Research Orange County, Inc.

3121 Michelson Drive, Suite 100
 Irvine, CA 92612
 Ph. 949-870-4200

info.oc@adlerweiner.com
 www.adlerweiner.com

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

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

Adler-Weiner Research Orange County is located in Irvine, Calif. This tranquil and spa-like facility has four large conference rooms with viewing; lounges with full work stations; a fully-equipped prep and service kitchen with a modern home design; and state-of-the-art AV components. Two of our rooms

open into a single double-viewed focus room perfect for larger studies. Executive, professional, medical, high-tech and all phases of consumer recruiting are performed by a fully trained staff of in-house recruiters in our Los Angeles location. Also available: in-house videostreaming, customized usability lab and foreign language translation system.



Fieldwork L.A. - Orange County

2030 Main St., Suite 300
 Irvine, CA 92614

Ph. 949-252-8180

info@losangeles.fieldwork.com

www.fieldwork.com/us-research-venues/la-orange-county

Kami Celano, President

Location: Office building

Distance from airport: 1 miles, 5 minutes

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

9x23	8	Conference
22x32	40	Conference
24x22	20	Conference
26x24	12	Conference
17x23	15	Conference

Fieldwork OC is located in Irvine, California, just five minutes from the Orange County Airport. Commitment to quality is our number one priority. Our facility offers five spacious research suites ready for setup in any configuration. Large viewing rooms have comfortable tiered seating with attached lounges. All rooms are equipped with a variety of recording and streaming options. After a long day of research, you have quick access to fine restaurants, shopping, the beach and Disneyland. (See advertisement on pp. 19, 31 and back cover)

Sacramento



Elliott Benson

1226 H St.
 Sacramento, CA 95814
 Ph. 916-325-1670

Zana@elliottbenson.com

www.elliottbenson.com

Alexandria (Zana) Miller, Executive Coordinator

Location: Free standing facility

Distance from airport: 10 miles, 20 minutes

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

25x18	14	Multiple
20x18	9	Multiple
30x20	20	Multiple
18x20		Multiple

Nationwide recruiting and field management services. Exceeding industry standards for over 24 years. Comprehensive nationwide recruiting offers clients one source for multi-market and/or online projects. Spacious, modern facility with open floor plan allows for numerous room configurations and seating – conference, living room, UX lab, VR gaming, etc. Amenities include 100 Mbps fiber speed for VR and video, new HD cameras and Elliott Benson direct livestreaming. We also offer 360-degree panoramic livestreaming and in-house

UX lab. Our Large multipurpose rooms are ideal for dial sessions, mock jury research, central location tests and more. Fully equipped test kitchen for sensory testing. Most importantly, our recruiting is impeccable and our personal service is unprecedented!



Research America Inc.

1232 Q St., Suite 100

Sacramento, CA 95811

Ph. 916-443-4722

Kandisd@researchamericainc.com

https://researchamericainc.com

Kandis Demeo, Director

Location: Office building

Distance from airport: 11 miles, 20 minutes

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

16 Multiple

RAI Sacramento is a convenient focus group and product testing facility, perfect for large scale studies, as well as more intimate research engagements. Located in the central downtown business district of California's capital city, this location offers a unique suite of amenities: focus group space with multiple configurations, CLT and taste testing space, well-appointed client viewing lounge, separate respondent lounge and prep kitchen. In-house recruiting, translation, transcription and live streaming services are also available. RAI Sacramento is part of the Research America family of 14 locations across the country, making RAI an ideal choice for multi-market studies. From consulting and analytics to field and facility, RAI truly does it all.

San Diego



Flagship Research

1011 Camino Del Rio S., Suite 405
 San Diego, CA 92108

Ph. 619-849-1111 or 619-814-0473

russell@flagshipresearch.com

www.flagshipresearch.com

Russell Duong

Location: Office building

Distance from airport: 6 miles, 12 minutes

25x20	16	Multiple
20x18	18	Conference
20x16	16	Conference

It's all about quality recruiting. Flagship records every recruiting call. A full-time staff member listens to and archives each recording as validation of the recruit. These recordings are available to you at any time, before and after your groups and you are welcome to share them with your client. This can be very helpful when clients are concerned about the qualifications of a respondent or when a respondent from a client list has complained about the recruiting call. In addition to our San Diego area facility and recruiting, we also manage and recruit projects nationwide, with an emphasis on medical recruiting. We are between a Hilton Hotel (3 doors away) and a Sheraton Hotel (6 doors the other side). Much bigger conference room and

double the parking. And still close to the airport. We've installed a much larger kitchen for CLT taste test projects, with four microwaves on independent circuits and commercial grade refrigeration, commercial freezer and reverse osmosis system. Also, we have installed a UX system at our San Diego office, since health care clients often test products in human factors settings. We have two labs, each equipped with five Ultra HD cameras, production (TV studio) level recording systems and superior display and streaming capabilities.



Plaza Research-San Diego

9339 Genesee Ave., Suite 100
San Diego, CA 92121
Ph. 858-200-3000 or 800-654-8002
skaplan@plazaresearch.com
www.plazaresearch.com

Sasha Kaplan, Director
Location: Office building
Distance from airport: 11 miles, 20 minutes
CL, CUL, 1/1, 1/10, TK, TKO, WC
15x20 15 Conference
15x20 15 Conference
16x22 15 Multiple

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



Taylor Research, Inc.

6602 Convoy Court, Suite 210
San Diego, CA 92111
Ph. 858-810-8400 or 858-810-8420
kris@taylorresearch.com
www.taylorresearch.com

Kris Arcediano, Vice President of Operations
Location: Free standing facility
Distance from airport: 12 miles, 15 minutes
CL, CUL, 1/1, 1/10, VC
20x13 8 Conference
18x14 10 Conference
24x19 12 Multiple
29x23 18 Multiple

Since 1957, Taylor Research has prided itself in delivering a level of expertise, professionalism and quality that is unrivaled. We understand that quality respondents are essential to the success of your project. That's why, with over 60 years in the industry, Taylor Research has the unique expertise, attention to detail and holistic approach, that allows us to deliver quality results that will exceed your expectations every time. From consumer and medical recruiting to B2B and low-incidence

targets, we have you covered! With one of the most professional, modern and adaptable research facilities in the nation, we help respondents and clients feel at ease, allowing for more free-flowing and productive conversations. Our research facility consists of four expertly designed research suites, each with their own discussion/interview room, observation room and client lounge. In addition, our CLT room consist of 33 testing stations and our test kitchen can accommodate almost any need. Our over-sized room is one of the largest in SoCal and can accommodate large scale tests, mock trials and dial test. Let us show you why the industry has counted on us for more than 60 years.

San Francisco Bay/San Jose



Food Integrity & Innovation

Eurofins Sensory, Consumer and Product Research

365 N. Canyons Parkway, Suite 201
Livermore, CA 94551
Ph. 763-553-7787 or 763-354-2770
joycelizzi@eurofinsus.com
www.covancefoodsolutions.com
Location: Office building
Distance from airport: 38 miles, 60 minutes
AU, CL, PTL, TK, TKO, VC
35x22 25 Multiple
16x20 12 Multiple
17x25 Multiple
17x25 Multiple

We help our clients develop products consumers love. Our facilities in San Francisco and Minneapolis collectively feature three commercial kitchens, three focus group rooms, large flexible CLT rooms and walk-in refrigerators and freezers. We offer national mail-fulfillment IHUT and field CLTs across the U.S. and Globally. Eurofins Food Integrity and Innovation is the new name for the former Covance Food Solutions, National Food Lab and Food Perspectives. Our research solutions include: idea discovery through early concept and prototype exploration; product optimization through consumer guidance and trained panel evaluation and validation of launch readiness through national confirmation testing.



Fieldwork San Francisco

201 Third St., Suite 1000
San Francisco, CA 94103
Ph. 415-268-8686
info@sanfran.fieldwork.com
www.fieldwork.com/us-research-venues/san-francisco
Denise Ambrose, President
Location: Office building
Distance from airport: 13 miles, 20 minutes
CL, CUL, 1/1, 1/10, WC
19x21 17 Conference
18x21 11 Conference
20x22 18 Conference
21x27 9 Conference

Fieldwork San Francisco is ideally located downtown in the vibrant South of Market (SOMA) district

– within an arm's reach of world-class hotels and restaurants. Our location affords us beautiful views of Mission Bay, Yerba Buena Gardens and the rolling hills beyond the city. Inside are four beautifully modern research suites with a variety of recording and streaming options. Our respondent database reflects the rich diversity of this beautiful city by the bay. Come see why Fieldwork San Francisco offers the best research by the Bay. (See advertisement on pp. 19, 31 and back cover)



Focus Pointe Global - San Francisco

450 Sansome St., Eight Floor
San Francisco, CA 94111
Ph. 415-392-6000 or 888-873-6287
sf@focuspointeglobal.com
www.focuspointeglobal.com
Reka Kunos, Area Director

Location: Office building
Distance from airport: 15 miles, 35 minutes
AU, CUL, 1/1, 1/10, TK, VC, WC
18x18 12 Multiple
19x20 15 Multiple
17x21 6 Multiple
17x21 6 Multiple
19x20 12 Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)



Intact Qualitative Research

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

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

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
1/1 - One-on-One Room
1/1OR - One-on-One Obs.
TK - Test Kitchen
TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
PUL-Product Usability Lab
VC - Video Conferencing
WC - Web Conferencing
AU - Auditorium

Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Various Setups
Room dimensions, when stated, are shown in feet.



L&E Research

925 Ygnacio Valley Road, Suite 201
Walnut Creek, CA 94596
Ph. 877-344-1574
bidrequest@leresearch.com

www.leresearch.com

Lisa McGary, Senior Strategic Accounts Manager

Location: Office building

Distance from airport: 25 miles, 30 minutes

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

25x18 18 Multiple

20x17 18 Multiple

L&E's East Bay Area facility is located just a 45-minute drive from San Francisco International Airport (SFO) and 30 minutes from the Oakland International Airport (OAK) in the beautiful city of Walnut Creek. This suburb offers the perfect blend of ethnic and lifestyle diversity for which the San Francisco Bay Area is so well known. This facility has two luxury suites, which include the following amenities: A custom focus group conference table that comfortably seats 10 to 12 recruits and can breakaway for custom set up. A large viewing room with stadium seating for up to 18 clients behind a 16 x 4 two-way mirror and a private workstation.



SCHLESINGER GROUP

Schlesinger Group San Francisco

150 California St., Suite 800

San Francisco, CA 94111

Ph. 415-781-2600

SanFrancisco@SchlesingerGroup.com

www.schlesingergroup.com/en/locations/united-states/san-francisco

Tim Sauer, SVP, Client Solutions

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/10, PTL, VC, WC

20x15 16 Multiple

22x17 16 Multiple

20x16 10 Multiple

20x16 10 Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the U.S. and Europe and a global solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neurosci-

ence labs. HYBRID: We seamlessly combine online surveys or online qual with traditional methods.

Technology: The Wall by Schlesinger, HD recording and FV360 LIVE.

(See advertisement on inside front cover)



VuPoint Research - San Francisco

395 Oyster Point Boulevard, Suite 209

South San Francisco, CA 94080

Ph. 650-238-3683

info@vupointresearch.com

www.vupointresearch.com

Jack Dunigan, Facility Manager

Location: Office building

Distance from airport: 5 miles, 10 minutes

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

20x38 14 Multiple

16x25 8 Multiple

11x13 12 Multiple

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

Colorado

Colorado Springs



Elevated Insights

525 N. Tejon St.

Colorado Springs, CO 80903

Ph. 719-590-9999

info@elevatedinsights.com

www.elevatedinsights.com

Cailee Schade, Dir. of Qualitative Research & Fieldwork

Location: Free standing facility

Distance from airport: 13 miles, 20 minutes

CL, 1/1, 1/10, VC, WC

21x21 30 Multiple

11x21 25 Multiple

12x8 23 Multiple

Elevated Insights' modern-industrial research facility located in downtown Colorado Springs has three spacious research rooms that inspire creativity with a warm and rustic feel combined with high-tech AV, a gated parking lot and an outside patio. This flexible space is ideal 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 movable middle individuals, cannabis consumers, suburban families and a highly creative community.

Denver



Fieldwork Denver

Wells Fargo Center

1700 Lincoln St., Suite 3050

Denver, CO 80203

Ph. 303-825-7788

info@denver.fieldwork.com

www.fieldwork.com/us-research-venues/denver

Nikki Darré, President

Location: Office building

Distance from airport: 20 miles, 30 minutes

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

16X20 10 Conference

16X20 10 Conference

23x20 18 Conference

18x25 15 Conference

19x21 15 Conference

24X25 15 Conference

Fieldwork Denver is the ideal location for your mile-high market research needs. Our more than 10,000-square-foot facility is conveniently located in the heart of downtown Denver. Our consistently growing database allows access to thousands of diverse respondents from the Denver metro area and beyond. All six of our versatile conference rooms have generous, well-planned viewing rooms and attached lounges. All are equipped with HD recording and streaming options. Our dedicated and experienced staff is sure to make your next project in the Rockies a success.

(See advertisement on pp. 19, 31 and back cover)



L&E Research

1614 15th St., Suite 100

Denver, CO 80202

Ph. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Location: Free standing facility

Distance from airport: 25 miles, 40 minutes

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

63x20 15 Multiple

30x17 15 Multiple

20x12 10 Multiple

20x12 10 Multiple

L&E's Denver facility a 40-minute drive from Denver International Airport (DIA) located in downtown Denver. This facility has three suites, a sensory room and test kitchen, which include the following amenities: - A sensory and testing facility for traditional taste tests and CLT's - Equipped with both consumer and commercial kitchens as well as break-out focus group rooms, it's the ideal space for testing both qual and quant. - All the leading video conferencing, web streaming and digital recording technologies, including L&E HD Video Streaming and FocusVision.



Plaza Research-Denver

1200 17th St., Suite 800
Denver, CO 80202
Ph. 303-572-6900
klamb@plazaresearch.com
www.plazaresearch.com
Kris Lamb, Director

Location: Office building
Distance from airport: 45 minutes
CL, CUL, 1/1, 1/10, TK, TKO, VC, WC
15x20 20 Conference
15x20 20 Conference
15x20 20 Multiple
15x20 20 Conference

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

Connecticut

(See New York City)

Bridgeport



C&C Market Research - Milford, CT Metro

Connecticut Post Mall
1201 Boston Post Road, Suite 2067
Milford, CT 06460
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com

www.ccmaketresearch.com
Location: Shopping mall
Distance from airport: 60 miles, 65 minutes
CL, 1/1, PTL, TK, VC, WC
4 Multiple

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

Danbury



Advanced Focus - The Facility, Danbury

26 Mill Plain Road, Second Floor
Danbury, CT 06811
Ph. 203-791-1644 or 212-217-2000
saraw@advancedfocus.com
www.advancedfocus.com

Location: Office building
Distance from airport: 8 miles, 15 minutes
17x24 15 Multiple
19x14 12 Multiple

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

Hartford



Connecticut Connection - Hartford Research

17 Talcott Notch Road
Farmington, CT 06032
Ph. 860-677-2877
director@connecticutconnection.com
www.connecticutconnection.com/services-2

Marsha Myers, Research Director
Location: Office building
Distance from airport: 15 miles, 25 minutes
AU, CL, CUL, 1/1, 1/10, TK, TKO, WC
21x21 30 Conference
16x19 20 Conference
14x18 15 Conference

Connecticut's top rated focus facility and recruiting service expanded beyond Connecticut into western Massachusetts. Includes recruiting respondents in New Haven, Waterbury and Springfield areas. Respondent database refined by over 35 years of research. Expert in supporting high completion rates in mobile video, online bulletin boards and online focus groups. Use Connecticut Connection for health care, finance, insurance, mock jury and usability studies, shop-alongs and C-Suite interviews. Our director and staff are committed to recruiting precisely the right respondents for your study, people motivated to express their opinions, whether they are post-graduates, respondents with less than a high school education, or respondents with their sole language as Spanish. We welcome you to our focus group facility, a facility that includes a 50 seat amphitheater and mirrored breakout rooms.

Stamford



RazorFocus

1351 Washington Blvd., Suite 600
Stamford, CT 06902
Ph. 203-504-3240 or 203-504-3241
lenny@razorfocus.net
www.RazorFocus.com

Leny Jacobson, Co-Owner and CFO
Location: Office building
Distance from airport: 32 miles, 40 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC
18x16 10 Multiple
18x21 12 Multiple
23x14 20 Multiple
14x10 6 Conference

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

District Of Columbia

Washington



MARKET RESEARCH

Area Wide Market Research, Inc.

16017 Comprint Circle
Gaithersburg, MD 20877
Ph. 301-590-1160
amktres@aol.com
www.areawidemarketresearch.com

Ann Weinstein, President
Location: Office building
Distance from airport: 20 miles, 35 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
14x17 10 Conference
14x17 10 Conference

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

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/10R - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.
 CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



EurekaFacts, LLC

51 Monroe St., Suite Plaza East 10
 Rockville, MD 20850
 Ph. 240-403-4800
 info@eurekafacts.com
 www.eurekafacts.com
 Thomas Passarelli
 Location: Office building
 Distance from airport: 27 miles, 35 minutes
 CL, CUL, 1/1, 1/10, VC, WC

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

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



Mediabarn Research

2200 Clarendon Blvd., Suite 1200
 Arlington, VA 22201
 Ph. 703-964-0440
 sales@mediabarnresearch.com
 www.mediabarnresearch.com
 Location: Office building
 Distance from airport: 4 miles, 8 minutes
 CUL, 1/1, 1/10, PTL, VC, WC

16x20	15	Conference
15x14	15	Multiple
22x14	8	Conference

Modern beautiful facility just minutes from downtown DC, directly on the metro, easy access for professional and suburban recruits. Our space was designed to be modern yet comfortable, for both study participants and observers and house the latest technology and the most up-to-date products with today's users. Complementary welcome snacks like cheese and crackers, veggie and

hummus trays and our famous cookie presentations are just part of our commitment to make our guests feel welcome and comfortable. We offer a comfortable atmosphere where snacks, bottled water and soft drinks are always available. Our wine bar is also available as an added convenience and menu catering is available upon request. In addition, our facility has redundant broadband connections and we offer wireless access to keep our observers connected to home and office.



Shugoll Research

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

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

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



Shugoll Research

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

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

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

72 respondents theater-style. Our range of locations allows you to reach everything from suburban consumers to the most influential opinion leaders in the country.

Florida

Daytona Beach



CRG Global

CRG Global, Inc.

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

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



CSS/datatelligence

CSS/datatelligence, a division of CRG Global

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

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

Fort Lauderdale
(See also Miami)



Mars Research

550 W. Cypress Creek Road, Suite 310
Ft. Lauderdale, FL 33309
Ph. 954-654-7888 or 954-771-7725
ateblum@marsresearch.com
www.marsresearch.com
Andrew Teblum, Project Director
Location: Office building
Distance from airport: 12 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

25x20	14	Multiple
22.5x12	6	Multiple
18x12		Conference

Mars Research offers a comprehensive range of services that encompass all aspects of the research process. We offer custom solutions for all your qualitative and quantitative research needs including custom research design, data collection, recruitment, statistical analysis and reporting. Mars Research is conveniently located just off I-95 next to the Tri-Rail Station and only 15 minutes from Fort Lauderdale Airport. In addition to a full-service focus group facility, we offer a full usability lab, product and taste testing and curate among the largest panel of South Florida residents.



Plaza Research-Fort Lauderdale

4000 Hollywood Boulevard, Suite 200N
Hollywood, FL 33021
Ph. 954-963-7600
lprice@plazaresearch.com
www.plazaresearch.com
Lindsay Price
Location: Office building
Distance from airport: 15 minutes
CL, CUL, 1/1, 1/10, TK, TKO, VC, WC

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

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



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

WAC of Fort Lauderdale

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

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

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

Jacksonville



Your Research Design Experts

Concepts In Focus (aka RDTeam-South)

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

22x16	6	Conference
20x20	12	Conference

Jacksonville and north Florida's "Top Rated" facility by Impulse! Two focus group suites designed with your comfort and needs in mind. Outstanding recruiting with high show rates of qualified participants. Large remodeled kitchen for taste tests. Privately owned and operated. Designed by moderators for moderators. Attention to detail with an emphasis on quality. True Southern hospitality focusing on your needs so you can focus on your clients' needs.

Miami
(See also Fort Lauderdale)



Ask Miami

2121 Ponce De Leon Blvd., Suite 230
Miami, FL 33134
Ph. 305-448-7769
info@askmiami.com
www.askmiami.com
Adrian Ladner, President
Location: Office building
Distance from airport: 3 miles, 10 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC

22x18	12	Multiple
18x15	8	Multiple

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



C&C Market Research - Miami

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

17x15	3	Conference
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C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state-of-the-art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity and a dedication to quality that is second to none. (See advertisement on inside back cover)

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.

20|20

Nashville | Charlotte | Miami

20|20 Research - Miami

8350 N.W. 52nd Terrace, Suite 420
 Doral, FL 33166

Ph. 866-960-8269 or 786-594-3740
 natalie.ogando@2020research.com

www.2020research.com/miami

Natalie Ogando, Facility Director

Location: Office building

Distance from airport: 8 miles, 20 minutes

CL, CUL, VC, WC

19x20	10	Conference
22x28	12	Conference
19x21	9	Conference

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



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

WAC of Miami

8300 N.W. 53rd St., Suite 403

Miami, FL 33166

Ph. 786-364-2272

myoung@wacresearch.com

www.wacresearch.com

Mayling Young, Field Director

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, CUL, TK, VC

27x26	20	Conference
22x20	15	Conference
18x20	12	Conference
11x15	5	Conference

WAC Research has been a leading market research firm since its inception in 1972. Our research capabilities range from the more technical on-line, mobile and usability research to the more traditional focus groups, legal studies, medical studies, product and taste tests and in-person or telephone interviews with all demographic groups. WAC owns two of the top rated focus group facilities in the country and has the capabil-

ity and experience to field manage your projects placing them in cities all over this country as well as South America and Europe.

Orlando



C3RLabs

7560 Red Bug Lake Road

Oviedo, FL 32765

Ph. 407-542-7751

sdas@c3research.com

www.c3rlabs.com

Location: Office building

Distance from airport: 20 miles, 20 minutes

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

19x19	12	Conference
18x15	10	Multiple
28x24	8	Conference

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



ClearView Research - Orlando, Inc.

5450 Lake Howell Road

Winter Park, FL 32792

Ph. 407-671-3344

Jeni@clearvieworlando.com

www.clearviewresearch.com

Jeni Marsh, Managing Director

Location: Office building

Distance from airport: 14 miles, 20 minutes

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

23x22	20	Multiple
18x26	20	Multiple

ClearView Research- Orlando is Central Florida's Top Rated qualitative facility, giving clients the highest level of service has been our goal since 1996. In response our clients have consistently rated ClearView Research-Orlando #1 in Central Florida. We are newly renovated, adding two spacious client lounges and test kitchen all equipped

with closed-circuit viewing. We have in-house staff to recruit only qualified respondents to your specifications. We will complete every project on time and within budget with a management team ready to give 110%. Doesn't your next project deserve the best?



Product Insights, Inc.

365 Wekiva Springs Road, Suite 201

Longwood, FL 32779

Ph. 407-774-6165

sclear@productinsights.com

www.productinsights.com

Sandra Clear, Founder

Location: Office building

Distance from airport: 20 miles, 45 minutes

CL, CUL, 1/1, 1/10, PTL

18x20	14	Multiple
15x16	7	Multiple
10x12	4	Multiple

A full-service market research and consulting firm that does things a little different – resulting in precise recruiting and spectacular show rates with personalized and unique approaches. Always utilizing the latest technologies for both quant and qual research. Specializing in product development and home-use testing. Not sure what to do? We know where to start! Multiple viewable focus group rooms can be set up to provide a traditional or non-traditional, cozier environment. Here to provide as much or as little support as you need. Experienced researchers on-site.



Research America Inc. Orlando

718 Northlake Boulevard, Suite 1000

Altamonte Springs, FL 32701

Ph. 407-862-1174 ext. 2221 or 407-862-6319

maddies@researchamericainc.com

www.researchamericainc.com

Maddie Sutphin, Director of Product Testing

Location: Office building

Distance from airport: 21 miles, 45 minutes

PTL, Test Kitchen

300 sq. ft.	12	Conference
400 sq. ft.	14	Conference
1000 sq. ft.	40	Multiple

RAI Orlando is a state-of-the-art CLT and product test facility, perfect for large-scale studies as well as more intimate research engagements. This location offers a full test kitchen with customizable setup and adjoining prep space; multiple testing rooms, each with adjoining client viewing lounges; dedicated spaces for focus groups, IDIs and product viewing. RAI Orlando also has a unique, specialized laundry testing room equipped with 10 W/Ds. The separate respondent entrance, exit and waiting area ensures complete confidentiality. In-house recruiting, translating and moderating services are also available. RAI Orlando is part of the Research America family of 14 locations across the country, 300 expert researchers with varying disciplines and the best equipment. From consulting and analytics to field and facility, RAI truly does it all.



SCHLESINGER GROUP

Schlesinger Group Orlando

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

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

Tallahassee



C&C Market Research - Tallahassee

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

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

Tampa/St. Petersburg



C&C Market Research - Tampa Metro

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

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



Herron Associates, Inc.
Opinion and Marketing Research

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

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



L&E Research

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

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



Plaza Research-Tampa

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

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

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Test America a division of CRG Global - Tampa

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

30x18	15	Conference
24x12	12	Conference

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

Georgia

Atlanta



C&C Market Research - Atlanta

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

14x19	8	Conference
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C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state-of-the-art pro-

gramming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity and a dedication to quality that is second to none. (See advertisement on inside back cover)



Compass Marketing Research

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

16x24	12	Conference
16x20	12	Conference

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



Fieldwork Atlanta

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

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

Atlanta boasts world-class businesses and attractions. As part of this growing metropolis, Fieldwork Atlanta provides sophisticated services for research of any kind. This newly remodeled facility features five spacious conference rooms, including a large room that can seat up to 80 respondents and rooms equipped with HD recording and streaming options. Fieldwork Atlanta's expansive database covers a wide region with urban, suburban and rural consumers and professionals. Come experience our unique balance of southern hospitality and modern efficiency. (See advertisement on pp. 19, 31 and back cover)



Focus Pointe Global - Atlanta (Buckhead)

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

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

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)



Focus Pointe Global - Atlanta (Clairmont)

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

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

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)



Jackson Associates Research

1180 Peachtree St., Suite J
Atlanta, GA 30309
Ph. 770-394-8700
mpope@jacksonassociates.com
www.jacksonassociates.com
Marisa Pope, President
Location: Office building
Distance from airport: 12 miles, 15 minutes
CL, 1/1, 1/10, VC, WC

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

Located in the heart of midtown Atlanta, this facility consists of three trendy, sophisticated studios boasting the latest technology, including our Instant Update™ and Instant Access™ tablets that automatically connect clients with copies, coffee and more. Studios are professionally decorated and boast digital whiteboards in each focus room. Private second-floor access and 12-ft. ceilings make this the perfect choice for high-profile projects. Intimate and warm, this sophisticated space is 12 miles from the airport and is surrounded by four- and five-star restaurants, hotels and the arts.



Jackson Associates Research

6105 Peachtree Dunwoody Road, Suite D-135
Sandy Springs, GA 30328
Ph. 770-394-8700
mpope@jacksonassociates.com
www.jacksonassociates.com
Marisa L. Pope, President
Location: Free standing facility
Distance from airport: 20 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

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

Five luxurious focus suites including 1,200-sq.-ft. auditorium with viewing, ramp for vehicles and large displays. Largest commercial test kitchen in Atlanta. Walk-in and upright coolers and freezers, heavy electrical, holding cabinets, heat lamps, commercial and residential ovens, fryers, microwaves and five quick connect gas lines. 240,000+ consumer, medical B2B database. Multiple CLT labs with laptops and wireless, private entrances and reception seating 25+. Tiered viewing rooms seat 12-15; six to 10 in adjacent lounges. Internet, CC viewing, Instant Update™ and Instant Access™ (that automatically connect clients with copies, coffee and more) workstations, conference tables and Wi-Fi. On-site IT and A/V techs. Streaming available.



Plaza Research-Atlanta

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

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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Plaza Research Atlanta is your go-to for national recruiting and/or Atlanta metro area. Consumers, Medical, B2B, etc.



PVR Research, Inc.

11445 Johns Creek Parkway
Johns Creek, GA 30097
Ph. 770-813-4916 or 770-232-0344
cguimbarda@pvr-research.com
www.pvr-research.com
Carlos Guimbarda, Business Development Manager
Location: Office building
Distance from airport: 35 miles, 45 minutes
AU, CL, CUL, 1/1, 1/10, TK, TKO, VC, WC

800 sq. ft.	8	Multiple
825 sq. ft.	10	Multiple
1150 sq. ft.	12	Multiple
1050 sq. ft.	10	Conference
120 sq. ft.	4	Multiple
360 sq. ft.	8	Multiple
420 sq. ft.	12	Multiple
	5	Multiple

Atlanta's premier quantitative and qualitative field research provider, with two locations for added capacity and convenience. Three well-appointed focus group rooms and three large CLT rooms (seating up to 75) with client viewing. Two large commercial test kitchens with hoods, ample power supply and walk-ins. Both have open designs allowing for any client setup. Offering electronic data collection, in-house recruiting with 100,000 respondents in database providing best recruits (consumer, B2B, Hispanic and medical). Client-centered focus exceeding expectations with professional results. We have an additional location in Chamblee, Ga., which includes rooms for CLT testing, focus groups and a commercial kitchen. Please see our website for additional information!



SCHLESINGER GROUP

Schlesinger Group Atlanta

5909 Peachtree Dunwoody Road
The Palisades Complex, Suite 950
Atlanta, GA 30328
Ph. 770-396-8700
Atlanta@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/atlanta
Stephenie Gordon, VP, Client Solutions
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC

16x20	12	Multiple
16x20	12	Multiple
20x18	15	Multiple
25x16	10	Multiple

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

Hawaii

Honolulu



WARD RESEARCH INCORPORATED

Ward Research, Inc.

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

14x24	15	Conference
-------	----	------------

With 40 years of experience in the Hawaii market, a database of over 12,000 respondents statewide and our reputation for quality recruiting and top-notch customer service, we will work closely with you to recruit the respondents you need. We also have one of Hawaii's premier moderators on staff and offer one of the most spacious facilities in Hawaii.

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL - Computer Usability Lab
 PUL - Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.

Idaho

Boise



Focus on Idaho LLC

2132 N Cole Road
 Boise, ID 83704
 Ph. 208-810-4414
 contact@focusonidaho.com
 www.focusonidaho.com
 Aubree Miller, Owner/Operator
 Location: Office building
 Distance from airport: 6 miles, 10 minutes
 CL, CUL, 1/1, 1/10, VC, WC

23x11	12	Conference
14x11	7	Multiple
23x10	6	Multiple
18x17	15	Multiple

Focus on Idaho is designed with your qualitative research needs in mind. Located in beautiful Boise, Idaho, only 10 minutes from the Boise airport, we cater to professionals seeking a better understanding of their products and services for their end-users. The meeting space, services and personable staff have been established to specifically reduce our client's burden of hosting and facilitating qualitative research for focus groups, in-depth interviews, facilitation and usability testing, to name a few. For additional services or updates to our facility, visit our website.

Illinois

Chicago



Adler Weiner Research Chicago, Inc.

875 N. Michigan Ave.
 John Hancock Center, Suite 3260
 Chicago, IL 60611
 Ph. 312-944-2555
 info@avres.com
 www.adlerweiner.com
 Andrea Weiner, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 45 minutes
 CL, CUL, VC

17x15	15	Conference
24x16	15	Conference
19x17	12	Conference
20x17	15	Conference
19x17	12	Conference

Adler Weiner Research Chicago is located on the 32nd floor of the John Hancock Center on the fabulous Magnificent Mile downtown. This luxurious urban facility has five large conference rooms with mirrored viewing, lounges, a fully equipped kitchen and state-of-the-art AV components. With gorgeous views of the city and Lake Michigan, this is the ideal Chicago market research location, accommodating every client need and delivering an amazing experience for your focus group. Also available: in-house videostreaming, customized usability lab and foreign language translation system.



Adler Weiner Research Lincolnwood, Inc.

6500 N. Lincoln Ave.
 Lincolnwood, IL 60712
 Ph. 847-675-5011
 info@avres.com
 www.adlerweiner.com
 Amber Nikkel, Project Director
 Location: Free standing facility
 Distance from airport: 15 miles, 30 minutes
 CL, CUL, VC

24x23	25	Conference
21x23	25	Conference

Adler Weiner Lincolnwood is located just north of Chicago, perfectly juxtaposed between downtown and O'Hare Airport. This suburban location features two oversized conference rooms with mirrored viewing and the capacity to comfortably seat 35 people in either theater-style or a classroom arrangement. Additionally, Lincolnwood features two breakout client rooms and the largest kitchen of any of the Adler Weiner facilities. Also available: in-house videostreaming, customized usability lab and foreign language translation system.



C&C Market Research - Chicago

North Riverside Mall
 7501 W. Cermak Road, Suite M-15A
 North Riverside, IL 60546
 Ph. 479-785-5637 or 877-530-9688
 Bids@cmar.com
 www.ccmrresearch.com
 Location: Shopping mall
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 12x12 6 Conference

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



Catalyst Ranch

656 W. Randolph St., Suite 3W
 Chicago, IL 60637
 Ph. 312-207-1710
 kira@catalysttranch.com
 www.catalysttranch.com/focus-group-facility
 Kira Lynch-Karras, Client Services Manager
 Location: Office building
 Distance from airport: 15 miles, 45 minutes
 CL, 1/1, 1/10, VC, WC

1100 sq. ft.	12	Multiple
2500 sq. ft.		Multiple

Catalyst Ranch is the preferred choice of innovative market researchers. Our rooms are designed to help you and your team to think differently, develop new insights, identify new opportunities and be more productive. Respondents will relax in an environment that has been uniquely designed to reduce inhibitions- comfy couches, armchairs, coffee tables, colorfully painted walls. Our variety of large spaces allows clients to be right in the room with the consumers or in their own private and comfortable viewing room, watching through mirrors and on monitors. Wi-Fi, AV, meeting supplies, tech support, snack service and unlimited beverages are included in price. Videoconferencing, recording, hosting and transcribing services at additional cost.



ClearView Research, Inc.
10600 W. Higgins, Suite 100
Rosemont, IL 60018
Ph. 847-827-9840 or 877-286-8439
betty@clearviewresearch.com
www.clearviewresearch.com
Betty Holm, Vice President
Location: Office building
Distance from airport: 1 mile, 5 minutes
AU, CL, VC, WC

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

Established in 1996, ClearView Research Inc. started as a small recruiting company and in 1999 grew into a three focus group room facility. Our largest focus group room is spacious enough to seat 50 respondents theatre style. ClearView Research Inc. has an experienced staff on-hand to recruit only qualified respondents to your specifications. Our in-house recruiting is of the highest quality for both consumer and business recruiting. We believe in keeping our clients updated throughout the process and will provide you with a current respondent summary every morning.



Fieldwork Chicago-Downtown
111 E. Wacker Drive, Suite 200
Chicago, IL 60601
Ph. 312-565-1866
info@chicagodowntown.fieldwork.com
www.fieldwork.com/us-research-venues/chicago-downtown
Megan Pollard, President
Location: Office building
Distance from airport: 18 miles, 30 minutes
CL, CUL, TK, TKO, WC

21x24	12	Conference
21x29	20	Conference
23x25	12	Conference
20x27	22	Conference
16x19	8	Conference

Fieldwork Chicago-Downtown is located in the heart of the city, featuring spectacular views of Michigan Avenue and the Chicago River. You will love the easy access to hotels, restaurants and shopping. In addition to top-notch recruiting and customer service, all rooms are equipped with HD recording and streaming options. Our five conference suites vary in size for your convenience and each comes with ample viewing area and separate private lounges. Come see why Chicago is your kind of town and Fieldwork Chicago-Downtown is your kind of facility!
(See advertisement on pp. 19, 31 and back cover)

Fieldwork Chicago-O'Hare
8420 W. Bryn Mawr Ave., Suite 200
Chicago, IL 60631
Ph. 773-714-8700
info@ohare.fieldwork.com
www.fieldwork.com/us-research-venues/chicago-ohare
Kate Albert, President
Location: Office building
Distance from airport: 3 miles, 5 minutes
CL, CUL, 1/1, 1/10, WC

25x16	25	Conference
24x17	12	Conference
28x19	35	Conference
20x18	16	Conference
20x18	18	Conference

Fieldwork Chicago-O'Hare is 12,000 square feet of elegantly modern research space, nestled in between Chicago and surrounding suburbs. Our facility is just three miles from O'Hare International Airport, 10 miles from downtown and is conveniently located adjacent to public transportation and major expressways. Our five-room facility includes a number of amenities like spacious lounges, a large kitchen and a beautiful multi-purpose space and patio. All rooms are equipped with a variety of recording and streaming options. Come to Chicago-O'Hare for luxury and convenience.
(See advertisement on pp. 19, 31 and back cover)

Fieldwork Chicago-Schaumburg
425 N. Martingale Road, Suite 2000
Schaumburg, IL 60173
Ph. 847-413-9040
info@schaumburg.fieldwork.com
www.fieldwork.com/us-research-venues/chicago-schaumburg
Karyn Picchiotti, President
Location: Office building
Distance from airport: 10 miles, 20 minutes
CL, CUL, 1/1, 1/10, TK, WC

20x25	6	Conference
22x19	6	Conference
25x20	20	Conference
17x20	15	Conference
20x20	15	Conference

Fieldwork Chicago-Schaumburg offers five premier conference suites, seating anywhere from 12 to 40 respondents with viewing for up to 20. All are complimented by views of the Chicago skyline, lakes and woods. Our in-house recruiting team boasts a large database and our client services and management team has over 50 years of combined experience. All rooms are equipped with a variety of recording and streaming options. We are located less than 30 minutes from O'Hare and one block from shopping/restaurants. Come see why Fieldwork Chicago-Schaumburg is the Midwest at its best.
(See advertisement on pp. 19, 31 and back cover)

Fieldwork Flex
111 E. Wacker Drive, Suite 220
Chicago, IL 60601
Ph. 312-285-2060
Aryno@fieldwork.com
www.fieldwork.com/us-research-venues/chicago-flex
Aryn O'donnell, Director of Corporate Services
Location: Office building
Distance from airport: 18 miles

29x29	Multiple
21x16	Conference
21x13	Conference
16x14	Multiple
11x16	Multiple

Fieldwork Flex, a brand new creative research space in downtown Chicago, was designed to be an inspirational place for researchers and participants. Flex provides an atmosphere that elicits insights and creativity with a large, open, versatile room and four spacious breakout rooms with flexible setups. It is located in the heart of downtown, convenient for respondents and clients. You can also expect Fieldwork-quality hosting, recruiting and project management services.
(See advertisement on pp. 19, 31 and back cover)



Focus Centre of Chicago, Inc.
211 E. Ontario, Suite 400
Chicago, IL 60611
Ph. 312-628-7171
darcy@focuscentre-chicago.com
www.focuscentre-chicago.com
Darcy Jessor, President
Location: Office building
Distance from airport: 25 miles, 45 minutes
CL, VC, WC

23x30	18	Multiple
18x30	18	Multiple
18x30	18	Multiple
18x15	12	Multiple

Prestigious facility in downtown Chicago just steps from North Michigan Ave. Four luxurious suites with spacious group rooms, tiered observation rooms with floor-to-ceiling mirrors, luxurious client lounges, massage chairs, zoned temperature/volume controls and closed-circuit viewing. Large all-purpose room for juries, or any audience or classroom set-up needs. Expert recruiting for business, medical and consumer studies. Experienced project management to meet all your research needs.

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL - Computer Usability Lab
 PUL - Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Focus Pointe Global - Chicago

645 N. Michigan Ave., Suite 600
 Chicago, IL 60611

Ph. 312-924-0114 or 888-873-6287
 chicago@focuspointeglobal.com

www.focuspointeglobal.com

Samir Ali, Area Director

Location: Office building

Distance from airport: 10 miles, 30 minutes

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

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

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J.

(See advertisement on p. 3)



Focus Pointe Global - Chicago (Oak Brook)

2311 W. 22nd St., Suite 100
 Oak Brook, IL 60523

Ph. 630-990-8300 or 888-873-6287
 oakbrook@focuspointeglobal.com

www.focuspointeglobal.com

Jill Tagas, Facility Director

Location: Office building

Distance from airport: 15 miles, 25 minutes

CL, CUL, TK, VC, WC

18x30	20	Multiple
20x18	10	Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas;

Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J.

(See advertisement on p. 3)



FOCUSCOPE, Inc.

515 N. State St., Suite 2640

Chicago, IL 60654

Ph. 708-386-5086

krooney@focusscope.com

www.focusscope.com

Kevin M. Rooney, President

Location: Office building

Distance from airport: 12 miles, 25 minutes

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

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

Our brand new state-of-the-art facility opened in September 2019. Two conference rooms and one multipurpose room that can seat 50 respondents. Extra large doorways can easily accommodate large durable goods, etc. All suites equipped with HD video recording, standing desks, white board walls and private lounges. We have the industry's most complete database worked by our experienced, well-supervised recruiting team. Precise quality control; attentive, proactive service at every level; superb cuisine options; and every available technological resource. Capabilities include: online community platforms, panel development, field management, central location testing, online surveys, usability testing, ethnographies, shop-a-longs, ethnic recruiting, online community recruiting, mock juries.

(See advertisement on p. 93)



FOCUSCOPE, Inc. (Br.)

One Oakbrook Terrace, Suite 320

Oakbrook Terrace, IL 60181

Ph. 708-386-5086

krooney@focusscope.com

www.focusscope.com

Kevin Rooney, President

Location: Office building

Distance from airport: 15 miles, 30 minutes

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

29x14	12	Conference
21x23	12	Conference
21x23	12	Conference

Newly remodeled in 2019, our Oak Brook facility offers three spacious conference rooms that can accommodate up to 30 respondents. Extra large door ways that can easily accommodate large durable goods, etc. All suites equipped with digital and HD video recording. Pulling from the rapidly growing and popular western suburbs, Oak Brook is located 20 miles directly west of downtown Chicago. Located just 15 miles from O'Hare and 20 miles from Midway it is conveniently located for you and your clients to easily reach. Convenient parking feet from the entrance.

(See advertisement on p. 93)



Open House Lofts Chicago

110 N. Peoria St., Suite 102

Chicago, IL 60607

Ph. 312-754-0110

info@openhouselofts.com

www.openhouselofts.com

Teddy Liouliakis, Partner

Location: Office building

Distance from airport: 16 miles, 30 minutes

CL, 1/1, 1/10, TK, WC

Founded in 1999, Open House Lofts are creative spaces customized to host focus groups, one-on-one interviews and ideation sessions. They are the brainchild of a researcher and moderator who had become disillusioned with lab-like focus group facilities and traditional recruiting. As researchers first, Open House was born out of a need to facilitate research in a better way and in an environment more conducive to inspiring real consumer insights. Clients and respondents enjoy a uniquely refined boutique experience but with all the standard services of a traditional focus group facility. High-quality recruiting is also a key part of the full-service offering. Open House has spaces in New York, Los Angeles and Chicago.



Plaza Research-Chicago

8725 W. Higgins Road, Suite 150

Chicago, IL 60631

Ph. 773-714-9600

strace@plazaresearch.com

www.plazaresearch.com

Susan Trace, Director

Location: Office building

Distance from airport: 5 minutes

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

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

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. Five minutes to Rivers Casino or Fashion Outlets of Chicago in Rosemont. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline and Viewpoint are our in-house video-streaming options. Renovated in 2018.



Precision Research, Inc.

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

26x29	25	Conference
15x26	16	Conference
15x26	16	Conference
24x36	12	Conference
26x64	26	Conference

Advanced recruiting system yields richer results and nationwide capabilities. True B2B specialists. We are hunters. We don't simply rely on what is in our database today. Chicago research center features: auto showroom for up to four cars; commercial test kitchen; seating for 70-person studies and space for large displays (appliances, shopping isles, etc.). Our advanced recruiting system prevents cheaters and affordably identifies low incidence respondents. Recruiting is audio recorded and validated to ensure accuracy. We recruit via our proprietary panel or client lists.



R5 Research

1046 W. Kinzie, Second Floor
Chicago, IL 60642
Ph. 312-327-1709
rebecca.spooner@r5chicago.com
www.r5chicago.com
Rebecca Spooner, Research Manager
Location: Office building
Distance from airport: 17 miles, 25 minutes
CL, 1/1, VC

24x20	15	Multiple
12x12	15	Multiple
12x8	15	Multiple

Located in Chicago's West Loop and just five minutes from downtown, R5's facility consists of flexible and versatile spaces. Our research suite consists of a customizable three-in-one focus group room with breakout spaces and a spacious observation room that comfortably seats 20. In addition to our research suite, we also house a 3500-square-foot gallery - a flexible space, perfect for co-creation, ideation sessions after consumer learning or building out your unique research project. Our gallery space can be used for a variety of functions including events, workshops or meetings.



SCHLESINGER GROUP

Schlesinger Group Chicago

625 N. Michigan Ave., Suite 2600
Chicago, IL 60611
Ph. 312-587-8100
Susan.Stanicek@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/United-states/chicago
Susan Stanicek, VP Client Solutions
Gina Jaeger, Account Director
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC

19x19	12	Multiple
21x19	12	Multiple
19x19	12	Multiple
19x19	12	Multiple
21x19	12	Multiple
19x19	12	Multiple

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

Indiana

Indianapolis



Herron Associates, Inc.

Opinion and Marketing Research

Herron Associates, Inc.

The Idea Center®
6049 Lakeside Blvd.
Indianapolis, IN 46278
Ph. 317-882-3800 or 800-392-3828
indy@herron-research.com
www.herron-research.com
Sue McAdams, President
Location: Office building
Distance from airport: 12 miles, 20 minutes
AU, CL, 1/1, 1/10, PTL, TK, TKO, VC, WC

21x24	15	Multiple
20x23	15	Multiple
16x20	8	Multiple
34x39	14	Multiple

Experienced and reliable. Herron Associates is focused on qualitative, quantitative and mixed methods research in our Indianapolis and Tampa locations or any market your research takes you. Trust a team with a proven record and expertise to deliver services ranging from data collection to full-service research and design. Best-in-class service and premium amenities in Indianapolis with oversized well-appointed suites, large viewable CLT and a 960 square foot commercial test kitchen. Let Herron simplify your project and become an extension of your team. We believe that "only the best will do" and that our clients should never settle for "good enough."

WE REALIZE THAT IT'S
"LOCATION, LOCATION, LOCATION".
SO WHICH LOCATION DO YOU PREFER?

- (A) THE CONVENIENT DOWNTOWN CHICAGO LOCATION
- (B) THE ORIGINAL OAK PARK FACILITY
- (C) THE NEWEST OAK BROOK FACILITY

focuscope, Inc.
CHICAGO | OAK PARK | OAK BROOK

708.386.5086
WWW.FOCUSCOPE.COM

PROUD MEMBER OF

FIRST CHOICE FACILITIES

Come see for yourself why Impulse Survey consistently rates Focusscope as having some of the world's best research facilities.

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



IndyFocus, Inc.

1314 N. Meridian St., Suite 100
 Indianapolis, IN 46202
 Ph. 317-644-5300
 quote@indyfocus.com
 www.indyfocus.com

Beth Brown

Location: Office building

Distance from airport: 12 miles, 20 minutes

CL, VC		
23x21	12	Multiple
17x17	12	Multiple
11x11	12	Multiple

Centrally headquartered in Indianapolis with partner facilities in top U.S. markets New York, Los Angeles, Chicago, Dallas, Atlanta, southern Florida and Phoenix. IndyFocus can quickly and effectively coordinate research with a single phone call. Our in-house, global recruiting and fielding for hard-to-find respondents ensures the respondents you need to gather meaningful data even on complex, tight-timeline projects.

Iowa

Cedar Rapids



Vernon Research Group

1962 First Ave. N.E., Suite A
 Cedar Rapids, IA 52402
 Ph. 319-364-7278
 ajuhl@vernonresearch.com
 www.vernonresearch.com

Andrew Juhl, Director Qualitative Research

Location: Office building

Distance from airport: 10 miles, 15 minutes

AU, 1/1, 1/10, TK, VC, WC		
18.6x18.4	12	Multiple

Vernon Research Group has provided superior research services since 1987. Clients routinely compliment our communication process and ability to deliver the right participants who actively engage. You can count on a 98% show rate; experienced host staff; built-in AV with DVD player, wireless laptop, large screen monitor; 4K wide-angle camera with zoom; conference, living room or classroom style setup; viewing room with Wi-Fi,

directed lighting, adjacent kitchen and separate client entrance; free on-site parking; access to larger/multiple rooms; help with pre-focus group surveys, diaries, etc.

Des Moines



Essman Research, a Division of SPPG, LLC

2910 Westown Parkway, Suite 302
 West Des Moines, IA 50266
 Ph. 515-237-0324

d.stearns@essmanresearch.com

www.essmanresearch.com

Deborah Stearns, Marketing Research Director

Location: Office building

Distance from airport: 10 miles, 12 minutes

1/1		
25x19	15	Conference

For nearly 40 years, Essman Research has provided full-service custom-designed qualitative and quantitative research services. On May 1, 2017, State Public Policy Group (SPPG), located in West Des Moines, Iowa, acquired Essman Research. Our new state-of-the-art focus facility, now located in West Des Moines, Iowa, offers digital audio and video recording, FocusVision, tiered seating for 15 observers, in-house moderators and a professional and responsive research staff. Our experienced moderators conduct focus groups at our facility in West Des Moines, in rural communities and metropolitan areas across the country.



Mid-Iowa Interviewing, Inc.

1239 73rd St., Ste. B
 Des Moines, IA 50324
 Ph. 515-225-6232 or 888-425-6232
 dougb@mid-iowa-interviewing.com
 www.mid-iowa-interviewing.com

Doug Brown, President/Owner

Location: Office building

Distance from airport: 10 miles, 15 minutes

1/1, 1/10		
20x13	7	Conference

MII, Inc is a locally owned and managed field service since 1971. Focus facility, recruiting, one-on-one interviewing, CAPI, store audits, on-site interviewing, off-site test kitchen and project management throughout the state.



Revelations Research Solutions

501 S.W. Seventh St., Suite M
 Des Moines, IA 50309
 Ph. 515-243-0785 or 877-800-0785
 tgrantham@revelationsresearchsolutions.com
 www.revelationsresearchsolutions.com
 Teresa Grantham, President

Location: Office building

Distance from airport: 4 miles, 10 minutes

AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC		
28x18	12	Conference
28x18	12	Multiple

Full-service marketing research facility offering quantitative and qualitative expertise. Revelations is the Midwest's premier facility for on-site and web-based focus group interviewing and research design. Revelations offers two state-of-the-art focus group suites, with floor-to-ceiling glass, three cameras, client lounges, in-depth interviewing facilities, video-streaming and a state-of-the-art test kitchen. Revelations also offers a full complement of quantitative analysis, offering survey and research design and development, advanced statistical techniques, analysis and online surveying.

Kansas

Kansas City

(See Kansas City, MO)

Wichita



The Research Partnership at Wichita State University

1845 Fairmount Box 31
 Wichita, KS 67260-0031
 Ph. 316-978-5465

robin.mishler@wichita.edu

www.trp-ict.com

Robin Mishler, Research Director

Location: Office building

Distance from airport: 12 miles, 15 minutes

CL, 1/1, 1/10		
26x27	14	Multiple

The Research Partnership at Wichita State University includes a spacious focus group facility with projection screen, HDMI hook ups and a cable pass through for dial testing. The viewing room will accommodate up to 14. Our staff includes professionally trained interviewers for mystery shopping, intercepts, telephone surveys and focus group recruitment. Additional rooms are available for recording with closed circuit television for live viewing. All methodologies are utilized including telephone/online surveys, focus groups, mystery shopping, jury studies, intercepts and music studies.

Louisiana

Baton Rouge



SCI

4511 Jamestown Ave.
Baton Rouge, LA 70808
Ph. 800-695-0221 or 225-928-0220
costquote@surveycommunications.com
www.surveycommunications.com/tour
John S. Boston
Location: Free standing facility
Distance from airport: 6 miles, 15 minutes
CL, 1/1, 1/10, VC, WC

23x14	14	Conference
21x12	14	Multiple
28x25	14	Multiple

SCI is the largest focus-jury group facility from Houston, TX to Jacksonville, Fla. with three meeting rooms (60 participants) and a 14-person observation room. We recruit for: ad/concept testing, mock juror trial arguments and attorney appeal rating, customer/employee satisfaction and attitude/usage studies. SCI occupies a free-standing, two-story building with well-lit parking at the geographic center of Baton Rouge. From our central observation room, clients can monitor all participants from behind a one-way glass or view five video screens (wireless audio headsets). FocusVision available.

New Orleans



New Orleans Perspectives

1340 Poydras St., Suite 1440
New Orleans, LA 70112
Ph. 504-291-1844 or 504-291-1845
ccantrall@nolapersonpectives.com
www.neworleansperspectives.com
Location: Office building
Distance from airport: 14 miles, 16 minutes
CL, 1/1, 1/10

18x44	30	Conference
18x22	15	Multiple
18x22	15	Multiple
12x18	9	Living

New Orleans Perspectives is a full-service recruiting and focus group facility servicing Louisiana and the Gulf Coast. We understand the nuances associated with each recruit and work with the client to make sure the recruiting process is optimized for our unique region. With expertise in marketing, law and economics, New Orleans Perspectives was founded from a passion for social science. Services include, but are not limited to: focus group recruiting, fieldwork and conventions, qualitative and quantitative reports and more. Our new 4,100 sq. ft facility opened in October 2018.

Maine

Portland



Critical Insights

a division of Digital Research Inc.
172 Commercial St.
Portland, ME 04101
Ph. 207-985-7660
bob.domine@digitalresearch.com
www.digitalresearch.com/critical-insights
Location: Free standing facility
Distance from airport: 5 miles, 15 minutes
1/1, 1/10, VC, WC

25x15	8	Multiple
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Critical Insights, a division of Digital Research Inc., has served Northern New England since 1992. Our state-of-the-art qualitative research suite is conveniently located on the waterfront in downtown Portland, ME. The focus room comfortably seats up to 14 participants, with ample work space for respondents. The adjacent, two-tiered client viewing area comfortably seats eight. The facility features amenities that include wall-mounted cameras and hidden microphones for unobtrusive video and audio-taping and a dedicated client lounge. Critical Insights has two trained moderators on staff.

Maryland

Baltimore



Baltimore Research, A Schlesinger Company

8320 Bellona Ave., Suite 210
Baltimore, MD 21204
Ph. 410-583-9991
info@baltimoreresearch.com
www.schlesingergroup.com/en/company/our-brands/baltimore-research
Heather Collins, PRC, Director of Operations
Location: Office building
Distance from airport: 21 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

17x20	18	Multiple
17x21	18	Multiple
24x15	14	Multiple
20x40	20	Multiple
20x40	15	Multiple
12x7		Conference

Baltimore Research features five studios plus SmartSuite virtual room, chic client lounges, two test kitchens, private bathrooms, onsite catering and free parking. Suites have the latest technology to deliver high-quality research: FocusVision HD, proprietary 360° SmartSuite streaming and digital recording, content-on-demand playback, fiberoptic Wi-Fi, usability lab with eye-tracking technology, perception analyzer dials and mobile

data collection tools. Recruitment is done by a highly experienced team. We also have moderators on staff who provide value-added insight to the research findings.



Experienced Recruiting Makes the Difference

Observation Baltimore

5520 Research Park Drive
Six minutes to BWI Airport
Baltimore, MD 21228
Ph. 410-332-0400
pete@obaltimore.com
www.observationbaltimore.com
Pete Denman, Facility & Client Services Associate
Location: Office building
Distance from airport: 5 miles, 6 minutes
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

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

Observation Baltimore's recruiting team is our core strength. As the premier focus group facility in Maryland, we offer precise recruiting of consumers, physicians, health care professionals and business professionals. Observation Baltimore's rigorous recruitment practices are conducted utilizing current industry technology, supported by traditional telephone procedures. Observation Baltimore staff are in compliance with NIH Human Research Protection and DOD PII and PHI certifications. Just six minutes from BWI Airport and with free on-site parking, our Baltimore facility is a great location.

Massachusetts

Boston



AnswerQuest, an Insights Center Facility

110 Cummings Park Drive
Woburn, MA 01801
Ph. 781-897-1822
jmiller@answerquestresearch.com
www.answerquestresearch.com
Location: Free standing facility
Distance from airport: 9 miles, 15 minutes
CUL, TK, TKO, VC, WC

Our 9,000 -sq-ft office was built with flexibility and comfort in mind. Largest commercial test kitchen in the NE (900 square feet) includes ventilation, walk-in cooler and freezer, commercial gas ovens, adjustable electrical and plenty of stainless prep. The adjacent computerized CLT lab can seat up to 50 and offers viewing for up to 15 clients. Our oversized focus room also offers viewing for 15 and quali-quant clients can watch both at once. A second residential kitchen, CLT lab that seats up to 35 and full sized focus room with viewing for 12 make AnswerQuest the most adaptable facility in Boston. Wi-Fi, streaming (in-house and industry) Instant Update™ and Access™.

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL - Computer Usability Lab
 PUL - Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Copley Focus Centers

20 Park Plaza, Suite 620
 Boston, MA 02116
 Ph. 617-421-4444
 frank@copleyfocus.com
 www.copleyfocus.com
 Frank Amelia, Partner
 Location: Office building
 Distance from airport: 4 miles, 10 minutes
 CL, CUL, 1/1, 1/10, VC, WC

33x17	12	Multiple
17x17	8	Multiple
17x17	10	Multiple
16x23	16	Multiple

Copley Focus Centers offers a unique experience. We never wanted to be a "typical" market research company. By focusing on strong recruiting and nurturing our relationships with our clients, we have continued to grow to be largest facility in downtown Boston. We have recently undergone our 4th expansion and renovation and are thrilled to offer a super-sized room that is 16 X 32', perfect for mock trials. Copley Focus is staffed with true, local Bostonians. We understand the Boston marketplace and are committed to enhancing the Boston research experience. We continually manage to recruit the best consumers, business to business professionals and medical executives in our market.



Fieldwork Boston

880 Winter St., Suite 330
 Waltham, MA 02451
 Ph. 781-899-3660
 info@boston.fieldwork.com
 www.fieldwork.com/us-research-venues/boston
 Christine Lally, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, 1/1, 1/10, WC

28x24	24	Conference
25x30	16	Conference
23x20	16	Conference
19x21	8	Conference
20x19	12	Conference
15x18	6	Conference

Fieldwork Boston was planned and designed with the client in mind. Your special requests are always handled courteously and quality recruiting is our

number one priority. We offer six spacious conference rooms, including the largest conference room in the Boston area, all with adjacent viewing and separate client lounges. All rooms are equipped with a variety of recording and streaming options. Staffed with fully trained professionals, you'll get the efficiency, attention to detail and commitment to quality you expect.
 (See advertisement on pp. 19, 31 and back cover)



Focus On Boston - Suburban

10 Forbes Road
 Braintree, MA 02184
 Ph. 800-699-2770
 Larry@focusonboston.com
 www.focusonboston.com
 Larry Jenkins
 Location: Office building
 Distance from airport: 8 miles, 20 minutes
 AU, CL, TK, VC

20x20	16	Multiple
20x20	16	Multiple

Located in the heart of Boston's suburbs, our Braintree-suburban facility is ideally situated at the crossroads of three major highways and just eight miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city. We offer two spacious conference rooms with luxurious client lounges and provide unmatched recruiting in the Northeast with an extensive, diverse database. Our show rates are among the best in the industry!



Focus On Boston - Waterfront

30 Rowes Wharf
 (Adjacent to Boston Harbor Hotel)
 Boston, MA 02110
 Ph. 800-699-2770
 Larry@focusonboston.com
 www.focusonboston.com
 Larry Jenkins
 Location: Office building
 Distance from airport: 5 miles, 10 minutes
 AU, CL, 1/1, 1/10, TK, VC, WC

20x20	14	Conference
20x22	15	Conference
20x20	20	Conference
12x08	8	Conference

Located on Boston's beautiful waterfront, Focus On Boston offers three spacious conference rooms with luxurious client lounges as well as an IDI suite. We provide unmatched recruiting in the Northeast with an extensive and diverse database that is continually updated and expanded. We have state-of-the-art audio/visual equipment and are proud to be a member of the FocusVision Network. Our Boston location is adjacent to the four-star Boston Harbor Hotel with special rates. Our show rates are among the best in the industry!



Focus Pointe Global - Boston

18 Tremont St., Floor 11
 Boston, MA 02108
 Ph. 617-573-0808 or 888-873-6287
 boston@focuspointeglobal.com
 www.focuspointeglobal.com
 Aurora Choi, Facility Director
 Distance from airport: 2 miles, 15 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)

National Field & Focus, Inc.

205 Newbury St., Suite 301
 Framingham, MA 01701
 Ph. 508-370-7788
 info@nff-inc.com
 www.nff-inc.com
 Location: Office building
 Distance from airport: 18 miles, 35 minutes
 CL, 1/1, 1/10, TK, VC

32x18	15	Conference
19x15	15	Conference
24x15	15	Conference
24x15	15	Multiple



Schlesinger Group Boston

31 Saint James Ave., Suite 930
 Boston, MA 02116
 Ph. 617-542-5500
 Boston@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/boston
 Terri-Lyn Hawley, VP, Client Solutions
 Location: Office building
 Distance from airport: 4 miles, 15 minutes
 CL, 1/1, 1/10, PTL, VC, WC

16x20	15	Multiple
16x20	15	Multiple
16x20	15	Multiple
14x16	12	Multiple

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

Michigan

Detroit



C&C Market Research - Detroit

Laurel Park Place Mall
37700 W. Six Mile Road, Suite 690A
Livonia, MI 48152
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 22 miles, 30 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
4 Conference

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

C&F Market Research

24301 Telegraph Road, Suite 100
Southfield, MI 48033
Ph. 248-352-0434
mbrodsky@candfmarketresearch.com
www.candfmarketresearch.com
Melissa Brodsky, President
Location: Office building
Distance from airport: 25 miles, 30 minutes
CL, CUL, 1/1, PTL, TK, VC, WC
30x20 12 Multiple
20x16 8 Conference

We have "creative" out of the box problem-solving skills. We are "Focused" on our client needs. Our dedicated staff is well trained, experienced and will exceed all expectations. Newly renovated facility (Oct 2017) is modern and elegant. Large 20x30 focus room and second 20x16 focus room both with client observation (seats 6-12) and lounge attached. Our facility has a private entrance, Wi-Fi, free digital video and audio, Focus Vision, private restrooms and large (25x17) test kitchen. We complete both qualitative and quantitative research: business-to-business, medical, legal, political, product placement, CLT's, taste tests, dial tests, sensory tests, usability labs, on-site interviewing, audits, radio tests, telephone interviewing and on-line interviewing. We are centrally located to pull from across the metro area. An extensive database with 20,000+ households.



Cypher Research

13975 Farmington Road
Livonia, MI 48154
Ph. 734-397-3400
robert@cypherresearch.com
www.cypherresearch.com
Robert Sullivan, CEO
Location: Free standing facility
Distance from airport: 11 miles, 20 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
25x20 15 Conference
25x20 15 Conference
12x15 20 Conference
66x30 6 Multiple

Established in 2006, new facility built in 2019. Three spacious focus suites, one IDI suite and large showroom space with observation and overhead door for indoor, climate-controlled car clinics, large equipment, etc. Each focus suite has its own climate zone with thermostat in client area. Configurable for CLT, mock trials, theater, classroom, living room and focus group. Recruiting on- and off-site for all of Michigan and U.S., primary recruiting area includes Ann Arbor and Detroit. We also regularly recruit Grand Rapids, Kalamazoo, Jackson and Flint. Nationwide 200K panelists and 118K in Michigan, all opt-in with over 100 data points per panelists, including automobiles. Every member of our senior staff has over 25 years experience fielding research projects.



Emicity

5455 Corporate Drive, Suite 120
Troy, MI 48098
Ph. 866-952-1600
quotes@emi.city
www.emi.city
Melanie Imbrunnone, Project Manager
Location: Office building
Distance from airport: 25 miles, 45 minutes
Client Lounge
20x14 10 Conference

A moderator-designed, upscale, single-suite facility. Focus group room features leather swivel seating, elevated chair rails and two-tiered lighting. Expanded viewing room and lounge with widescreen LCD monitor, Wi-Fi and separate HVAC. A 65" LCD TV enables video, computer and web-based content to be wirelessly controlled via Client's laptop. Digital recording via flash drive or FTP. web based video-streaming available. Located in the heart of northern Oakland County - within an upscale area, near the blue-collar workforce of Macomb County and the corporate and technical ranks of Automation Alley.



Michigan Market Research

23800 W. Ten Mile, Suite 102
Southfield, MI 48033
Ph. 248-569-7095 or 734-516-9314
roxanne@mimarketresearch.com
www.mimarketresearch.com
Roxanne Naszradi, President
Location: Free standing facility
Distance from airport: 20 miles, 30 minutes
AU, CL, CUL, 1/1, PTL, TKO, VC, WC
25x21 Multiple
20x20 18 Conference

Brand new focus facility May 2015! Michigan Market Research is centrally located in the Detroit Metro area, making it easy to reach affluent, blue collar and urban respondents. Two spacious focus suites with additional third breakout area available (viewing by CCTV) for mock trials. Oversized viewing areas for comfort. Large test kitchen, 25'x21', with 220V service for sensory studies. With over 30 years' experience, our staff pays close attention to detail while understanding the urgency of each project. In-house web streaming and FocusVision available. Formerly known as Crimmins and Forman.



Shifrin-Hayworth

26400 Lahser Road, Suite 100
Southfield, MI 48033
Ph. 248-223-0020
research@shifrin-hayworth.com
www.shifrin-hayworth.com
Arlene Hayworth-Speiser, President
Location: Office building
Distance from airport: 22 miles, 25 minutes
CL, CUL, 1/1, 1/10, PTL, TK, WC
22x16 15 Multiple
20x14 15 Multiple
23x16 15 Multiple

Top focus group facility. We have a brand new facility as of 2019 only 20 minutes from the heart of the flourishing new Detroit. Our facility includes two focus suites with client lounges, viewing rooms with mirrors, access to private offices and another group room viewed on CCTV. We recruit consumers, professionals, kids to seniors for any type of research from counties that drive the Motor City, including Wayne, Oakland, Macomb and beyond. Respondents are recruited by people, in-house, who will go above and beyond to deliver exactly what you need. Features include high-speed Wi-Fi and color printing, FocusVision or Shifrin-Hayworth video streaming and digital audio/video recordings, which can be e-mailed to you using a secure link immediately after the research. Come experience the D!

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.

Minnesota

Minneapolis/St. Paul



Ascendancy Research

Ascendancy Research - Your Inner Circle Partner

5775 Wayzata Blvd.
 Minneapolis, MN 55416
 Ph. 952-544-6334

info@ascendresearch.com

www.ascendresearch.com

LynMarie Winninger, President

Location: Office building

Distance from airport: 15 miles, 21 minutes

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

24x21 16 Conference

20x14 10 Conference

23x15 10 Conference

Ascendancy Research is the premier provider of national recruiting and qualitative research environments to companies who want to take customer insights to the decision makers – online, onsite, infield. The highest multi-rated facility in Minneapolis/St. Paul, we are known for providing fast, fresh and on-the-mark local, regional and national recruiting, concierge-level client services and delightful food offerings. Your choice of three spacious viewing rooms with interchangeable conference rooms. Technologies include video streaming, MobiLab, DVD and digital (MP3) recording/archiving.



Food Integrity & Innovation

Eurofins Sensory, Consumer and Product Research

13755 First Ave. N., Suite 500

Plymouth, MN 55441-5473

Ph. 763-553-7787

joycelizzi@eurofinsus.com

www.foodperspectives.com

Joyce Lizzi, Sr. Director Consumer & Sensory Research

Location: Office building

Distance from airport: 22 miles, 30 minutes

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

53x25 40 Multiple

28x19 40 Multiple

23x22 12 Multiple

24x34 40 Multiple

17x25 Multiple

8x7 12 Conference

8x7 12 Conference

8x7 12 Conference

8x7 12 Conference

We help our clients develop products consumers love. Our facilities in San Francisco and Minneapolis collectively feature three commercial kitchens, three focus group rooms, large flexible CLT rooms and walk-in refrigerators and freezers. We offer national mail-fulfillment IHUT and field CLTs across the U.S. and Globally. Eurofins Food Integrity and Innovation is the new name for the former Covance Food Solutions, National Food Lab and Food Perspectives. Our research solutions include: idea discovery through early concept and prototype exploration; product optimization through consumer guidance and trained panel evaluation and validation of launch readiness through national confirmation testing.



Fieldwork Minneapolis

7650 Edinborough Way, Suite 700

Edina, MN 55435

Ph. 952-837-8300

info@minneapolis.fieldwork.com

www.fieldwork.com/us-research-venues/minneapolis

Denice Duncan-Foldery, President

Location: Office building

Distance from airport: 7 miles, 15 minutes

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

29x25 20 Conference

18x22 25 Conference

25x20 25 Conference

23x21 25 Conference

22x19 10 Conference

24x23 7 Living

Fieldwork Minneapolis offers 8,000 square feet of premier space just seven miles from the Minneapolis-St. Paul International Airport. Our five research suites will accommodate multiple set-ups and group sizes. Our new viewable test kitchen is the only one of its kind in the area. All rooms are equipped with a variety of recording and streaming options. Fieldwork Minneapolis is located in the heart of shopping bliss; we are five miles from the Mall of America and walking distance to two other shopping areas plus numerous hotels and restaurants. (See advertisement on pp. 19, 31 and back cover)



Focus Pointe Global - Minneapolis

7300 Metro Blvd., Suite 250

Minneapolis, MN 55439

Ph. 952-858-1550 or 888-873-6287

minneapolis@focuspointeglobal.com

www.focuspointeglobal.com

Chris Tucker, Regional VP

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL, TK, VC, WC

22x22 10 Multiple

42x21 16 Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)



L&E Research

Two Meridian Crossings, Suite 430

Minneapolis, MN 55423

Ph. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Lisa McGary, Client Relationship Manager

Location: Office building

Distance from airport: 8 miles, 15 minutes

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

21x27 20 Multiple

20x20 16 Conference

20x20 16 Conference

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



Leede Research

5401 Gamble Drive, Suite 100
Minneapolis, MN 55416
Ph. 612-314-4402
dseim@leederesearch.com
www.leedemn.com
Deborah Seim, Vice President
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
22x28 14 Multiple
16x15 12 Multiple

A new beautifully designed focus group and a built-in HD usability lab conveniently located in the West End area of St. Louis Park. We are located minutes from downtown Minneapolis and within 20 minutes of the airport. Leede Research provides outstanding recruitment for any qualitative and quantitative methodology. We are a full service market research firm with extensive experience with usability testing, qualitative research and ethnographic research.

Missouri

Kansas City



C&C Market Research - Kansas City

Independence Mall
18813 E. 39th St. S., Suite 1026
Independence, MO 64507
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmaketresearch.com
Distance from airport: 40 miles, 35 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
6 Conference

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



Focus Pointe Global - Kansas City

9233 Ward Parkway, Suite 150
Kansas City, MO 64114
Ph. 816-361-0345 or 888-873-6287
kansascity@focuspointeglobal.com
www.focuspointeglobal.com
Jim Finke, Facility Director
Location: Office building
Distance from airport: 30 miles, 40 minutes
CL, CUL, TK, VC, WC
20x19 18 Multiple
21x21 10 Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J.
(See advertisement on p. 3)



L&E Research

4638 J C Nichols Parkway
Kansas City, MO 64112
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Senior Strategic Accounts Manager
Location: Office building
Distance from airport: 26 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
24x17 24 Multiple
24x17 18 Multiple

Located just 30 minutes south of Kansas City International Airport (KCI), L&E is the only facility on the Plaza, with access to wonderful restaurants and shopping. We like to think of it as "the other Chicago," only with easy in-and-out airport access and no traffic. This facility has two luxury suites and an oversized area great for large audience research, such as mock trials. Additional features include: A large conference table that comfortably seats 10 to 12 recruits and can breakaway for custom set up. A private workroom and a test kitchen with four ovens, two stove tops, several microwaves and ample refrigeration.

Springfield



H2R Market Research

4650 S. National Ave, Suite C1
Springfield, MO 65810
Ph. 417-877-7808
mbemarkt@h2rmarketresearch.com
www.h2rmarketresearch.com/contact-focus-groups
Melanie Bemarkt, Operations Manager
Location: Office building
Distance from airport: 15 miles, 18 minutes
CL, VC, WC

Our facility features live, closed-circuit viewing for up to eight observers and separate entrances for focus group participants and observers. Recordings of the focus groups are available as well as professional moderation and professional recruitment. H2R also offers online focus groups with the same professional moderation, recruitment and viewing from anywhere with high-speed internet.

St. Louis



C&C Market Research - St. Louis

St. Louis Galleria
1155 St. Louis Galleria, Suite 1133
Richmond Heights, MO 63117
Ph. 479-785-5637 or 877-530-9688
Bids@ccmar.com
www.ccmaketresearch.com
Location: Shopping mall
Distance from airport: 8 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
4 Conference

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

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Focus Pointe Global - St. Louis

1650 Des Peres Road, Suite 110
 St. Louis, MO 63131

Ph. 314-966-6595 or 888-873-6287
 stlouis@focuspointeglobal.com
 www.focuspointeglobal.com
 Taylor Hart, Facility Director

Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

18x22	14	Multiple
19x22	14	Multiple
20x23	23	Multiple

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 (See advertisement on p. 3)



The Insight Lab

In Affiliation With Schlesinger
 900 Spruce St., Fourth Floor
 St. Louis, MO 63102
 Ph. 314-269-1560

StLouis@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/managed-labs/the-insight-lab
 Tim Sauer, SVP, Client Solutions
 Location: Office building

Distance from airport: 17 miles, 20 minutes
 CL, 1/1, 1/10, PTL, VC, WC

19x15	8	Multiple
19x23	15	Multiple

Schlesinger is the exclusive facility and recruiting partner for The Insight Lab. This ultra-contemporary space within a historic building provides truly sophisticated comfort. The Souldard Room inspires creativity as a spacious, contemporary focus group studio. The Clarke Room offers cutting edge usability and eye-tracking equipment that provides digital viewing via dual-screen capture of both the participant and the media. It is ideal for real time usability,

messaging and creative studies in either an IDI, dyad or triad setting. The lab can test all types of digital stimuli on any device.
 (See advertisement on inside front cover)



L&E Research

10403 Clayton Road, Suite 115
 St. Louis, MO 63131
 Ph. 877-344-1574

bidrequest@leresearch.com
 www.leresearch.com
 Lisa McGary, Client Relationship Manager
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

26x20	8	Multiple
17x16	5	Multiple

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



Lucas Market Research, LLC

4101 Rider Trail N., Suite 100
 St. Louis, MO 63045
 Ph. 314-344-0803 or 888-978-4101
 sechelmeyer@lucasresearch.net
 www.lucasresearch.net

Suzanne Lucas Echelmeyer, Vice President
 Location: Free standing facility
 Distance from airport: 7 miles, 15 minutes
 AU, CL, 1/1, 1/10, TK, VC, WC

22x18	12	Conference
22x16	12	Conference
40x25	12	Multiple
20x12	12	Conference

Lucas Market Research LLC. Family Owned Client Focused Service Driven. Consistently rated #1 in St. Louis for Best Value/Quality Service. Guaranteed to exceed your expectations with quality recruiting, experienced staff, 98% show rates. The comprehensive design includes three spacious/contemporary client suites, private entry/restrooms, tiered viewing, closed-circuit, high-speed wireless Internet, FV and in-house streaming, DVD recording, flat screens/ VGA/HDMI access throughout, test kitchen, on-site recruiting, ideal space for CLTs, legal studies, mock trials, 50 classroom/ theater style.



Peters Marketing Research, Inc.

12400 Olive Boulevard, Suite 225
 St. Louis, MO 63141
 Ph. 314-469-9022

jennifer@petersmktg.com
 www.petersmktg.com
 Jennifer Peters Scott, VP Operations
 Location: Office building
 Distance from airport: 9 miles, 12 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC

20x16	14	Multiple
18x16	12	Multiple
20x12	10	Multiple
21x28		Multiple

We offer the latest technology and amenities for qualitative/quantitative studies! For 60+ years., we've been one of the best research services in town! Qualitative facility has three suites with three rooms. Conference room: HD cameras and HD FocusVision, display ledges and need-based settings. Viewing room: well-lit desks, one-way mirror and two-tier seating. Lounge: 48" SmartTV, broad food service and natural light! Quantitative testing center: 28 x 14 area, computer stations and software-guided surveys for CLTs! Free, easy parking! Project mgmt., interviewers, hosts, secure Wi-Fi, audio/video service and copy/ print service!

Nebraska

Omaha

The MSR Group

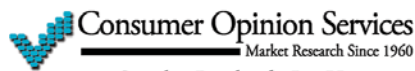
1121 N. 102nd Court, Suite 100
 Omaha, NE 68114-1947
 Ph. 402-392-0755
 info@themsrgroup.com
 www.themsrgroup.com

Tammy Mathews, Qualitative Research Division
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1, 1/10, WC

26x16	20	Multiple
14x10	20	Conference
36x18	40	Conference

Nevada

Las Vegas



Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc. (Br.)

1860 Pama Lane, Suite 200
Las Vegas, NV 89119
Ph. 702-644-9330
Info@ConsumerOpinionServices.com
www.ConsumerOpinionServices.com
Tom Champion, Vice President & General Manager
Location: Free standing facility
Distance from airport: 2 miles, 5 minutes
AU, CL, CUL, PTL, TK, VC, WC
18x20 12 Multiple
22x25 15 Multiple
22x25 15 Multiple
45x25 30 Multiple

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home.
(See advertisement on p. 45)



Las Vegas Field and Focus, LLC

2080 E. Flamingo Road, Suite 309
Las Vegas, NV 89119
Ph. 702-650-5500 or 800-797-9877
info@lvff.vegas
www.lvff.vegas
Eric Souza, President/Owner
Location: Office building
Distance from airport: 5 miles, 10 minutes
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
33x23 20 Multiple
17x22 15 Conference
17x22 15 Conference

Cutting-edge research center located in the heart of Las Vegas features state-of-the-art equipment, highly-supervised recruiting with uncompromising integrity, professional field work and over 10,000 square feet of facility space. We offer three luxurious focus group suites served with broadband and wireless Internet access and relaxed client lounges. Now offering full-service design and analysis with the addition of a highly-experienced moderator. We pride ourselves on strong, long-term client relationships.



Test America, a division of CRG Global - Las Vegas

Miracle Mile Shops at Planet Hollywood
3663 Las Vegas Blvd. S., Suite 185
Las Vegas, NV 89109
Ph. 800-831-1718
crgsales@crgglobalinc.com
www.crgtestamerica.com
Jennifer Schwartz, Director of Field Operations
Location: Shopping mall
Distance from airport: 3 miles, 11 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
16x27 15 Conference
17x19 15 Multiple
17x27 20 Multiple

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



VegasFocus

101 Convention Center Drive, Plaza 125
Las Vegas, NV 89109
Ph. 702-483-4090 or 702-483-4000
info@VegasFocus.com
www.vegasfocus.com
Location: Office building
Distance from airport: 3 miles, 30 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
369 sq. ft. 20 Conference
374 sq. ft. 20 Conference
309 sq. ft. 20 Conference
484 sq. ft. 19 Conference
482 sq. ft. 10 Living

VegasFocus, a division of Precision Opinion, is an award-winning focus group facility and highly experienced market research professional team based out of Las Vegas, Nev. Our facilities, which include a 48-seat movie theatre, a commercial grade kitchen and Vegas-style lounges are located 100 yards off the Las Vegas Strip and 50 yards from the Las Vegas Convention Center. Our experience, location, services and access to respondents from all areas of the world have made us the go-to firm for qualitative market research in industry. Contact us today to give your research the Vegas-style treatment.

New Jersey

Northern New Jersey
(See New York City)



CEC Research
16 Commerce Drive
Cranford, NJ 07016
Ph. 908-967-6790
maryana@cecresearch.com
www.cecresearch.com
Location: Free standing facility
Distance from airport: 12 miles, 20 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO

Located in Central N.J. within the N.Y. Metro area, CEC Research is a premier partner in the research and development process, delivering proven research methodologies and impeccable study execution. CEC provides personalized solutions for product testing to meet our clients' diverse needs. CEC's contemporary facility includes a customizable kitchen, fully-equipped focus group facilities with A/V capabilities, concealed microphones and one-way observation mirrors as well as adaptable testing rooms with laptops. Newly added features to our center include a laundry facility and sink stations.



Fieldwork Fort Lee, NJ

2 Executive Drive, Suite 200
Fort Lee, NJ 07024
Ph. 201-585-8200
info@ftlee.fieldwork.com
www.fieldwork.com
Becky Harrison, President
Location: Office building
Distance from airport: 15 miles, 35 minutes
AU, CL, CUL, 1/1, 1/10, TK, WC
20x21 20 Conference
23x21 20 Conference
23x19 11 Conference
23x18 11 Conference
17x20 12 Conference
37x23 25 Conference

Coming soon: brand new facility! Be the first to experience Fieldwork Fort Lee's premier space. Five focus suites with private lounges. Two can be combined to create a "great" room, for theater seating up to 60 or creative setups. All rooms equipped with HD recording and streaming options. Same experienced local staff and extensive database covering the entire region means you will get the Fieldwork-quality service you expect. With a convenient location at the foot of the George Washington Bridge, you will have access to all that Metro New York has to offer. See photos at www.fieldwork.com.
(See advertisement on pp. 19, 31 and back cover)

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
1/1 - One-on-One Room
1/1OR - One-on-One Obs.
TK - Test Kitchen
TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
PUL-Product Usability Lab
VC - Video Conferencing
WC - Web Conferencing
AU - Auditorium

Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Various Setups
Room dimensions, when stated, are shown in feet.



Focus Crossroads

One Meadowlands Plaza, Suite 1001
East Rutherford, NJ 07073
Ph. 201-528-0220
GregCaruncho@focuscrossroads.com
www.focuscrossroads.com
Greg Caruncho

Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, CUL, VC, WC
24x19 14 Conference
18x18 10 Conference
17x15 10 Living

Focus Crossroads, one of Northern N.J.'s top-rated facilities, is located in East Rutherford, N.J. in the N.Y. Metro Area. Access to consumer, B2B and medical audiences to match any target. Our three suites (over-sized conference room, traditional conference room and living room) provide comfortable viewing rooms as well as dedicated lounges with additional viewing capabilities. A full range of services which include global and national recruiting (B2B Specialty), field management, screener development, moderation and more. Focus Crossroads is committed to the compliance of best practices in research standards and is one of only a few U.S. research firms to be ISO-20252:2012 certified.



Focus Pointe Global - New Jersey

20 E. Puffin Way, Second Floor
Teaneck, NJ 07666
Ph. 201-928-1888 or 888-873-6287
nj@focuspointeglobal.com
www.focuspointeglobal.com
Janis Fallows, Facility Director
Location: Office building

Distance from airport: 15 miles, 30 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC
18x18 25 Multiple
18x20 18 Multiple
16x25 18 Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas;

Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J.
(See advertisement on p. 3)



Schlesinger Group New Jersey

101 Wood Ave. S., Suite 501
Iselin, NJ 08830
Ph. 732-906-1122
info@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/new-jersey
AJ Shaw, SVP, Client Solutions
Location: Office building
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10, PTL, VC, WC
20x20 14 Multiple
21x19 12 Multiple
25x19 16 Multiple
20x16 11 Multiple
18x18 10 Multiple

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



Test America, a division of CRG Global - Freehold

Freehold Raceway Mall
3710 Route 9, Suite 238A
Freehold, NJ 07728
Ph. 800-831-1718
crgsales@crgglobalinc.com
www.crgtestamerica.com
Jennifer Schwartz, Director of Field Operations
Location: Shopping mall
Distance from airport: 36 miles, 50 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
14x21 12 Conference
23x18 18 Conference

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

New York

Buffalo



Adelman Research Group-A SurveyService Company

1911 Sheridan Drive
Buffalo, N.Y. 14223
Ph. 800-507-7969 or 716-876-6450
sadelman@surveyservice.com
www.argsurveyservice.com
Susan Adelman, President
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
19x23 20 Multiple
14x27 15 Multiple

ARG SurveyService is a leading provider of qualitative and quantitative research solutions for clients who expect high standards of excellence within the healthcare and wellness, consumer goods, financial and industrial/manufacturing sectors. The ARG InsightCenter™ includes focus group, test kitchen, sensory and usability testing facilities. We are proficient in assuring that studies are recruited and conducted exactly according to specifications with exceptional show rates and attention to detail. ARG also provides global respondent recruitment and field management services for focus groups, bulletin boards, IDI's and proprietary panel development. Our extensive experience and outstanding staff provide the elements required of a trusted insights and research partner.

New York City

(See also Northern New Jersey and Connecticut)



Advanced Focus - The Facility, N.Y.C

373 Park Ave. S., Eighth Floor
New York, N.Y. 10016
Ph. 212-217-2000
saraw@advancedfocus.com
www.advancedfocus.com
Todd Biederman, Founder and CEO
Location: Office building
Distance from airport: 15 miles, 20 minutes
27x20 20 Multiple
18x14 12 Multiple
21x15 14 Multiple
18x16 18 Multiple

Advanced focus is a full-service marketing research company that was built on relationships and innovation. Our "state-of-the-art" facility is centrally located in Midtown Manhattan; each of our four suites are designed to maximize the creative process and include embedded technology and highly dedicated staff. The largest room can seat 50 respondents or can be configured for a multitude of research needs. In addition to our regional recruiting services (all conducted and managed in-house) we also recruit nationwide

and offer field management services. Also visit our traditional facilities in Westchester and Danbury Conn. or our non-traditional Loft space in N.Y.C.

AdvancedFocus

MARKET RESEARCH SERVICES

Advanced Focus – The Facility, Westchester

520 White Plains Road, First Floor
Tarrytown, N.Y. 10591
Ph. 914-631-0796

saraw@advancedfocus.com
www.advancedfocus.com

Todd Biederman, CEO
Location: Office building

Distance from airport: 8 miles, 15 minutes
AU, CUL, 1/1, 1/10, WC

17.6 x 24.5 15 Multiple
19.4 x 14.1 12 Multiple

Advanced Focus Westchester (formerly Marketview Westchester) is conveniently located just outside of Manhattan and accessible by multiple airports, train and major highways. Our two spacious suites (renovated in 2017) can be configured for IDIs all the way up to groups of 35 (or anything in between). Our in-house recruiting enables us to reach the unique and specialized audience that Westchester has to offer. In addition to our regional recruiting we also recruit nationwide and offer field management services. Visit our other traditional facilities in N.Y.C and Danbury Conn. or our non-traditional Loft space also located in N.Y.C.

AdvancedFocus

MARKET RESEARCH SERVICES

Advanced Focus – The Loft

15 W. 39th St., Floor 14
New York, N.Y. 10018
Ph. 212-944-9000

saraw@advancedfocus.com
www.advancedfocus.com

Todd Biederman, CEO
Location: Office building

Distance from airport: 15 miles, 20 minutes
AU, CL, CUL, PTL, WC

37x27 20 Multiple

The Loft is a cool, hip, alternative location designed to enhance the creative process. The respondent studio offers both a living room set up and a conference table simultaneously allowing you to move back and forth between the two areas without the need to reconfigure the room. For viewers, in place of the mirror and dark viewing room we offer a bright, open and airy room with windows that look out on the impressive N.Y.C skyline. On top of all that we offer exclusivity; one client...one project! Also visit our traditional facilities in N.Y.C, Westchester and Danbury Conn.

beta

research corporation
PROVEN APPROACHES, FRESH PERSPECTIVES SINCE 1970

Beta Research Corporation

485 Underhill Blvd., Suite 200
Syosset, N.Y. 11791

Ph. 516-935-3800 Ext. 222
gdisimile@betaresearch.com

www.betaresearch.com
Gail Disimile, Executive VP

Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, CUL, 1/1, PTL, TK, VC, WC
24x14 15 Multiple

For nearly 50 years, Beta Research has been helping their clients make strategic choices. Located less than 30 miles east of New York City and easily accessible from all major airports, Beta Research operates Long Island's premier state-of-the-art focus group facility. The facility features three-tiered stadium seating in the viewing room, an adjacent client lounge, the largest continuous two-way mirror commercially available and free parking. Beta Research also provides professionally trained and seasoned moderators with decades of experience in all facets of qualitative research.

Market C&C Research

C&C Market Research - Bronx

Parkchester
1454 East Ave.

Bronx, N.Y. 10462
Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com
www.ccmaketresearch.com

Location: Shopping mall
Distance from airport: 10 miles, 30 minutes

CL, CUL, 1/1, 1/10, PTL, VC, WC
6 Conference

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

Market C&C Research

C&C Market Research - Long Island

Broadway Mall
362 Broadway Mall, Suite 884

Hicksville, N.Y. 11801
Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com
www.ccmaketresearch.com

Location: Shopping mall
Distance from airport: 25 miles, 45 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

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

Market C&C Research

C&C Market Research - New York Metro

Palisades Center
4711 Palisades Center Drive, Suite C 402, Fourth Floor

West Nyack, N.Y. 10994
Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com
www.ccmaketresearch.com

Location: Shopping mall
Distance from airport: 35 miles, 60 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

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

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 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.
 CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Fieldwork New York City

462 Seventh Ave., Floor 18
 New York, N.Y. 10018

Ph. 201-585-8200

info@nyc.fieldwork.com

www.fieldwork.com/nyc

Becky Harrison, President

Location: Office building

Distance from airport: 9 miles

CL, 1/1, 1/10, WC

20x25	16	Conference
14x20	8	Conference
14x21	12	Conference
35x44	30	Multiple

Located in the heart of N.Y.C and just steps away from Penn Station, Times Square, Madison Square Garden and Bryant Park, Fieldwork New York offers the recruiting and resources to help you take full advantage of the Metro New York market. Our recently remodeled facility boasts three conference suites with the capacity to seat up to 50 respondents and can accommodate any methodology or setup. In addition, Fieldwork N.Y.C offers a large creative space, with floor to ceiling windows – the ideal solution if a viewing room is not needed. Rooms include HD recording and streaming options.

(See advertisement on pp. 19, 31 and back cover)



Focus Pointe Global - New York

333 Seventh Ave., Third Floor

New York, N.Y. 10001

Ph. 212-682-0220 or 888-873-6287

ny@focuspointeglobal.com

www.focuspointeglobal.com

Julie Ali, Facility Director

Location: Office building

Distance from airport: 9 miles, 20 minutes

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

17x16	12	Multiple
19x12	12	Multiple
21x14	12	Multiple
25x22	18	Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG

has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J.

(See advertisement on p. 3)



The Focus Room

693 Fifth Ave., Floor 10

New York, N.Y. 10022

Ph. 212-935-6820

Andrew@focusroom.com

www.focusroom.com

Andrew Junggren

Location: Office building

Distance from airport: 7 miles, 35 minutes

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

13x18	11	Multiple
16x16	10	Multiple
15x20	14	Multiple

The Focus Room East, a New York City boutique studio, has been a top Manhattan-based qualitative facility for 30 years. Designed to optimize your research, our studio features state-of-the-art technology, three modern suites, flexible layouts, stylish furnishings and an expert management team. The Focus Room collaborates with our clients to execute consumer, including targeting some of New York's most difficult to recruit luxury and low incidence consumers, business-to-business and health care qualitative research projects. As an industry pioneer, the Focus Room offers unique insight into the intricacies of the New York market, providing expert knowledge to satisfy clients' research objectives and exceed expectations.



Focus Suites of New York

355 Lexington Ave.

Floor 13 (40th and Lexington)

New York, N.Y. 10017

Ph. 212-867-7373

julia.cosel@focussuites.com

www.focussuites.com

Julia Cosel, Vice President

Location: Office building

Distance from airport: 30 minutes

CL, CUL, 1/10, VC, WC

19x38	30	Multiple
19x19	15	Conference
19x19	15	Conference
19x19	15	Conference
16x20	15	Conference
19x19	15	Conference

Focus Suites of New York allows you to take advantage of the diverse cultures of New York City offering unparalleled recruiting and resources.

Located in midtown Manhattan, it has been voted one of the top rated focus group facilities.

Multipurpose conference room holds up to 60 participants for projects such as jury, music and dial tests. We provide recruitment and project management for focus groups, in-depth interviews, user research, TDI's, mock trials, CLT's, web-

based research, ethnographies and intercepts. Moderation, translation and usability labs make your research project a success.



Insight Loft

270 North Ave., Suite 807

New Rochelle, N.Y. 10801

Ph. 914-214-2424

meredithf@insightloft.com

www.insightloft.com

Location: Office building

Distance from airport: 18 miles, 35 minutes

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

Insight Loft is a brand new focus group facility that offers full-service focus group management, including facility rental and recruitment, in a flexible, modern space. We are located in Westchester County, one of the most diverse counties in the country. Our team offers the best in qualitative research with online/in-person focus groups and in-depth interviews, taste tests, CLTs, product placement, usability labs, eye-tracking, online bulletin boards and more. Our recruitment services include consumers, multicultural (in-language Spanish), moms, teens/children, B2B and medical.



Open House Lofts New York

75 Greene St., Fifth Floor

New York, N.Y. 10012

Ph. 212-473-6000

info@openhouselofts.com

www.openhouselofts.com

Teddy Liouliakis, Partner

Location: Office building

Distance from airport: 13 miles, 30 minutes

CL, 1/1, 1/10, WC

Founded in 1999, Open House Lofts are creative spaces customized to host focus groups, one-on-one interviews and ideation sessions. They are the brainchild of a researcher and moderator who had become disillusioned with lab-like focus group facilities and traditional recruiting. As researchers first, Open House was born out of a need to facilitate research in a better way and in an environment more conducive to inspiring real consumer insights. Clients and respondents enjoy a uniquely refined boutique experience but with all the standard services of a traditional focus group facility. High-quality recruiting is also a key part of the full-service offering. Open House has spaces in New York, Los Angeles and Chicago.



Optima Research Group

266A Duffy Ave.
Hicksville (Long Island), N.Y. 11801
Ph. 516-755-7640 x1002
scott@optimarg.com
www.optimarg.com
Scott Sycoff, CEO
Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10, WC
23x18 14 Conference

Top Rated Facility on Long Island. Our team of in-house recruitment professionals has the resources and expertise to quickly assemble excellent, qualified focus groups. Project managers with over 25 years' experience each. From recruitment to results, our focus is making the entire process easy and effective, on both sides of the mirror. Facility includes: tiered-viewing room overlooking focus group room arranged to give you (up to 13 others) a view of all participants. Plus a client lounge that can hold an additional 10 viewers that can watch the groups via closed circuit TV.



Plaza Research - New York

120 Route 17 N., Suite 201
Paramus, NJ 07652
Ph. 201-265-7500 or 800-654-8002 x11
bfarms@plazaresearch.com
www.plazaresearch.com
Bethany Farms, Director
Location: Office building
Distance from airport: 30 minutes
CL, CUL, 1/1, 1/10, TK, TKO, WC
15x24 20 Conference
15x24 20 Conference
15x20 20 Conference
15x20 20 Conference
15x20 20 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. We offer FocusVision, Streamline and Viewpoint. Fully renovated in 2018. If using a GPS to locate this office, please input 2 East Century Road instead of 120 Route 17 North. There is a large "120" on our building.



Reckner Facilities: Westchester

450 Mamaroneck Ave., Suite 410
Harrison, N.Y. 10528
Ph. 914-696-5150 or 215-822-6220
PGrubb@reckner.com
www.reckner.com/facilities/harrison
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 20 miles, 30 minutes
CL, PTL, TK, VC, WC
23 x 36 15 Multiple
16 x 21 Conference

The region's premier product testing facility – 20 miles northeast of Manhattan! New facility with 12 sink booths, 23 product testing booths, commercial test kitchen, focus group room, multi-purpose room and spacious client lounge. State-of-the-art product testing booths include touch computers with camera, mic and speakers; overhead and sconce lighting; color masking; large serving doors to product prep area; all washable surfaces; and programmable HVAC system.



Research America Inc – Totowa

100 A Commerce Way
Totowa, NJ 07512
Ph. 973-686-1300
nicole@researchamericainc.com
www.researchamericainc.com
Nicole Tsimpedes, Client Relations
Location: Office building
Distance from airport: 20 miles, 35 minutes
CL, 1/1, 1/10, PTL, Test Kitchen

RAI Totowa is a state-of-the-art CLT and product test facility, perfect for large scale studies as well as more intimate research engagements. Serving the N.Y.C and N.J. markets, RAI Totowa offers a full test kitchen with customizable setup and adjoining prep space; multiple testing rooms, each with adjoining client viewing lounges; and dedicated spaces for focus groups, IDIs and triads. Separate respondent entrance, exit and lounge ensure complete confidentiality. In-house recruiting, translating and live streaming services are also available. RAI Totowa is part of the Research America family of 14 locations across the country, making RAI an ideal choice for multi-market studies. From consulting and analytics to field and facility, RAI truly does it all.



RRU Research - Fusion Focus

373 Park Ave. S., 10th Floor
New York, N.Y. 10016
Ph. 212-889-4777 or 718-222-5600
mlivia@RRUResearch.com
www.rruresearch.com
Location: Office building
Distance from airport: 9 miles, 23 minutes
CL, CUL, 1/1, 1/10, VC, WC
19x15 15 Conference
20x16 13 Multiple
20x16 13 Living
20x15 10 Multiple
16x15 10 Multiple

RRU Research/Fusion Focus was established in 1975 and has long held a reputation as one of the industry's qualitative recruiting powerhouses. We are professionally staffed with highly experienced project managers and recruiters. Fusion Focus is our four-room, state-of-the-art and fully renovated research facility located on Park Ave South in midtown Manhattan. Our extensive respondent database and professional screening expertise can accommodate any specifications.



SCHLESINGER GROUP

Schlesinger Group New York City

711 Third Ave., Ninth Floor
New York, N.Y. 10017
Ph. 212-730-6400
N.Y.@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/new-york
AJ Shaw, SVP, Client Solutions
Location: Office building
Distance from airport: 10 miles, 25 minutes
CL, 1/1, 1/10, PTL, VC, WC
16x16 10 Multiple
22x14 6 Multiple
14x14 8 Multiple
16x15 10 Multiple
19x20 16 Multiple
20x18 12 Multiple
20x13 8 Multiple
16x12 Conference
19x33 16 Multiple

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

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
1/1 - One-on-One Room
1/1OR - One-on-One Obs.
TK - Test Kitchen
TKO - Test Kitchen Obs.

CUL - Computer Usability Lab
PUL - Product Usability Lab
VC - Video Conferencing
WC - Web Conferencing
AU - Auditorium

Conference - Conference-Style Room
Living - Living Room-Style Room
Multiple - Various Setups
Room dimensions, when stated, are shown in feet.

Syracuse



drive research

Drive Research

6702 Buckley Road, Suite 110B
Syracuse, N.Y. 13212
Ph. 315-303-2040 or 888-725-DATA
gkuhn@driveresearch.com
www.driveresearch.com
George Kuhn, Facility Manager
Location: Office building
Distance from airport: 4 miles, 8 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
29x14 10 Conference

The Drive Research focus group facility is located in Syracuse, N.Y. Our facility is centrally located in the Syracuse region offering easy access to the airport, downtown Syracuse and two major highways in Upstate New York. The facility offers qualitative recruitment services, ample and free on-site parking and 11 hotels within one mile of our location. Drive Research offers state-of-the-art audio and video capabilities on-site. This includes high-speed internet, digital HD recording, 360-degree audio recording and playback and an 82-inch UHD TV which wirelessly connects to your device.



Research & Marketing Strategies, Inc.

15 E. Genesee St., Suite 210
Baldwinsville, N.Y. 13027
Ph. 315-635-9802 or 866-567-5422
info@RMSResults.com
www.RMSResults.com
Lauren Krell, Director of QualiSight Operations
Location: Office building
Distance from airport: 15 miles, 22 minutes
CL, CUL, 1/1, 1/10, VC, WC
21x14 10 Conference

Research & Marketing Strategies, Inc. (RMS) is a full service market research and consulting firm located in central New York. Since 2002, RMS has been a leader in multiple modalities associated with quantitative and qualitative research. RMS offers an independent means to conduct telephone, online and mail surveys, in-depth interviews, mystery shopping, market analysis, intercepts, observational studies and participant recruitment. RMS is also home to QualiSight, a premier focus group, recruiting and interview research facility and RMS ViewPoint, a prime consumer research panel in one of the nation's top test markets.

North Carolina

Charlotte



AOC Marketing Research

10100 Park Cedar Drive, Suite 100
Charlotte, NC 28210
Ph. 704-341-0232
info@aocresearch.com
www.aocresearch.com
Cathleen Christopher, President
Courtney Shanklin, Director of Marketing & Client Solutions

Location: Free standing facility
Distance from airport: 15 miles, 20 minutes
CL, 1/1, 1/10, TK, WC

30x31	20	Multiple
17x16	10	Multiple
22x20	20	Multiple
18x15	10	Multiple
25x21	10	Multiple

Professional, uncomplicated, effortless. Respondents who are exactly on spec. These are a few of the things we promise at AOC. Our specialty is recruiting and implementing focus groups, in-depth interviews, large quota taste tests, central location tests and other research in our Charlotte, North Carolina facility. Designed for comfort, privacy and productivity, each of our four suites include a private client lounge with an office and restroom, a private client entry/exit outside and separate HVAC controls for client and respondent areas. AOC has a fully-equipped test kitchen with an experienced, professional staff and the latest in technology including 40 notebook computers with 14 tablet PCs, wireless internet with backup, digital audio and video and video streaming. Convenient and accessible, AOC is in a one-story professional office park and a 20-minute drive from our international airport. We have ample free parking and are only minutes from several hotels and award-winning restaurants. View our website to find out what researchers are saying about AOC and why our clients consider us their preferred research partner.



L&E Research

4824 Parkway Plaza Blvd., Suite 110
Charlotte, NC 28217
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Client Relationship Manager
Location: Office building
Distance from airport: 6 miles, 10 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
33x23 12 Conference
20x20 10 Conference
20x17 8 Conference

The Queen City's new slogan, "Charlotte's Got A Lot" also applies to L&E's Charlotte facility. It is a quick 10 minute drive from Charlotte Douglas International Airport (CLT) and has three focus

group rooms, Banker's, Racing and Blue Ridge. All rooms are equipped with ceiling height windows that can be covered or opened and well-appointed lounges and attached viewing rooms conceived for client comfort. Customize table configurations with our modular tables and utilize 750 square feet in the Banker's conference room for any type of study including mock trials and large groups.



Nashville | Charlotte | Miami

20|20 Research - Charlotte

2102 Cambridge Beltway Drive, Suite B
Charlotte, NC 28273
Ph. 704-494-7873 or 704-587-0028
susan.brelewski@2020research.com
www.2020research.com/charlotte
Susan Brelewski, Facility Director
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, CUL, VC, WC
20x20 12 Conference
20x20 12 Conference
20x20 12 Conference
20x30 16 Conference
19x14 6 Conference

Charlotte, a well-established market and national hub for banking and finance, boasts a population representative of the regional south and broader country. Easily accessible by direct flight from over 60 cities, the facility is just 15 minutes from the airport. Serving the industry since 1986, 20|20 is your trusted fieldwork partner in Charlotte with quality metrics and top-notch amenities to prove it. From cutting edge-technology to high-end hospitality services and one of the most experienced teams in the industry, we have everything you'd want in a facility.

Greensboro/Winston-Salem



Eastcoast Research

1118 Greccade St., Suite 103
Greensboro, NC 27408
Ph. 336-285-5195
ecr@eastcoastresearch.com
www.eastcoastresearch.com
Mike Johnson, CEO
Location: Free standing facility
Distance from airport: 10 miles, 20 minutes
1/1, 1/10, VC
22x16 8 Conference

Exceptional recruiting is our number one priority. Our professional team is committed to excellence in recruiting, client satisfaction and developing long-lasting relationships. We specialize in focus group recruiting across all of North Carolina with high show rates and articulate respondents. Our state-of-the-art facility in North Carolina is centrally located in Greensboro and includes wireless Internet, web conferencing and digital recording technologies. Eastcoast Research will find the respondents you need!

Raleigh/Durham



First In Focus Research
4009 Barrett Drive, Suite 101
Raleigh, NC 27609
Ph. 919-510-0445 x25
karan@firstinfocus.com
www.firstinfocus.com
Karan Bunn, Owner & General Manager
Location: Office building
Distance from airport: 14 miles, 20 minutes
CL, 1/1, 1/10, PTL, TK, VC
18x19 12 Multiple
18x18 12 Multiple

“Top Rated” focus group facility in the Raleigh-Durham area since opening in 2005. Qualitative and quantitative research staff on site. Online survey development and implementation. Trustworthy and targeted recruiting for focus groups, one-on-ones, usability studies, jury research, taste tests, product testing, home utilization tests, music studies, ethnographies and more. Database includes metro and small-town residents. State-of-the-art technology, closed-circuit TV, video-streaming and high-speed Internet access, including wireless, digital sound, FocusVision partner, ViewPoint Streaming partner, etc.



L&E Research
5505 Creedmoor Road, Suite 200
Raleigh, NC 27612
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Client Relationship Manager
Location: Office building
Distance from airport: 10 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
27x27 14 Conference
17x21 15 Conference
20x16 10 Conference
15x20 12 Conference

L&E's Raleigh facility is our headquarters, 15 min. from Raleigh-Durham International Airport (RDU). The city's slogan, "You can see the whole state from here!" reflects our ability to give the perspective you need for your project. This facility has a 700 sq ft multi-purpose room and three large focus group rooms, which have modular tables for custom configuration, well-appointed client lounges and comfortable viewing rooms, plenty of ledge and corkboard space and the leading video conferencing, web streaming and digital recording technologies, including FocusVision and L&E video streaming.

Wilmington



Eastcoast Research
5919 Oleander Drive, Suite 117
Wilmington, NC 28403
Ph. 910-763-3260
ecr@eastcoastresearch.com
www.eastcoastresearch.com
Mike Johnson, CEO
Location: Office building
Distance from airport: 5 miles, 15 minutes
1/1, 1/10, VC
30x25 15 Multiple

Exceptional recruiting is our number one priority. Our professional team is committed to excellence in recruiting, client satisfaction and developing long-lasting relationships. We specialize in focus group recruiting across all of North Carolina with high show rates and articulate respondents. Our state-of-the-art facility in North Carolina is located in Wilmington and includes wireless Internet, web conferencing and digital recording technologies. Eastcoast Research will find the respondents you need!

Ohio

Akron



Decisionpoint Consulting
4320 Dressler Road N.W.
Canton, OH 44718
Ph. 440-263-5362 330-936-6867
amy@decisionpointconsulting.com
www.decisionpointconsulting.com
Amy E. Boren, President
Location: Office building
Distance from airport: 6 miles, 6 minutes
18x12.5 10 Living
12x18.5 10 Multiple

Decisionpoint Consulting is a full-service marketing research firm based in Canton, Ohio. Our team of marketing research business consultants merge into your project and use social media, virtual technology and highly skilled, trained recruiters to tackle your most difficult recruiting challenge, anywhere in the country. We have online tools for conducting virtual focus groups and expertise to execute online surveys on demand. Our national qualitative panel can be validated. Twenty years of traditional experience + technology to expedite difficult algorithms, rural areas or low incidence RFP's.



Synergy Marketing Strategy and Research, Inc.
3634 W. Market St., Suite 104
Akron / Fairlawn, OH 44333
Ph. 216-431-0008 or 330-576-6784
cogden@synergyloyalty.com
www.synergyloyalty.com
Crystal Ogden, Project Manager
Location: Office building
Distance from airport: 20 miles, 25 minutes
CL, 1/1, 1/10, VC, WC
12x15 15 Multiple
17x13 15 Multiple

Synergy offers full service marketing research at our beautiful, spacious research facilities in Northeast Ohio, ideal for focus groups, IDIs and mock jury trials. Each of our research facilities – in Akron and in downtown Cleveland – features video-conferencing, online focus groups and comfortable viewing areas. We also conduct focus groups in the Youngstown area. In addition to our facilities, we provide our clients with tailored services including qualitative, quantitative and secondary research, stakeholder relationship management, brand strategy and executive coaching and development.

Cincinnati



L&E Research
9908 Carver Road
Cincinnati, OH 45242
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Client Relationship Manager
Location: Free standing facility
Distance from airport: 25 miles, 40 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC
22x18 15 Multiple
24x20 25 Multiple
19x21 15 Multiple
24x24 25 Multiple

Like Charlotte, Cincinnati also claims "The Queen City" as its nickname, but to avoid confusion we prefer "The Queen City of the West." L&E's unique facility is indeed fit for a queen, with more than 10,000 square feet of state-of-the-art space that provide our clients and research respondents with every comfort and professional advantage. L&E Cincinnati offers three spacious focus group suites and a large creative space, the Envisage Studio, for consumer directs, team meetings or ideation sessions. We offer the latest video conferencing, web streaming and digital recording technologies.

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



RDI Sightline

503 W. Sixth St.
 Covington, KY 41011
 Ph. 859-757-2350
 bferguson@rdicorp.com
 www.rdicorp.com/sirs
 Bruce Ferguson, Vice President
 Location: Free standing facility
 Distance from airport: 15 miles, 20 minutes
 CL, 1/1
 15x13 10 Multiple

Our free standing facility is located in the Mainstrasse Village section of Covington, Ky. Just 15 minutes from the airport and five minutes from downtown Cincinnati makes it an excellent location for your consumer and professional research studies. Our recruiters have years of experience finding the right respondents for each study.



Various Views Research

11353 Reed Hartman Highway, Suite 101
 Cincinnati, OH 45241
 Ph. 513-489-9000 or 513-387-2205
 kvaselakes@variousviews.com
 www.variousviews.com
 Kevin Vaselakes, V.P. Project Services
 Location: Office building
 Distance from airport: 30 miles, 35 minutes
 CL, 1/1, 1/10, VC
 24 x 20 20 Multiple
 22 x 19 15 Multiple
 27x17 10 Multiple

Various Views Research's capabilities include all the important blocking and tackling components required to conduct successful qualitative projects. Whether your needs include standard focus groups, IDIs, or ethnographic research, VVR is your go-to research facility in Cincinnati. All recruiting is done in-house by a fully trained staff, using one of the largest databases in the metro area. We provide video-streaming and recording and free Wi-Fi. Clients can view sessions behind a one-way mirror in spacious rooms with tiered seating. Private client restrooms and lounges are also provided.

Cleveland



C&C Market Research - Cleveland, OH Metro

Westfield Great Northern Mall
 106 Great Northern Boulevard
 North Olmstead, OH 44070
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 6 miles, 15 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 6 Conference

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



Focus Groups of Cleveland, Inc.

2 Summit Park Drive, Suite 225
 Independence, OH 44131
 Ph. 216-901-8075
 research@focusgroupsofcleveland.com
 www.focusgroupsofcleveland.com
 April Morris, President and Owner
 Distance from airport: 8 miles, 12 minutes
 AU, CL, 1/1, 1/10, TK, TKO, VC, WC
 16x20 20 Multiple
 12x16 12 Multiple
 25x25 20 Multiple

In business 50+ years, we are top rated in the Impulse Survey! Featured three times on a national morning show and Northern Ohio's largest focus group facility. We specialize in on-site recruiting for consumer, litigation, executive and medical interviews, providing over 6,000-sq.-ft. of comfort and technology for focus groups, IDIs, taste tests, pre-recruits and entire project management in a high-end environment. We're conveniently located only 10 minutes from Cleveland Hopkins Airport and downtown Cleveland, surrounded by excellent hotels, dining and other amenities. Pricing is competitive!



RRD Marketing Solutions

905 Corporate Way
 Westlake, OH 44145
 Ph. 877-332-9222
 cathy.zapata@rrd.com
 www.rrdonnelley.com/marketing-solutions/services/research-and-customer-experience
 Cathleen Zapata, Chief Experience Officer
 Location: Office building
 Distance from airport: 7 miles, 17 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC
 17x14 20 Multiple

RRD Marketing Solutions offers a full-service usability lab and market research facility combining state-of-the-art technology with an idea-inspiring environment. As one of the only facilities in the U.S. with a full solution of in-lab, mobile and field eye-tracking capabilities, we offer an unparalleled first look into the customer decision-making process and behavioral patterns. Our lab can be used for traditional market research projects, as well as plannogram, product, website, e-mail, mobile, tablet, commercials, direct mail, in-store product display testing and more.

Columbus



Focus Pointe Global - Columbus

7634 Crosswoods Drive
 Columbus, OH 43235
 Ph. 614-781-5590 or 888-873-6287
 columbus@focuspointeglobal.com
 www.focuspointeglobal.com
 Stephanie Wolf, Facility Director
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 CL, CUL, TK, VC, WC
 16x32 5 Multiple
 24x20 15 Multiple
 21x18 16 Multiple
 18x18 15 Multiple
 21x16 30 Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)



L&E Research

One Easton Oval, Suite 300
Columbus, OH 43219
Ph. 877-344-1574
bidrequest@leresearch.com
www.leresearch.com
Lisa McGary, Client Relationship Manager
Location: Office building
Distance from airport: 3 miles, 5 minutes
AU, CL, CUL, 1/1, 1/10, VC, WC

20x29	13	Multiple
15x20	10	Multiple
17x25	13	Multiple

At one time, Columbus, Ohio embraced the nickname "America's Test Market." So it's no wonder we embraced Columbus as one of our premier research locations, as well. L&E's facility is located in the metropolitan community of Easton, a 1300-acre mixed-use development, home to young professionals and families. Located in the heart of a top-tier retail market and the dominant destination for shopping, dining and entertainment in Central Ohio, our facility offers three focus group rooms.



LextantLabs

1322 Manning Parkway
Powell, OH 43065
Ph. 614-228-9711
skloeb@lextant.com
www.lextant.com
Susie Kloeb, Director, Labs & Environments
Location: Free standing facility
Distance from airport: 18 miles, 25 minutes
CUL, 1/1, 1/10, PTL

39x19	10	Multiple
58x35	12	Multiple
19x26	8	Multiple
19x26	8	Multiple
19x26	8	Multiple

When we talk about the human experience, we don't just mean for consumers. Using our industry experience in generative and evaluative research, we designed our labs to fit our clients' wide-ranging needs and provide two of the most unique and unconventional facilities in the Midwest. Our spacious facilities can accommodate nearly any setup, including Focus Groups, IDI's, Usability Testing, Automotive/Large Format Product Testing and Retail/Healthcare Environment Simulation. You'll get the highest quality recruit from an extensive local database, standard business amenities, restaurant-style catering, dedicated hosting, seamless technology and complimentary WIFI. Our team of professionals is known for service that goes above and beyond and their ability to anticipate your every need. Finally, a research experience with you in mind.



LextantLabs

250 S. High St., Sixth Floor
Columbus, OH 43215
Ph. 614-228-9711
skloeb@lextant.com
www.lextant.com/labs
Susie Kloeb, Director, Labs & Environments
Location: Office building
Distance from airport: 8 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC

29x18	15	Multiple
23x19	9	Conference

When we talk about the human experience, we don't just mean for consumers. Using our industry experience in generative and evaluative research, we designed our Labs to fit our clients' wide-ranging needs and provide two of the most unique and unconventional facilities in the Midwest. Our spacious facilities can accommodate nearly any setup, including focus groups, IDI's, usability testing, automotive/large format product testing and retail/health care environment simulation. You'll get the highest quality recruit from an extensive local database, standard business amenities, restaurant-style catering, dedicated hosting, seamless technology and complimentary Wi-Fi. Our team of professionals is known for service that goes above and beyond and their ability to anticipate your every need. Finally a research experience with you in mind.

Oklahoma

Tulsa



Consumer Logic Research

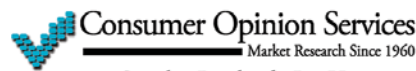
4500 S. 129th E., Suite 112
Tulsa, OK 74134
Ph. 918-665-3311 or 800-544-1494
hmackay@consumerlogicresearch.com
www.consumerlogicresearch.com
Heather Mackay, VP, General Manager
Location: Office building
Distance from airport: 11 miles, 20 minutes
AU, CL, 1/1, 1/10, VC, WC

15x21	10	Multiple
25x40	10	Multiple

Since 1977, Consumer Logic has been the premier provider of heartland market research from our home base in Tulsa, Oklahoma. We are known by Fortune 500 and regional companies alike as America's ideal test market. This is due to our central location and residents who reflect average of the average on total U.S. demographics (on parity for income, age, marital status, education, household composition, etc.) and core cultural values. In addition to our proprietary Tell Us Your Opinion™ consumer panel, we offer a fully equipped focus group facility and full-service qualitative and quantitative project support options to meet a range of primary and syndicated research needs.

Oregon

Portland



Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc. (Br.)

2225 Lloyd Center
Portland, OR 97232
Ph. 503-493-2870
Info@consumeropinionservices.com
www.ConsumerOpinionServices.com
Melissa Bledsoe, General Manager
Location: Shopping mall
Distance from airport: 8 miles, 15 minutes
CL, 1/1, TK, VC, WC

27x16	14	Multiple
14x22	12	Multiple
20x30	15	Multiple

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home. (See advertisement on p. 45)



IdeaSuite

1600 S.E. Bybee Blvd., Suite 202
Portland, OR 97202
Ph. 855-322-0992
damianc@idea-suite.com
www.idea-suite.com
Location: Office building
Distance from airport: 13 miles, 25 minutes
CL, CUL, 1/1, 1/10, VC, WC

16x20	12	Multiple
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Portland's premiere research facility for focus groups, usability studies, corporate meetings and ideation sessions. Our space is light-filled, relaxed and modern. Configurations include boardroom, living room, usability testing/IDI and classroom setups. IdeaSuite hosts one client at a time, guaranteeing the utmost in confidentiality and attention. We provide on-site tech support, two Wi-Fi networks, HD video room monitoring and streaming, Herman Miller Aeron chairs for observers and a private client lounge. Moderating and participant recruiting are also available.

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



VuPoint Research - Portland

8959 S.W. Barbur Blvd., Suite 100
 Portland, OR 97219
 Ph. 503-977-6752
 tobi.stark@VuPointResearch.com
 www.vupointresearch.com
 Tobi Stark, Account Executive
 Location: Office building
 Distance from airport: 17 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, WC
 18x20 12 Multiple
 18x20 12 Multiple
 16x18 12 Multiple

In Southwest Portland, walking distance to Multnomah Village (restaurants, bars and shops), with three fully-equipped focus group rooms and test kitchen. Featuring spacious view rooms with wireless Internet, viewer-controlled audio, closed circuit TV, fully-stocked refrigerators, fresh-baked cookies, Northwest microbrews and local wines. We work closely with our sister companies VuPoint Research – San Francisco (focus group facility), MDC Research (full-service primary market research) and VuPoint Research (108-seat quantitative call center). We support projects of all types and sizes.

Pennsylvania

Harrisburg



FieldGoals.US

FieldGoals at The Event Café
 206 Third St.
 New Cumberland, PA 17070
 Ph. 717-963-8638 or 877-469-6631
 katie@fieldgoals.us
 www.fieldgoals.us
 Kathryn Paradise, VP Research
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 26x16 20 Multiple
 27x24 20 Multiple

Our magnificent focus group facility, FieldGoals at The Event Café, provides a spacious, sophisticated, industrial-chic venue for large and small focus groups, one-on-one interviews, auditorium studies

and music evaluations, mock trials with breakouts and now professional meetings and receptions. With a pristine interior bathed in history and an uncluttered think-tank design to encourage collaboration and innovation, FieldGoals at The Event Café services the Harrisburg, York and Lancaster, Pennsylvania markets. Farmers, small business owners and physicians - along with consumers from urban, suburban and rural backgrounds can gather, break bread and speak freely in a calm and inviting environment. A 12-foot, one-way mirror invites your team to observe and reflect in the Capitol Observation Suite, while the elegant Griffin Boardroom seats up to 20 focus group respondents, with a spectacular, custom wood ceiling, sound-proof wallboard and dual robotic cameras with remote operation by our in-house A/V technician.

Lancaster



Central Focus

180 W. Airport Road
 Lititz, PA 17543
 Ph. 717-560-7842
 london@centralfocus.net
 www.centralfocus.net
 Matt London, Facility Manager
 Location: Office building
 Distance from airport: 1 mile, 2 minutes
 CL, 1/1, 1/10, TK, WC
 26x16 45 Conference

Conveniently located in central Pennsylvania's Lancaster county, we are close to Harrisburg International Airport and an easy drive from Baltimore, Philadelphia, Harrisburg, Reading and York. Central Focus features a direct viewing room as well as a second viewing room to accommodate additional observers. A full complement of research services is available to help ensure the successful completion of your project. Centrally located. Focused on results.

Philadelphia/Southern NJ



C&C Market Research - Philadelphia

Philadelphia Mills
 1749 Franklin Mills Circle, Suite 159
 Philadelphia, PA 19154
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmrmarketresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 60 minutes
 CL, 1/1, 1/10, PTL, TK, VC, WC
 15x11 5 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field locations, combined with our state-of-the-art programming and data transmission capabilities, will ensure your next project is a success. With data collection locations nationwide, we are the largest

privately owned and operated market research company in the U.S. C&C has remained a leader in today's marketplace through hard work, ingenuity and a dedication to quality that is second to none. (See advertisement on inside back cover)



Focus Pointe Global - Philadelphia

Two Logan Square, Suite 500
 18th and Arch Streets
 Philadelphia, PA 19103
 Ph. 215-701-1500 or 888-873-6287
 phila@focuspointeglobal.com
 www.focuspointeglobal.com
 Jamie Katzenstein, Area Director
 Location: Office building
 Distance from airport: 6 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC
 20x24 16 Multiple
 24x16 16 Multiple
 24x16 16 Multiple
 24x16 16 Multiple
 34x24 20 Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J. (See advertisement on p. 3)



Group Dynamics in Focus, Inc.

555 City Ave., Sixth Floor
 Bala Cynwyd, PA 19004
 Ph. 866-221-2038 or 610-668-8535
 sales@groupdynamics.com
 www.groupdynamics.com
 Robin Kaplan, President
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC
 28x20 18 Multiple
 16x24 12 Conference

Group Dynamics In Focus is celebrating 39 years as a qualitative research company located in suburban Philadelphia. Our facility features a new high specification audio visual system. Rely on us for expert recruiting for health care, B2B and consumers. We recruit locally and nationally for all medical professionals, both for phone and in-person research. Our central location facility includes a 600 sq. ft. multipurpose room which is ideal for shopping displays and classroom seating for up to 50 people. Trust our experienced and professional staff for field management and competitive bids. Proudly honored by the Philadelphia Inquirer with the 2019 Family-Owned Business Award as well as the Philadelphia Business Journal as a Top Women-Owned Business.



M3 GLOBAL
RESEARCH

M3 Global Research Philadelphia Studios

One Liberty Place
1650 Market St., Suite 3030
Philadelphia, PA 19103
Ph. 215-525-6191
LMezani@usa.m3.com
www.m3globalresearch.com
Lindita Mezani, VP - Market Research
Location: Office building
Distance from airport: 9 miles, 20 minutes
CL, CUL, VC, WC

25x18	12	Multiple
19x20	10	Multiple
20x21	7	Multiple
44x20	20	Multiple

M3 Philadelphia Studios is located in one of the best buildings in Philadelphia, One Liberty Place. Our location on the 30th floor will provide you with great views of the city. The Liberty Place Complex contains a 150,000 square foot retail center, a Westin Hotel, new observation deck and an underground parking garage. We offer Wi-Fi throughout the studio, HD streaming in every suite and state-of-the-art AV technology. By combining two of our rooms, we have the largest conference room in the market that is suitable for mock trials and taste tests.



Plaza Research - Philadelphia

9000 E. Lincoln Drive, Suite 100
Marlton, NJ 08053
Ph. 856-596-7777
bfarms@plazaresearch.com
www.plazaresearch.com
Bethany Farms, Director
Location: Office building
Distance from airport: 30 minutes
CL, CUL, 1/1, 1/10, TK, TKO, WC

18x20	15	Conference
15x20	15	Conference
15x20	15	Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. We offer Viewpoint Video Streaming and HD Digital Video. This location was completely remodeled in 2019.



Reckner Facilities: Philadelphia MSA

1600 Manor Drive
Chalfont, PA 18914
Ph. 215-822-6220
pgrubb@reckner.com
www.reckner.com/facilities/philadelphia
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 41 miles
CL, TK, VC, WC
13.5x27 12 Conference

New modern facility serving northeast Philadelphia MSA. Less than an hour from PHL Airport in historic Bucks County. Flexible product testing space that includes a residential kitchen, large multipurpose room, focus group room with seating for 12 and a spacious client lounge.



SCHLESINGER
GROUP

Schlesinger Group Philadelphia

1650 Arch St., Suite 2701
Philadelphia, PA 19103
Ph. 215-564-7300
Philadelphia@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/philadelphia
AJ Shaw, SVP, Client Solutions
Location: Office building
Distance from airport: 10 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC

14x17	12	Multiple
22x17	14	Multiple
24x17	10	Multiple
19x17	10	Multiple
17x20	14	Multiple

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



SCHLESINGER
GROUP

Schlesinger Group Philadelphia Bala Cynwyd

50 Monument Road, Suite 200
Bala Cynwyd, PA 19004
Ph. 610-538-1900
Philadelphia@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/united-states/philadelphia-bala-cynwyd
AJ Shaw, SVP, Client Solutions
Location: Office building
Distance from airport: 14 miles, 25 minutes
CL, 1/1, 1/10, PTL, VC, WC

24x17	15	Multiple
20x17	10	Multiple

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

Pittsburgh

Campos

960 Penn Ave.
Pittsburgh, PA 15222
Ph. 412-471-8484 x309
info@campos.com
www.campos.com
Kelli Best, Director Field and Fulfillment
Location: Office building
Distance from airport: 17 miles, 30 minutes
CL, CUL, 1/1, 1/10, TK, VC, WC

22x25	8	Multiple
15x30	8	Multiple

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



FCP Research Services, LLC

102 Broadway St., Suite 302
 Carnegie, PA 15106
 Ph. 412-279-5900
 rosenberger@fcpresearch.com
 www.fcpresearch.com
 Leanne Rosenberger, Facility Manager
 Location: Office building
 Distance from airport: 17 miles, 20 minutes
 1/1, 1/10, PTL, VC, WC

National recruiter with newest facility in Pittsburgh (2020)! FCP Research is the nation's leader in recruitment using social media marketing. In addition to traditional landline dialing, FCP uses an arsenal of innovative recruiting approaches that includes aggressive social media marketing through targeted channels, both conventional and unconventional. These are tools uniquely employed by FCP. These tools allow us to deliver flexibility to meet your unique needs and faster recruitment than ever before. Accessing "impossible" low incidence respondents becomes very do-able. Unlike "traditional" recruitment firms, we don't give up on your project! If desired, obtain new insights through the use of nontraditional/small markets. Put your market research failures behind you and see how FCP Research is the future.

Rhode Island

Providence



New England Opinion

475 Park E. Drive, Suite 2
 Woonsocket, RI 02895
 Ph. 401-533-5360
 alacroix@neopinion.com
 www.neopinion.com
 Amy Lacroix, Facility Director
 Location: Free standing facility
 Distance from airport: 21 miles, 25 minutes
 CUL, 1/1, 1/10, PTL, VC, WC
 17x26 15 Multiple

State-of-the-art facility 20 minutes from Providence, R.I. and 35 minutes from Worcester, Mass. Managed by experienced research professionals, our signature client support combines impeccable participant recruiting with a top-notch qualitative

assistance staff. Spacious discussion and observation rooms with many amenities. Facility includes a usability lab and eye-tracking equipment, with on-site technical support. Recruiting and coordination of ethnographic studies, intercepts, shop-alongs and other off-site projects also available.

South Carolina

Greenville/Spartanburg

GREENVILLE FOCUS

Greenville Focus

2854 Wade Hampton Boulevard, Suite D
 Taylors, SC 29687
 Ph. 864-350-0939
 mike@greenvillefocus.com
 www.greenvillefocus.com
 Mike Shuck, President
 Location: Office building
 Distance from airport: 12 miles, 20 minutes
 VC
 18x20 10 Conference

Ownership of Greenville Focus (previously Market Insight) has operated a focus group facility in Greenville, S.C. for over 30 years. Our goal is to put this experience to work for our clients to insure they have the quality respondents they need. Our owner started his career as a corporate marketing research analyst which helps us see projects from our client's point of view more easily. We can recruit from our own internal database, from client supplied lists, or at on-site locations. We also recruit in more remote areas in SC/NC/GA that do not have focus group facilities. Call us today!

Tennessee

Chattanooga



Wilkins Research Services, LLC

1730 Gunbarrel Road
 Chattanooga, TN 37421
 Ph. 423-894-9478
 info@wilkinsresearch.net
 www.wilkinsresearch.net
 Lisa Wilkins, Executive Director
 Location: Free standing facility
 Distance from airport: 6 miles, 12 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 23x17 18 Conference
 69x49 32 Conference
 23x17 14 Conference
 23x15 Conference

As a market research company that has been in the business since 1971, we understand the need of gathering opinions for companies that desire a true connection with their customers. We offer a wide range of services including: focus groups, telephone surveys, on-line surveys, recruiting Services,

on-site and one-on-one surveys and a host of other services. With our longevity and experience, we are ahead of our competitors. We take pride in our growth, which has been consistently steady in the last thirty plus years. Our long tenured staff knows how to take care of customers with a "small firm" mentality, but with our current volume of data collection we are considered a large firm capable of handling any size data collection project.

Memphis

AccessInsights



Access Insights

5100 Poplar Ave., Suite 3216
 Memphis, TN 38137
 Ph. 901-766-0111
 suebrody1119@yahoo.com
 www.accessinsights.us
 Susan Brody, Director
 Location: Office building
 Distance from airport: 7 miles, 11 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 15x20 14 Conference
 15x20 8 Conference
 15x40 20 Multiple
 15x20 12 Multiple

"Not just people, the right people!" sums up our promise of quality recruiting, big city professionalism and southern hospitality. Our adept team is committed to seamless execution, total client support and an unprecedented level of service. Our flexible group spaces are ideal for focus groups, mock juries, taste tests, one-on-one's, CLT's, ethnographies, usability testing and ideation studies. We invite you to collaborate with an expert management team to fulfill your research objectives assuring a rewarding outcome! You deserve the Best we provide the Best.



Axiom Research

6060 Primacy Parkway, Suite 401
 Memphis, TN 38119
 Ph. 901-821-7333 or 877-757-4333
 mrolloson@axiom-mr.com
 www.axiom-mr.com
 Michael Rolloson, President
 Location: Office building
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, 1/10, TK, WC
 27x25 16 Conference
 23x18 10 Multiple
 22x17 8 Conference

Memphis' favorite full-service facility. In the last year of publication, the Impulse Survey reported that our clients awarded us the highest score of any high-volume facility in the world. Attention to detail, accurate recruiting, anticipation of client needs and a beautiful facility are just a few of the frequent comments we receive from clients. Our location, in the high-end office corridor that forms the center of the MSA, enables us to successfully recruit from all demographics. Our facility is beautiful, spacious, flexible and comfortable. Free live streaming included with recordings. Our

professional, experienced recruiters are highly skilled listeners. All projects begin with an in-depth, management-led briefing. Senior management monitors and manages all recruiting.

Nashville



Nashville Research Group

230 Great Circle Road, Suite 226
Nashville, TN 37228
Ph. 615-399-7727

hello@nashvilleresearch.com
www.nashvilleresearch.com

Megan Napier, CEO & Owner

Location: Free standing facility

Distance from airport: 11 miles, 15 minutes

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

20x16	15	Conference
43x16	15	Conference
10x10	4	Conference

Nashville Research Group is Nashville's largest research facility with a test kitchen, specializing in recruiting. An established market research facility for over 35 years, NRG can handle a variety of setup options and accommodate any industry type and focus group size. Nashville Research Group's services include spacious focus group rooms with large client viewing suites, CLT room for seating 30, product placements, shop along studies, IDIs, in-home interviews and mock juries. NRG prides itself on client satisfaction by an exceptional show rate and using local recruiters.

20|20

Nashville | Charlotte | Miami

20|20 Research - Nashville

161 Rosa L. Parks Blvd.

Nashville, TN 37203

Ph. 704-494-7873 or 615-885-2020

susan.brelewski@2020research.com

www.2020research.com/nashville

Susan Brewleski, Facility Director

Location: Office building

Distance from airport: 10 miles, 15 minutes

CL, CUL, VC, WC

18x26	14	Conference
18x25	10	Conference
18x31	12	Conference

Fresh, modern facility in the heart of Nashville, The South's Red-Hot town according to Time Magazine. This fast-growing market was named the most "American" city by USA Today, thanks to the 85+ people moving here daily. Nashville is accessible by direct flight from over 40 cities. Serving the industry since 1986, 20|20 is your trusted, highly rated fieldwork partner with quality metrics and top-notch amenities to back it. From innovative technology to high-end hospitality services and one of the most experienced teams in the industry, we've got everything you'd want in a facility.

Texas

Austin



L&E Research

210 Barton Springs Road, Suite 515

Austin, TX 78704

Ph. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Location: Office building

Distance from airport: 7 miles, 20 minutes

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

27x20	14	Multiple
22x17	8	Multiple
24x19	8	Multiple

L&E's newest facility is located in downtown Austin, a 20 minute drive from Austin-Bergstrom International Airport. Our facility offers three focus group suites, including the 540 square-foot Austintatious focus room. Each room has attached client viewing areas with tiered seating and is equipped with the latest videoconferencing, web streaming and digital recording technologies, including FocusVision and L&E Video Streaming.

Dallas/Fort Worth



C&C Market Research - Fort Worth

Hulen Mall

4800 S. Hulen St., Suite 1350

Fort Worth, TX 76132

Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com

www.ccmaketresearch.com

Location: Shopping mall

Distance from airport: 40 miles, 56 minutes

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

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

Market C&C Research

C&C Market Research - Arlington

The Parks at Arlington

3811 S. Cooper, Suite 2053

Arlington, TX 76015

Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com

www.ccmaketresearch.com

Location: Shopping mall

Distance from airport: 21 miles, 30 minutes

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

13x8	6	Conference
13x8	4	Conference

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



Dallas By Definition

511 E. John W. Carpenter Freeway, Suite 100

Irving, TX 75062

Ph. 972-869-2366 or 800-336-1417

info@dallasbydefinition.com

www.dallasbydefinition.com

Stacy Scott, President

Location: Office building

Distance from airport: 10 miles, 15 minutes

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

24x16	15	Multiple
23x15	12	Conference
18x22	12	Conference
18x22	15	Conference
15x20	15	Conference
25x20	25	Multiple

Dallas by Definition provides customized, high-quality qualitative research field services to a wide variety of clients. We offer five spacious focus group rooms with floor-to-ceiling mirrors for easy viewing, over-sized tiered viewing rooms and one additional mini-group room is available providing a smaller setting for dyads, triads and mini group projects also with floor-to-ceiling mirrors. We also offer living room set up, two kitchens with refrigerator / freezers, shelving and class room style settings. Quality recruitment services with experienced staff. Focus Vision and Streamline Universal services are available in all rooms. We are just a quick 10 minute drive from both Dallas/Ft. Worth airports.

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Fieldwork Dallas

15305 Dallas Parkway, Suite 850
 Addison, TX 75001-4637
 Ph. 972-866-5800
 info@dallas.fieldwork.com
 www.fieldwork.com/us-research-venues/dallas
 Jessica Josset, President

Location: Office building
 Distance from airport: 15 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, WC

25x22	18	Multiple
25x20	14	Multiple
25x24	25	Multiple
13x15	10	Conference
20x18	12	Multiple
25x18	12	Multiple

Fieldwork Dallas is strategically located to be convenient for both clients and respondents and boasts a large, diverse respondent database. Our newly updated facility features six conference suites with the ability to accommodate various methodologies and setups, including a large room that can seat up to 50. Viewing rooms are spacious with adjacent client lounges for maximum comfort and convenience. All rooms are equipped with HD

recording and streaming options. Visit us in Dallas and experience our commitment to exceeding your expectations.
 (See advertisement on pp. 19, 31 and back cover)



Focus Pointe Global - Dallas

5400 LBJ Freeway
 One Lincoln Centre, Suite 400
 Dallas, TX 75240
 Ph. 214-420-6400 or 888-873-6287
 dallas@focuspointeglobal.com
 www.focuspointeglobal.com
 Marsha Fugitt, VP Facility Operations

Location: Office building
 Distance from airport: 18 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, VC, WC

24x20	24	Multiple
24x20	12	Multiple
20x21	12	Multiple
24x46	36	Multiple

Focus Pointe Global is proud to now be a part of Schlesinger Group. FPG is an industry leader for qualitative and quantitative marketing research data collection services, including focus groups, taste tests, jury studies, product placements, webcam interviews, online communities, video capture and mobile and app-based research. FPG has locations nationwide including Atlanta, Boston; Chicago; Chicago-Oakbrook; Columbus; Dallas; Kansas City; Los Angeles; Minneapolis; New York; Philadelphia; Phoenix; St. Louis; San Francisco; and Teaneck, N.J.
 (See advertisement on p. 3)



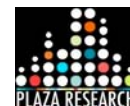
MURRAY HILL
 NATIONAL

Murray Hill National Dallas

8390 LBJ Freeway, Suite 540
 Dallas, TX 75243
 Ph. 972-707-7645 or 469-385-1200
 susan@murrayhillnational.com
 www.murrayhillnational.com
 Susan Owens, COO/Managing Partner
 Location: Office building
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, TK, VC, WC

18x17	15	Conference
20x17	16	Conference
14x19	10	Conference
20x16	15	Conference
19x17	15	Conference
38x17	30	Conference

Murray Hill National is waiting to host and recruit your next project. Our headquarters in Dallas, Texas where we have a newly built (2017) focus group facility and research center. Dallas is home to our 40 station call center. We have a multitude of partners we collaborate with who can provide all marketing research services needed to host your project. Including qualitative, quantitative, online, recruiting within all audiences and methodologies, moderation and questionnaire design. CATI, CAPI, PAPI and phone to web interviewing available. We can host your research in any U.S. market or multiple markets. Delivering on specification, on time and with one invoice. Contact us today!
 (See advertisement on p. 114)



Plaza Research-Dallas

14160 Dallas Parkway, Suite 602
 Dallas, TX 75254
 Ph. 972-392-0100

strace@plazaresearch.com
 www.plazaresearch.com

Susan Trace, Director
 Location: Office building
 Distance from airport: 20 minutes
 CL, CUL, 1/1, 1/10, TK, VC, WC

15x20	15	Conference
15x20	15	Conference
15x20	15	Conference
20x40	15	Multiple

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

MURRAY HILL NATIONAL

Your FIELD experts!

Home of BEST OPINIONS

National recruiting—

- 375,000 HCP
- 250,000 Executives and Professionals
- 3 Million Consumers

Call us: 972.707.7645
 Susan@murrayhillnational.com
 Dallas | NYC | Chicago | Los Angeles | Miami
 40 + US Markets

**All of your needs:
 Focus Groups, Telephone, CATI, CAPI, Phone
 to Web, Mystery Shopping, Video Interviews,
 all methodologies**



SCHLESINGER
GROUP

Schlesinger Group Dallas

JP Morgan International Plaza III
14241 Dallas Parkway, Suite 500
Dallas, TX 75254

Ph. 972-503-3100

dallas@SchlesingerGroup.com

www.schlesingergroup.com/en/locations/united-states/dallas

John Simon, VP - Qualitative Solutions

Location: Office building

Distance from airport: 15 miles, 25 minutes

CL, 1/1, 1/10, PTL, VC, WC

15x20 12 Multiple

17x24 15 Multiple

17x22 14 Multiple

16x20 14 Multiple

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

El Paso



Merkadoteknia Research & Consulting

4141 Pinnacle, Suite 220

El Paso, TX 79902

Ph. 915-317-9264

nmendoza@merkaconsulting.com

www.merkaconsulting.com

Norma A. Mendoza, Ph.D, President & CEO,

Marketing Mgr

Location: Office building

Distance from airport: 11 miles, 17 minutes

CL, 1/1, 1/10, VC, WC

11x20 8 Conference

11x14 8 Living

14x15 8 Conference

MKT empowers advertising agencies and national brands tapping into the Hispanic market. Our full service research agency in El Paso offers interpreter/translation services and equipment, nationwide and cross border recruiting, video streaming and closed circuit viewing. Don't work in the dark! Bilingual moderators/interviewers are experienced in qualitative techniques effective with Hispanics of various nationalities, language abilities and acculturation levels. A truly ethnic experience, the border town of El Paso has ranked as the safest U.S. city four times in a row in the past six years.

Houston



ConneXion Research and Strategy

1770 Saint James Place, Suite 400

Houston, TX 77056

Ph. 281-815-4940

facility@connexionresearch.com

www.connexionresearch.com

Location: Office building

Distance from airport: 40 miles, 30 minutes

VC, WC

18.4x12.4 10 Multiple

19.8x17.11 12 Multiple

Modern-style facility that provides clients with customized service and attention. It includes a unique and trendy design that helps promote an environment of openness and creativity. Equipped with state-of-the-art technologies including a smart-board, big screen, HD monitors, HD videostreaming, translation equipment, multiple cameras, overhead microphones and more. The client room is designed for ultimate privacy and comfort. It's centrally located in the upscale Houston Galleria area, close to major highways, excellent restaurants, various priced hotels and great shops. We are also a full-service research firm – general market and Hispanic research. Should you need services from recruiting and fielding to moderation and interviewing and reporting and analysis, we are here to help!



The most trusted name
in qualitative research



With more than 40 years of experience in a wide range of industries, Creative Consumer Research has the expertise for all your market research and consumer insight needs.

Our multi-purpose facility can accommodate your participants for:

- Focus Groups
- One-on-One Interviews
- Taste Tests
- Mock Jury Panels
- And More

Contact us and mention this ad to get started.

3945 Greenbriar, Stafford, TX

877.530.9646

ccrsurveys.com

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Creative Consumer Research – Houston

3945 Greenbriar Drive
 Stafford, TX 77477
 Ph. 281-240-9646 or 281-804-8171
 ppratt@ccrsurveys.com
 www.ccrsurveys.com
 BJ Gerjes, Data Collection Manager
 Location: Free standing facility
 Distance from airport: 38 miles, 30 minutes
 CL, 1/1, 1/10, Test Kitchen

20x20	12	Conference
24x26	12	Conference
20x20	12	Conference
24x24	12	Conference
49x35	12	Multiple

CCR conducts research for clients nationally, state-wide, regionally and locally. We have the largest Hispanic research department in the state of Texas and offer a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. Our Houston office offers large conference-style focus groups rooms with one-way mirrors and large client viewing rooms. We offer a large conference space for 100+ groups as well as easy access for equipment, vehicle, appliances and large products, focus groups and one-on-ones. Contact Patricia Pratt, ppratt@ccrsurveys.com. (See advertisement on p. 115)



Opinions Unlimited - Houston

Three Riverway, Suite 250
 Houston, TX 77056
 Ph. 713-888-0202 or 800-604-4247
 ask@opinions-unlimited.com
 www.opinions-unlimited.com
 Anndel Martin
 Location: Office building
 Distance from airport: 19 miles, 30 minutes
 CL, CUL, 1/1, 1/10, VC, WC

32x30	24	Multiple
20x18	15	Conference
20x22	15	Conference

Moderator-designed and managed focus group facility. Consistently Impulse Top Rated. Houston's trusted experts for qualitative project management, meticulous recruiting and exceptional facility services. Centrally located near The Galleria, next to Four-Diamond hotel. Remodeled 2017. Three spa-

acious suites including 32'x30' mega-suite. Blazing fast 100mb dedicated fiber optic internet, HD recording, 1080p HiDef cameras. In-house IT and A/V specialist. Loading dock, over-sized elevator, wide doors. Specialties: legal/mock jury, health care/medical/patient, CLT, usability labs, Hispanic/Spanish-speaking. Anndel is a QRCA member and past president of MRA. Woman Owned / Texas HUB Certified. Est. 1995. We are Texans who know Texas!



Plaza Research-Houston

5333 Westheimer, Suite 500
 Houston, TX 77056
 Ph. 713-840-9500
 klamb@plazaresearch.com
 www.plazaresearch.com
 Kris Lamb, Director
 Location: Office building
 Distance from airport: 45 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, WC

15x20	20	Conference
15x20	20	Conference
15x20	20	Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. Free high-speed internet access in all client suites, conference rooms and lounges. We offer Viewpoint Streaming and Digital Video. Renovated Fall 2017.



SCHLESINGER GROUP

Schlesinger Group Houston

1455 W. Loop S., Suite 700
 Houston, TX 77027
 Ph. 713-353-0388
 houston@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/houston
 John Simon, Managing Director
 Location: Office building
 Distance from airport: 16 miles, 30 minutes
 CL, 1/1, 1/10, PTL, VC, WC

21x17	12	Multiple
17x24	12	Multiple
17x24	12	Multiple
26x18	14	Multiple

A leading data collection and research services company with 24 high-specification focus group facilities across the U.S. and Europe and a Global solutions team providing a worldwide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; neuroscience labs. HYBRID: We seamlessly combine online

surveys or online qual with traditional methods. Technology: The Wall by Schlesinger, HD recording and FV360 LIVE. (See advertisement on inside front cover)

San Antonio



Galloway Research Service

4751 Hamilton Wolfe Road, Suite 100
 San Antonio, TX 78229
 Ph. 210-734-4346
 info@gallowayresearch.com
 www.gallowayresearch.com
 David D. Galloway, VP of Client Services
 Location: Free standing facility
 Distance from airport: 5 miles, 15 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

18x20	18	Conference
19x18	18	Conference
18x21	18	Conference
40x40	18	Multiple

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio-visual/translator room and each with a full bath/shower. Technologically state-of-the-art with T1 connections throughout the facility and videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

Utah

Salt Lake City



Dan Jones & Associates

35 N. Rio Grande St.
 Salt Lake City, UT 84101
 Ph. 801-456-6700
 kmarcum@cicero-group.com
 www.djasurvey.com
 Kathryn Quist
 Location: Office building
 Distance from airport: 7 miles, 13 minutes
 1/1, 1/10, PTL, TK, VC, WC

20x30	20	Multiple
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Dan Jones & Associates, a Cicero Group company, is a full-service market research and public opinion firm located in the heart of Salt Lake City. Our 30-plus-year leadership has made us the premier brand for market research in Utah. Our focus group facilities offer state-of-the-art technology. Our professional staff includes moderators that are PRC-, ORI-, RIVA- and QRCA-certified.



Lighthouse Research Focus Center - Salt Lake City Downtown

375 E. 500 S.
Salt Lake City, UT 84065
Ph. 801-446-4000
akia@go-lighthouse.com
www.go-lighthouse.com
Joe Anderson, President
Location: Free standing facility
AU, CL, CUL, 1/1, 1/10, PTL
28x20 17 Multiple
25x15 8 Multiple
22x25 14 Multiple
22x25 23 Multiple
16x21 18 Conference

Only 8 minutes from the Salt Lake City airport! Our newest facility features four focus group rooms with direct viewing and is operated by the same staff as our suburb facility. We provide complete quantitative and qualitative services with competitive pricing, comprehensive reporting, fast turnaround, in-house data collection, state-of-the-art A/V recording, spacious client lounges, certified moderating and hosting and FocusVision capabilities. All phone surveys and recruiting are digitally recorded.



Lighthouse Research & Development, Inc. - Salt Lake Suburban Location

1292 W. 12700 S.
Salt Lake City, UT 84065
Ph. 801-446-4000
akia@go-lighthouse.com
www.go-lighthouse.com
Joe Anderson, PRC, Director Business Development
Location: Free standing facility
Distance from airport: 18 miles, 20 minutes
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC
21x21 16 Conference
18x13 7 Conference
49x20 Multiple

Top rated facility for 7 years! Looking for direction? Lighthouse Research is a full-service, custom research firm comprised of skilled professionals since 1992. The benefit of working with Lighthouse Research is our ability to customize the measurement and management process to match your unique needs and budget considerations. We offer two redesigned focus suites and one mega-group room convenient to the Salt Lake City airport. We offer all amenities including private client entrance and restrooms, spacious viewing rooms and lounge with Internet access.

Virginia

Newport News/Norfolk/Virginia Beach



Issues and Answers Network, Inc.

5151 Bonney Road, Suite 100
Virginia Beach, VA 23462
Ph. 757-456-1100 or 800-23-ISSUE
clindemann@issans.com
www.issans.net
Carla Lindemann, Chief Operating Officer
Distance from airport: 10 miles, 15 minutes
VC, WC
21x24 10 Conference

Issues & Answers is the only permanent focus group facility in Southside Hampton Roads (Norfolk, Va. Beach, Portsmouth, Chesapeake and Suffolk.) Our facility features a tiered viewing room accommodating up to 12 clients, DVD/MP3 recordings and transcripts. Ranking 36th in the nation, the Virginia Beach/Norfolk/Newport News MSA will provide an abundance of demographics for all research needs. Home to the world's largest Naval Base and bases for the other armed services, our population provides a melting pot of all demographic backgrounds – both military and non-military households. We also recruit from industries including but not limited to health care, contracting, financial services and tourism.

Richmond



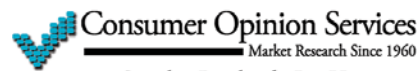
Alan Newman Research

MARKET RESEARCH CONSULTANTS
Alan Newman Research
Richmond Focus Group Center
1025 Boulders Parkway, Suite 401
Richmond, VA 23225
Ph. 804-272-6100 or 804-272-6100 ext. 226
field@anr.com
www.anr.com
Terry Brisbane, Vice President
Location: Office building
Distance from airport: 15 miles, 20 minutes
Client Lounge
27x18 15 Conference

ANR's Richmond Focus Group Center is a spacious, modern facility for conducting qualitative research. Completely renovated in 2019, it is located in a suburban office park neighboring both business and suburban populations. The facility is 20 minutes (15 miles) from the airport and 10 minutes from downtown. The viewing room has tiered seating, writing surfaces with electricity for laptop use, wireless internet access and a client lounge/office. Expert recruiting is conducted on site and reaches the entire Richmond MSA. Professional moderators available and the facility is FocusVision equipped.

Washington

Seattle/Tacoma



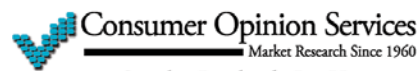
Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc.

12825 First Ave. S.
Seattle, WA 98168
Ph. 206-241-6050
info@ConsumerOpinionServices.com
www.consumeropinionservices.com
Jerry Carter, President/CEO
Location: Free standing facility
Distance from airport: 5 miles, 10 minutes
TK, TKO
15x20 10 Conference

Main administrative office for the company. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home.
(See advertisement on p. 45)

Seattle/Tacoma



Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc. (Br.)

Southcenter Corporate Square
555 Andover Park W., Suite 101
Seattle, WA 98188
Ph. 253-277-1617 or 206-241-6050 for estimates
Info@ConsumerOpinionServices.com
www.ConsumerOpinionServices.com
Jerry Carter, President & CEO
Location: Free standing facility
Distance from airport: 4 miles, 8 minutes

Suburban Seattle CLT and focus group facility. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home
(See advertisement on p. 45)

2020 Focus Group Facility Directory

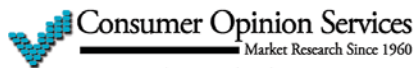
Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL - Computer Usability Lab
 PUL - Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Seattle - Portland - Las Vegas

Consumer Opinion Services, Inc. (Br.)

U.S. Bank Centre, Suite 525
 1420 Fifth Ave.
 Seattle, WA 98101
 Ph. 206-838-7951 or 206-241-6050 for estimates
 info@ConsumerOpinionServices.com
 www.ConsumerOpinionServices.com
 Jerry Carter, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, VC, WC

20x16	12	Multiple
20x16	15	Multiple

Downtown Seattle Focus Group Facility. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home.
 (See advertisement on p. 45)



Fieldwork Seattle

520 Pike St., Suite 2610
 Seattle, WA 98101
 Ph. 206-493-3300
 info@seattle.fieldwork.com
 www.fieldwork.com/us-research-venues/seattle
 Ryker Lammers, President
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, WC

18x20	16	Conference
16x20	15	Conference
16x24	14	Conference
18x19	14	Conference
19x30	22	Conference
18x23	16	Conference

With its rapidly growing population, Seattle is a must for companies doing research. This recently expanded and remodeled facility boasts six research suites with breathtaking views of Puget Sound, the Olympic Mountains and the

city. Watch the ferries and container ships roll by as we provide excellent service, recruiting and all the amenities you have come to expect from Fieldwork. Rooms are equipped with HD recording and streaming options. Hotels, shopping, nationally-renowned restaurants, sights and museums are just steps from the facility.
 (See advertisement on pp. 19, 31 and back cover)



GMA Research Corp.

40 Lake Bellevue Drive, Suite 100
 Bellevue, WA 98005
 Ph. 206-919-2377
 don@gmaresearch.com
 www.gmaresearch.com
 Don Morgan, Managing Director
 Location: Office building
 Distance from airport: 15 miles, 20 minutes
 CL, CUL, 1/1, 1/1O, PTL, Test Kitchen

20x40	12	Multiple
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Founded in 1970, we are one of the most established, experienced research firms in the Pacific Northwest and one of the leading independent companies in the USA. We offer superior data collection, analysis and interpretation using state-of-the-art technology. Our Bellevue/Eastside focus group facility includes two focus group rooms; the board room style room can comfortably seat 8-12; the class room style room can be configured for classroom, free form or boardroom style groups. Viewing rooms feature flat screen monitors driven by high definition video camera recording



Strategic Research Associates Seattle/Tacoma

500 S. 336th St., Suite 103
 Federal Way, WA 98003
 Ph. 509-324-6960 x203 or 888-554-6960 x203
 info@strategicresearch.net
 www.strategicresearch.net
 Joanne Vega, Director
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 AU, CUL, 1/1, 1/1O, PTL, VC, WC

27x22	15	Multiple
24x15	15	Multiple
22x13	15	Multiple
15x10		Conference

Featuring the only full-service focus group facility in Federal Way, South King County and Tacoma! We also specialize in conducting focus groups and can assist you with not only recruiting and hosting in Pierce and King Counties, but recruiting, hosting and moderation in markets throughout the U.S. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting supported by our database of over 20,000 research database participants throughout Washington, Idaho, Oregon and Montana and our dedication to a continued RDD recruiting effort.

Spokane



Strategic Research Associates Spokane

29 W. Pacific Ave.
 Spokane, WA 99201
 Ph. 509-324-6960 or 888-554-6960
 info@strategicresearch.net
 www.strategicresearch.net
 Joanne Vega, Director
 Location: Office building
 Distance from airport: 8 miles, 15 minutes
 VC, WC

24x20	10	Multiple
21x16	10	Conference

New Location for 2019! Featuring the only full-service focus group facility in Spokane! We specialize in conducting focus groups in remote markets and can assist you with not only recruiting and hosting in Spokane, but recruiting, hosting and moderation in markets throughout the U.S. using local or hotel facilities. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting support throughout the U.S., supported by our database of over 10,000 research participants throughout Washington, Idaho, Oregon and Montana.

West Virginia

Charleston



Mindfield - Tech Innovation and Audience Insights

1012 Kanawha Blvd. E., Suite 301
 Charleston, WV 25301-2809
 Ph. 304-343-9650
 jmace@mindfieldtech.com
 www.mindfieldtech.com
 Jay Mace, Sr. Vice President
 Location: Office building
 Distance from airport: 3 miles, 10 minutes
 1/1, 1/1O, PTL

18x14	12	Conference
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Wheeling



C&C Market Research - Pittsburgh Metro

Ohio Valley Mall
 67800 Mall Ring Road, Suite 280
 St. Clairsville, OH 43950
 Ph. 479-785-5637 or 877-530-9688
 Bids@ccmar.com
 www.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 58 miles, 66 minutes
 CL, 1/1, 1/1O, PTL, TK, VC, WC

	4	Conference
--	---	------------

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your



Reckner Facilities: Milwaukee

9833 S. 13th St.
Oak Creek, WI 53154
Ph. 414-768-6040 or 215-822-6220
PGrubb@reckner.com
www.reckner.com/facilities/milwaukee
Peter Grubb, Executive Director
Location: Office building
Distance from airport: 5 miles, 10 minutes
CL, PTL, TK, VC, WC

20x18	15	Multiple
38x22		Multiple
8x10	4	Multiple

The region's premier product testing facility! Just 10 miles from Milwaukee. Commercial kitchen, focus group and multipurpose space plus seven product testing rooms with washable surfaces, washer/dryer, sink, counter, outlet, mirror, toilet and high volume HVAC.



Research Recruiting
& Facilities, LLC

US Research Recruiting & Facilities, LLC

W166N8450 Dardis Ave.
Menomonee Falls, WI 53051
Ph. 414-405-3756
kwahlgren@usrrf.com
www.usrrf.com
Kevin Wahlgren, President
Location: Office building
Distance from airport: 15 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

USRRF is a nationwide qualitative recruiting company. We have a state-of-the-art research facility located in Milwaukee County, Wis. in one of trendiest and most trafficked parts of the city. Just 15-minutes from the airport (and two minutes from the freeway). Our three focus rooms offer a pent-house view of a Milwaukee area golf course. Each has one-way viewing along with HD video and high quality audio recording. Ample free parking. Huge database of over 70,000 individual households. We can recruit participants throughout Wisconsin and nationwide. We also do in-home product tests.

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

Wisconsin

Green Bay/Appleton



CONSUMER CONNECTIONS RESEARCH
Integrity • Insights • Impact

Consumer Connections Research, LLC.

1496 Bellevue St., Suite 502
Green Bay, WI 54311
Ph. 920-494-1812 or 888-811-5771
Simone.Hollin@myccresearch.com
www.consumerconnectionsresearch.com
Simone Hollin, President

Location: Free standing facility
Distance from airport: 1 mile, 5 minutes
CL, 1/1, TK, VC, WC

14 x 17	9	Multiple
13 x 16	18	Multiple

Consumer Connections Research is a full-service market research company committed to research excellence. We reach a vast array of industries and market segments including auto/transportation, health care, construction, financial, energy, food/beverage and children's products. Supported by our in-house database, we can customize your research to meet your exact needs. Our professional staff has 40+ years of experience in product innovation, phone/online interviews, in-home or field studies and focus groups. Consumer Connections Research should be your go to facility for all your testing needs.

Madison



City Research Solutions

8383 Greenway Blvd., Suite 600
Middleton, WI 53562
Ph. 608-826-7345
mel@cityresearchsolutions.com
www.cityresearchsolutions.com
Kristie Groh, Facilities Manager
Location: Office building
Distance from airport: 40 miles, 40 minutes
CL, 1/1, 1/10, PTL, TK, TKO

40x23	30	Multiple
20x15	30	Multiple
15x10	8	Multiple
12x8	30	Living

City Research world-class facilities allow our clients to gain fresh insights in a unique midsize Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We

offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, multi-room client suite with adjacent work area/meeting room and a full test kitchen with viewing capabilities. Take a virtual tour of our facilities on our website www.cityresearchsolutions.com.

Milwaukee



The Dieringer Research Group, Inc.

200 Bishops Way
Brookfield, WI 53005
Ph. 262-432-5200 or 888-432-5220
sales@thedrg.com
www.thedrg.com
Dan Salbreiter, Senior Manager, Research Operations
Location: Office building
Distance from airport: 17 miles, 25 minutes
CL, 1/1, 1/10, VC, WC

27x17	15	Conference
25x12	6	Conference
10x9	4	Conference

The DRG Focus Center features two spacious focus suites plus a one-on-one interviewing suite, offering clients flexibility, versatility, comfort and convenience. Our facility offers state-of-the-art technology for high-definition digital recordings, streaming live discussions and conducting interactive polls with participants. As a full-service market research firm, we also provide in-house recruiting, moderating and reporting services, all from our convenient location in the Milwaukee suburbs.



Mazur/Zachow, Inc.

720 Thomas Lane
Brookfield, WI 53005
Ph. 262-938-9244
karenm@mazurzachow.com
www.mazurzachow.com
Karen Munson, President
Location: Free standing facility
Distance from airport: 15 miles, 15 minutes
CL, TK, WC

24x20	18	Conference
24x20	18	Conference
22x20	18	Conference

Mazur/Zachow has a reputation for quality recruiting from all segments and an outstanding show rate. We specialize in recruiting for ethnographic studies, large audience testing and product placements. Extensive database for child research. Our facility has three spacious focus suites that can accommodate multiple configurations. We offer wireless high-speed Internet access and video streaming through Focus Vision. Conveniently located with nearby interstate access.

2020 Focus Group Facility Directory

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.

Brazil

ABACO Marketing Research – ABACO-LAB QUAL CENTER

Avenida Paulista 1499, Floor 13
 São Paulo Brazil 01311-200
 Ph. 55-11-3262-3300 or 203-971-8532 (USA)
 AG7@AbacoResearch.com
 www.AbacoResearch.com
 Alan Grabowsky, President
 Location: Office building
 Distance from airport: 12 miles, 30 minutes
 AU, CL, CUL, 1/1, 1/10, TK, VC

26x14	12	Multiple
40x30	20	Conference
14x10	16	Conference
14x9	6	Conference
20x14	6	Multiple

Canada

British Columbia

Vancouver



Vancouver Focus®
 1080 Howe St., Suite 503
 Vancouver, BC V6Z2T1 Canada
 Ph. 604-682-4292 or 604 689-5511
 Director@VancouverFocus.com
 www.vancouverfocus.com
 Douglas Amundaray, Director
 Location: Office building
 Distance from airport: 9 miles, 30 minutes
 CL, 1/1, 1/10, TK, WC

17x20	12	Multiple
14x20	8	Multiple

Vancouver Focus® is a well-established focus group facility located in downtown Vancouver. Our new, stylish mid-century modern space offers two focus group rooms, featuring live web streaming, wireless Internet access, FocusVision, and high definition digital MP4 and MP3 recording. Close proximity to public transit and ample parking makes Vancouver Focus® the most conveniently-located facility in town. Surrounded by plenty of major hotels and trendy restaurants, Vancouver Focus® is the preferred facility for many out-of-town clients. We also offer the most meticulous recruiting in the region.

Ontario

Toronto



Contract Testing
 119 West Drive
 Brampton (Toronto), ON L6T 2J6 Canada
 Ph. 905-456-0783 x233 or 800-342-1825
 andrew.scholes@contracttesting.com
 www.contracttesting.com
 Andrew Scholes, Director
 Location: Free standing facility
 Distance from airport: 10 miles, 20 minutes
 CL, CUL, 1/1, PTL, TK

20x22	12	Conference
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We offer complimentary wireless Internet, light snacks, coffee, tea and a mini-fridge stocked with various refreshments, all while sitting comfortably in the viewing room. Audio and video recording along with remote online viewing is also available. The discussion room comfortably seats up to 12 participants and is set up to enable moderators to easily integrate visual aids, flip charts and story boards into the discussion. A full sensory taste-test kitchen and additional adjoining test kitchen to the discussion room is also available.

Quebec

Montreal

Ad Hoc Research
 400 de Maisonneuve Blvd. W., Suite 1200
 Montreal, QC H3A 1L4 Canada
 Ph. 514-937-4040
 reservation@adhoc-research.com
 www.adhoc-research.com/en/home
 Rosa Paccione, Focus Group Coordinator
 Location: Office building
 Distance from airport: 13 miles, 25 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

23x15	11	Multiple
12x15	11	Multiple
37x19	12	Multiple
25x19	12	Multiple
22x14	9	Multiple

France



La Maison du Test
 142 rue Montmartre
 Paris France 75002
 Ph. 33-1-4039-1110
 mdtfacility@lamaisondutest.com
 www.lamaisondutest.com
 René-Paul Feltrin
 Location: Free standing facility
 Distance from airport: 25 miles, 60 minutes
 CL, CUL, 1/1, 1/10, TK, TKO, VC

21x17	12	Multiple
21x17	12	Multiple
21x17	12	Multiple

In an historical setting, a 260 square meters space with three group rooms all fitted with two-mirrors with Wi-Fi access. A fully-equipped kitchen (fridge, deep freezer and microwave oven) and cooking space. A spacious client back room that can welcome up to 12 people. Digital video recording and available on a secure website. Video streaming service.



Made In Studios
 by MIS Group
 37, rue de Caumartin
 Paris France 75009
 Ph. 33-1-48-78-00-55
 c.charry@misgroup.io
 www.madeinstudios.com/paris
 Cathleen Charry, Facility Manager
 Location: Office building
 Distance from airport: 15 miles, 45 minutes
 CL, CUL, 1/1, 1/10, PTL, VC, WC

24x16.5	10	Multiple
17x16.5	6	Multiple
10x26.5	4	Multiple

Made in Studios is a facility like no other. Arrive in Paris Centre to find our offices next to the Galerie Lafayette and the Opera Garnier, a few minutes away from public transports. As you enter our studios with state-of-the-art technology and modern luxuries, discover features built to stimulate thought and relaxation. Enjoy flexible room formats and more: our team. From live streaming to recruitment, our experts create packages to suit your needs. We always go above and beyond for the success of your project. You can leave our studios with peace of mind and change to spare – enquire today!

MADE IN STUDIOS
by MIS | GROUP

Made In Studios

by MIS Group
7bis, rue des Augustins
Lille France 59000
Ph. 33-3-20-42-09-36
al.debraeckelaer@misgroup.io
www.madeinstudios.com/lille
Anne-Laure de Braeckelaer, Facility Manager
Location: Office building
Distance from airport: 6 miles, 30 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
23x16 8 Multiple
23x13 6 Multiple
23x16 410 Multiple

Made In Studios is a facility like no other. From Lille Centre train station, the studios are a mere three mins walk away! As you enter our studios with state-of-the-art technology and modern luxuries, discover features built to stimulate thought and relaxation. Enjoy flexible room formats and more: our team. From live streaming to recruitment, our experts create packages to suit your needs. We always go above and beyond for the success of your project. You can leave our studios with peace of mind and change to spare – enquire today!

MADE IN STUDIOS
by MIS | GROUP

Made In Studios

by MIS Group
83 rue de la République
Lyon France 69002
Ph. 33-4-78-05-00-50
t.gorsen@misgroup.io
www.madeinstudios.com/lyon
Tess Gorsen, Facility Manager
Location: Office building
CL, CUL, 1/1, 1/10, PTL, VC, WC
23x16 8 Multiple
23x13 6 Multiple
23x16 410 Multiple

Made In Studios is a facility like no other. Situated in Lyon's beautiful historical center, our studios are vibrant with the spirit of the city. As you enter our studios with state-of-the-art technology and modern luxuries, discover features built to stimulate thought and relaxation. Enjoy flexible room formats and more: our team. From live streaming to recruitment, our experts create packages to suit your needs. We always go above and beyond for the success of your project. You can leave our studios with peace of mind and change to spare – enquire today!



Passerelles
A SCHLESINGER COMPANY

Passerelles, A Schlesinger Company
1, rue d'Uzès (corner of rue St Fiacre)
Paris France 75002
Ph. 33-1-44-88-25-11
reservation@passerelles.fr
www.schlesingergroup.com/en/company/our-brands/passerelles
Eric Nalpas, Managing Director
Location: Office building
Distance from airport: 11 miles, 40 minutes
CL, 1/1, 1/10, PTL, VC, WC
29 sq. meters 12 Conference
27 sq. meters 18 Conference
24 sq. meters 10 Conference
24 sq. meters 10 Conference
29 sq. meters 12 Conference
13 sq. meters 10 Conference
12 sq. meters 10 Conference

Our Passerelles Atelier facility features high-specification research space in the center of Paris by the bustling Grands Boulevards. Our charming, bilingual team understands international needs and expectations, and has an uncompromising commitment to your study success. Spacious, well-appointed suites are designed with flexibility for a range of group sizes, methods and technologies. Some studios include special features such as integrated shelves, dividing walls, dual perspective viewing, and a client lounge. Quiet rooms and briefing rooms are available on request. (See advertisement on inside front cover)



Puzzle
23 Boulevard Des Capucines
Paris France 75002

Ph. 33-1-42-68-12-26
mikael@puzzleparis.com
www.puzzleparis.com
Distance from airport: 75 miles, 25 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

Puzzle is a premier market research service provider based in the heart of Paris. With 20+ years of experience, Puzzle has a reputation as Paris's premier viewing facility since it opened, and continues to cultivate its leadership role today. Our team of 15 in-house recruiters, and our extensive network of off-site recruiters in 50+ other locations throughout France, is world-renowned for its efficiency, thoroughness and ability to handle all challenges. We work tirelessly to ensure that only the best moderators, interviewers and translators are in our network.

Germany



Krämer Marktforschung GmbH

Geleitsstrasse 14
Frankfurt am Main Germany 60599
Ph. 49-69-3487597-12
info@kraemer-germany.com
www.kraemer-germany.com/en
Christoph Rogl, Managing Director
Location: Office building
Distance from airport: 8 miles, 25 minutes
AU, CL, 1/1, 1/10, VC, WC
20x19 10 Conference
11x19 6 Conference
14x19 10 Living
7x19 Multiple
7x19 Multiple

Krämer Marktforschung GmbH is your global and independent partner for qualitative and quantitative field work. Our experienced management team provides a smooth and in time delivery of complex projects. Thanks to our international Cido Research facilities in Europe, Asia and Canada, we are able to conduct qualitative and quantitative studies worldwide. In Germany we have got specialized interviewing and recruiting teams for difficult target groups, large CATI-facilities and own studios in Frankfurt, Munich, Hamburg, Berlin and Muenster. Krämer – The most trusted partner in MR data collection.



Krämer Marktforschung GmbH

Neuhauser Straße 15
Munich Germany 80331
Ph. 49-89-232360-12
c.rogel@kraemer-germany.com
www.kraemer-germany.com/en
Christoph Rogl, Managing Director
Location: Shopping mall
Distance from airport: 23 miles, 40 minutes
AU, CL, 1/1, 1/10, VC, WC
18x15 10 Conference
13x19 10 Conference
14x14 10 Living
31x35 20 Multiple

Krämer Marktforschung GmbH is your global and independent partner for qualitative and quantitative field work. Our experienced management team provides a smooth and in time delivery of complex projects. Thanks to our international Cido Research facilities in Europe, Asia and Canada, we are able to conduct qualitative and quantitative studies worldwide. In Germany we have got specialized interviewing and recruiting teams for difficult target groups, large CATI-facilities and own studios in Frankfurt, Munich, Hamburg, Berlin and Muenster. Krämer – The most trusted partner in MR data collection.

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

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

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



Schmiedl Marktforschung
 A SCHLESINGER COMPANY

Schmiedl Marktforschung Berlin

A Schlesinger Company
 Tauentzienstraße 3
 Berlin Germany 10789
 Ph. 49-30-235096-0
 info@schmiedlResearch.com
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Stephan Lange, Managing Director
 Location: Office building
 Distance from airport: 5 miles, 20 minutes
 CL, 1/1, 1/10, PTL, VC, WC

24x17	14	Multiple
20x15	10	Multiple
17x14	9	Multiple
17x9	12	Multiple
17x17	9	Multiple
21x17	9	Multiple
35x17	9	Multiple

With an internationally populated urban belt, Berlin provides a diverse recruitment market for consumers, business people, and healthcare professionals alike. Our facility is located in the heart of West Berlin opposite the famous KaDeWe department store. We offer seven high-specification focus group suites, designed with all your needs and comfort in mind. Ask about our 6th floor suites with client lounge terraces. Our quantitative space and multi-disciplinary and multi-lingual staff make conducting product tests at our facility easy to combine with groups or telephone interviews. (See advertisement on inside front cover)



Schmiedl Marktforschung
 A SCHLESINGER COMPANY

Schmiedl Marktforschung Frankfurt

A Schlesinger Company
 Schillerstr. 5
 Frankfurt Germany 60313
 Ph. 49-69-21-976-87-0
 info@schmiedlResearch.com
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Bianka Kreiter, Facility Director
 Location: Office building
 Distance from airport: 11 miles, 30 minutes
 CL, 1/1, 1/10, PTL, VC, WC

19x17	12	Multiple
18x14	10	Multiple
19x16	12	Multiple

We have remodeled our facility to offer a fresh, contemporary space for qualitative and quantitative

studies. Features include spacious suites and enhanced technology, including FV360 LIVE immersive video. Between research sessions, nearby Römerberg is the central and most beautiful square in Frankfurt's Old Town. Or in just a few minutes, Ziel, with department stores and specialty shops lures our clients to a pleasurable shopping experience beneath sycamore trees. Our bilingual team understands international needs and expectations, and has an uncompromising commitment to your study success. (See advertisement on inside front cover)



Schmiedl Marktforschung
 A SCHLESINGER COMPANY

Schmiedl Marktforschung Hamburg

A Schlesinger Company
 ABC-Straße 1
 Hamburg Germany 20354
 Ph. 49-40-3551110
 info@schmiedl-marktforschung.de
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Thomas Oellrich
 Location: Office building
 Distance from airport: 7 miles, 30 minutes
 CL, 1/1, 1/10, PTL, VC, WC

18x16	12	Multiple
18x16	12	Multiple
16x10		Conference
11x10		Conference

Active Research has joined the Schmiedl Marktforschung family and provides access to a diverse recruitment market within the city center population of 1.8 million people and a metropolitan region with over five million. We offer a contemporary space for qualitative and quantitative studies. Features include two spacious conference suites with natural light, flexible set ups, high quality cinema seating, and FocusVision. Our facility is located in a stunning period building on the famous ABC-Strasse in the 'Neustadt' quarter, packed with landmarks and cultural heritage. (See advertisement on inside front cover)



Schmiedl Marktforschung
 A SCHLESINGER COMPANY

Schmiedl Marktforschung Munich

A Schlesinger Company
 Neuhauser Str. 27
 Munich Germany 80331
 Ph. 49-89-231810-100
 info@schmiedlResearch.com
 www.schlesingergroup.com/en/company/our-brands/schmiedl-marktforschung
 Stephan Schmid, Managing Director
 Location: Office building
 Distance from airport: 24 miles, 40 minutes
 CL, 1/1, 1/10, PTL, VC, WC

13x17	10	Multiple
15x15	10	Multiple
17x9	7	Multiple
27x13	10	Multiple

Our Munich office is located in a vibrant pedestrian zone in Central Munich, perfect for intercept recruiting and central location tests, and accessible for focus groups. Our Munich team also delivers high quality surveys, CATI studies, and online qualitative solutions. An impressive historic Bavarian building

is home to our high-specification facility in Munich. The space has been given a completely new layout and interiors to offer a fresh and contemporary environment. Features include spacious suites, private simultaneous interpretation booths, high quality cinema seating, and FV360 LIVE. (See advertisement on inside front cover)

Italy

BRERAPPOINT
 RESEARCH FACILITY MILAN

Fieldinitaly - Brerapoint

Viale Elvezia 10/A
 Milan Italy 20154
 Ph. 39-02-9287-5821
 Luca.notari@fieldinitaly.com
 www.brerapoint.com
 Luca Notari, Partner
 Location: Office building
 Distance from airport: 6 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

26x16	10	Multiple
16x13	6	Multiple
23x10		Multiple
16x8		Multiple

Brerapoint is a contemporary viewing facility located in the very heart of Milan, just in front of Arena in Sempione park, one of the trendiest and lively areas of the city. Brerapoint is a brand of Fieldinitaly, a fieldwork company specialised in providing services to international researchers wanting to conduct market research in Italy. Among services there are quantitative and qualitative fieldwork and access to viewing facility services in more than 10 Italian main cities. Industries covered: FMCGs, Appliances, IT, Bank, Fashion, Media, Health care, Pet Food, Pharma, Usability tests.

Japan

cartergroup
 Japan Market Resource Network

CarterJMRN KK

VORT Nogizaka 1, 4F, 7-2-29 Roppongi
 Minato-ku, Tokyo-to Japan 106-0032
 Ph. 81-3-6434-0520
 unmaskjapan@carterjmrn.com
 www.carterjmrn.com
 Location: Office building
 Distance from airport: 14 miles, 60 minutes
 AU, CUL, 1/1, 1/10, PTL, TK, VC, WC

20x18		Conference
10x8		Conference
10x8		Conference
18x14		Conference
10.5x10		Conference

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 in other Asian markets. 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.

Puerto Rico



Gaither International, Inc.
Calle Jordan 703
San Juan Puerto Rico 00909
Ph. 787-728-5757
gaither@gaitherinternational.com
www.gaiterinternational.com
Sandra Jimenez, COO
Location: Office building
Distance from airport: 7 miles, 15 minutes
CL, 1/1, 1/10, TK, VC, WC
13x10 10 Conference

Gaither International is a market research firm serving Puerto Rico since 1971. Gaither is the only true full-service research company in the Island, possessing a diverse selection of qualitative facilities and services. We have a three-station test kitchen, three Gesell style focus group rooms, a complete 30 foot test bar, an indoor air-conditioned automobile showroom and theater. At Gaither there is no hassle finding where to park your car. Over 50 parking spaces available to our clients and visitors. Contact us and give us the opportunity to be of service! Get addicted to knowledge!

Spain



BDI Research
A SCHLESINGER COMPANY
BDI Research Barcelona
a Schlesinger Company
Diputació 180, Planta 4
Barcelona Spain 08011
Ph. 34-934-155-228
int@bdiresearch.com
www.schlesingergroup.com/en/company/our-brands/bdi-research
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 9 miles, 25 minutes
CL, 1/1, 1/10, PTL, VC, WC
323 sq ft 12 Multiple
194 sq ft 4 Multiple
215 sq ft 7 Multiple
215 sq ft 7 Multiple
480 sq ft Multiple

BDI Research, formerly Block de Ideas, helps you access Barcelona's urban area with a population of around 4.7 million and our multi-lingual team understands your international research needs. Our facility offers four focus group studios and an IDI room. Ask about our studio with client terrace. Our quantitative space and multi-disciplinary staff

make conducting product tests at our facility easy to combine with groups or telephone interviews. Should you require full-service qualitative support, bi-lingual Spanish-English moderators and analysts and can be briefed directly by you. (See advertisement on inside front cover)



BDI Research
A SCHLESINGER COMPANY
BDI Research Madrid
a Schlesinger Company
Velázquez 30, First Floor, Left Door
Madrid Spain 28010
Ph. 34-914-458-877 or 34-934-155-228
int@bdiresearch.com
www.schlesingergroup.com/en/company/our-brands/bdi-research
Rosa Dalet, Managing Director
Location: Office building
Distance from airport: 12 miles, 30 minutes
CL, 1/1, 1/10, PTL, VC, WC
248 sq ft 10 Multiple
150 sq ft 12 Multiple
75 sq ft 4 Multiple

BDI Research, formerly Block de Ideas, helps you access Madrid's metropolitan area population of 6.5 million. We also cover Spain in its entirety. Our multi-lingual team understands international needs and is supported by a pool of experienced interviewers who are native speakers of numerous European languages. Should you require full-service qualitative support, local language moderators and analysts and can be briefed directly by you. Our new facility is located in the heart of Madrid in the Salamanca district offering elegant studios for focus group and IDIs. (See advertisement on inside front cover)



SO22
C/ Claudio Coello 22, 1ºA
Madrid Spain 28001
Ph. 34-912-191-375
info@so22.com
www.so22.com
Jessica de León, Facility Manager
Location: Office building
Distance from airport: 15 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
24m x 24m 14 Conference
14m x 14m 16 Conference
55m x 55m 30 Conference
10m x 10m Conference
12m x 12m Conference

Premier viewing facility in Spain. Five state-of-the-art custom-designed studios to create the right workspace for clients, moderators and respondents. SO22 encourages creative thought and discussion in a relaxed, comfortable and efficient environment. Customer-focused approach to develop bespoke market research solutions, qual and quant. Dedicated, skilled, bilingual team. Privacy and confidentiality assured. Our attention to detail and outstanding customer service makes your research experience more productive and enjoyable. SO22 offers hospitality, support and technology. Give us a call!

Sweden



Nordic Viewpoint
Prästgårdsgatan 24
Mölnådal (Gothenburg) Sweden 431 44
Ph. 46-31-7872599
ben@nordic-viewpoint.com
www.nordic-viewpoint.com
Ben Lepez, Managing Director
Location: Office building
Distance from airport: 15 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, VC, WC
20x10 10 Conference

We are an independent research agency specializing in qualitative and quantitative fieldwork services with a focus on consumer and B2B research in the Nordics. We know the field and know how to find your target group. Our moderators can help you understand local insights and collect the data you need. In Gothenburg and Stockholm, we can offer you our comfortable and modern viewing facilities with one-way mirror and with our mobile equipment, setting up viewing facility equivalent projects are possible throughout the Nordics. Let us take care of your projects in the Nordics.

United Kingdom



Holborn Focus
Kingsbourne House
229-231 High Holborn
London United Kingdom WC1V 7DA
Ph. 44-207-427-2400 or 44-207-490-5944
Jade.On@perspectivemr.com
www.holbornfocus.com
Jade On, Business Development Director
Location: Office building
Distance from airport: 60 minutes
CL, CUL, PTL, VC, WC
12x15 8 Multiple
18x16 10 Multiple
13x16 10 Multiple
14x16 10 Multiple

High quality viewing facilities in the heart of London makes Holborn Focus easy to reach for clients and respondents. Only three doors down from Holborn station and close to mainline train stations... King's Cross St. Pancras and Euston. The area has a selection of great restaurants that have been incorporated into our catering options. Clients can also enjoy London shopping as we are only two tube stops away from Oxford Circus and three stops from Bond street. Enjoy a hassle free service; our concierge service lets you concentrate on the job in hand rather than worrying about booking taxis or arranging last minute accommodation.

Codes

Location: Office bldg., Freestanding bldg., Shopping mall

CL - Client Lounge
 1/1 - One-on-One Room
 1/1OR - One-on-One Obs.
 TK - Test Kitchen
 TKO - Test Kitchen Obs.

CUL-Computer Usability Lab
 PUL-Product Usability Lab
 VC - Video Conferencing
 WC - Web Conferencing
 AU - Auditorium

Conference - Conference-Style Room
 Living - Living Room-Style Room
 Multiple - Various Setups
 Room dimensions, when stated, are shown in feet.



LONDON LEEDS WARSAW

i-view

London Leeds Warsaw
 Wellington House, 125-130 Strand
 London United Kingdom WC2R 0AP
 Ph. 44-203-004-6890
 studios@i-viewlondon.com
 www.i-viewlondon.com
 Sam Grey, Operations Director
 Location: Office building
 Distance from airport: 14 miles, 50 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

12x19	8	Multiple
13x21	20	Multiple
14x18	20	Multiple
15x16	16	Multiple
15x20	16	Multiple

i-view is an award-winning viewing facility brand offering the highest level of service in London, Leeds and Warsaw. We are custom-built as a contemporary hub for researchers. i-view facilities are located in the heart of each city and offer technologically advanced studios with full-length mirrors over one spacious fully accessible floor. We're committed to being the best-in-class and offering clients a premier experience that exceeds expectations. i-view are ideal for conducting all types of studies including eye-tracking, dial testing, user experience, neuromarketing and test kitchen.



M3 GLOBAL RESEARCH

M3 Global Research and Studios London

Galena House
 8-30 Galena Road
 Hammersmith, London United Kingdom W6 0LT
 Ph. 44-20-8741-6200
 studio@eu.m3.com
 www.m3researchstudios.com
 Laura Haxton-Wilde, Head of EU Qualitative Research

Location: Office building
 Distance from airport: 12 miles, 30 minutes
 CL, CUL, 1/1, 1/10, VC, WC

21x11	10	Multiple
25x19	10	Multiple

M3 Global Research Studio in West London is the ideal viewing facility for all your market research focus group and studio needs, conveniently located in the heart of Hammersmith's shopping/entertainment district. Our facility offers two suites where setup is tailored to your methodologies. Easily accessible to clients and respondents traveling from all areas. We can provide experienced moderators, translators and respondent recruitment services. Our facility offers the ideal qualitative project experience and our professional and client-focused studio team will surpass your expectations.



Made In Studios - Birmingham

by MIS Group
 85-89 Colmore Row
 Birmingham United Kingdom B3 2BB
 Ph. 44-121-679-0105
 a.coleman@misgroup.io
 www.madeinstudios.com/birmingham
 Alexandra Coleman, Field and Site Manager
 Location: Office building
 Distance from airport: 15 miles, 25 minutes
 CL, CUL, 1/1, PTL, VC, WC

16x29	13	Multiple
16x29	8	Multiple
13x16		Living

Made in Studios is a facility like no other. Arrive in Birmingham Centre to find a grand building designed by Yeoville Thomason - but don't let the history fool you! As you enter our vast space with state-of-the-art technology and modern luxuries, discover features built to stimulate thought/relaxation. Enjoy flexible room formats with the icing on the cake: our team. From live streaming to recruitment, our experts create packages to suit your needs. We always go above and beyond for the success of your project. You can leave our studios with peace of mind and change to spare - enquire today!



The Research House
 A SCHLESINGER COMPANY

The Research House, A Schlesinger Company

124 Wigmore St.
 London United Kingdom W1U 3RY
 Ph. 44-20-7935-4979
 info@research-house.co.uk
 www.schlesingergroup.com/en/locations/united-kingdom/london

Hanna Assouline, Managing Director
 Location: Free standing facility
 Distance from airport: 16 miles, 40 minutes
 CL, 1/1, 1/10, PTL, VC, WC

12x15	14	Conference
21x15	14	Multiple
19x14	14	Multiple
18x13	14	Multiple
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"My push to my vendor partners is to understand the broader picture and bring solutions to help clients deliver on their specific internal needs."

Do you have any tips for client-side insight professionals looking to develop a strategic partnership with internal stakeholders?

Focus on the tangible outputs and the value created vs. the inputs or data insights into the marketing/business process. It's a fine balance of doing both. We tend to execute the research and provide insights to answer the direct brand/category question. While that is important, pay attention to how it has enhanced the broader business question and enabled thought leadership in changing behaviors. This will demonstrate active engagement and build partnerships to jointly drive value in your organization.

Build empathy for your internal stakeholders as you may not see their pressures beyond your interactions. Understand their remit, and what their leadership is asking of them. This will open up your ability to deliver value-add insights, thinking and impact.

Finally, on a personal level, always be curious and be a continuous learner, scanning your external environment for ways to bring new thinking on your consumer and customer to the table.

What is the biggest challenge for the marketing research and insights industry?

Overall – but especially in the CPG industry – shifting consumer needs and behaviors. The pressure of businesses to deliver cost-efficient, fast and smart solutions to capture consumer interest and engagement is high. That has led to tremendous pressure on marketing and insights teams to be #smarterfasterdeeper – and cheaper – in delivering value to the organization.

As Wayne Gretzky said, "Skate to where the puck is going to be, not to where it has been." It's critical for insights teams to be ahead in their thinking and predicting where the consumer is going. Being the stewards of these shifts will add value to the organization. Additionally, the challenge is to be smart and innovative in spending your limited insights dollars to help lead the conversations to future-proof the organization vs. executing reactive and tactical research.

This also has an impact on the industry professionals helping their clients deliver on the smarter, deeper, faster expectations. My push to my vendor partners is to understand the broader picture and bring solutions to help clients deliver on their specific internal needs.

What new methodology do you see yourself leveraging in the next year?

Tools on my radar run the gamut from techniques leveraging mobile technology for agile and contextual insights to behavioral-science driven tools; social listening for anticipating signals of potential behavioral shifts; and leveraging observational and ethnographic insights vs. System 2 responses.

With the online consumer digital footprint, I see a trove of unfiltered, honest consumer interactions that I want to continue to mine via AI/machine learning techniques. This will help teams with immediate brand insights but also provide signals to create hypotheses and new sparks that we can unpack and understand for the business.

Read the full interview at www.quirks.com/articles/2019/20191222.aspx.

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