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EMPOWERING OR POWERLESS?

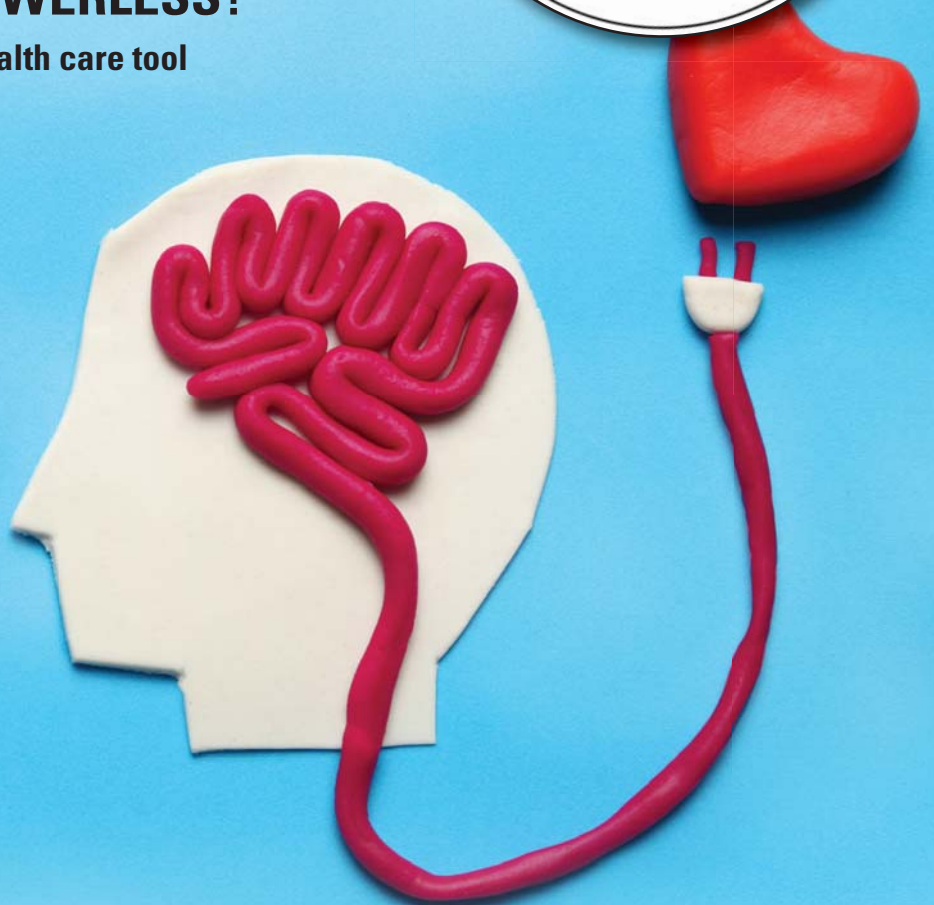
Study examines what makes a health care tool stupid or genius

PLUS

The ABCs of B2B research

A look at dinner - and life - during COVID

Learning from virtual patient communities



ADVERTISING SECTIONS

14 Top Brand Research Companies

12 Top Qualitative Research Moderators

Quirk's Marketing Research Review
November/December 2020
Volume XXXIV Number 6
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Matt (Client Solutions):

“Sue, I would like to remind our clients that we also do awesome quant work.”

Sue (Marketing):

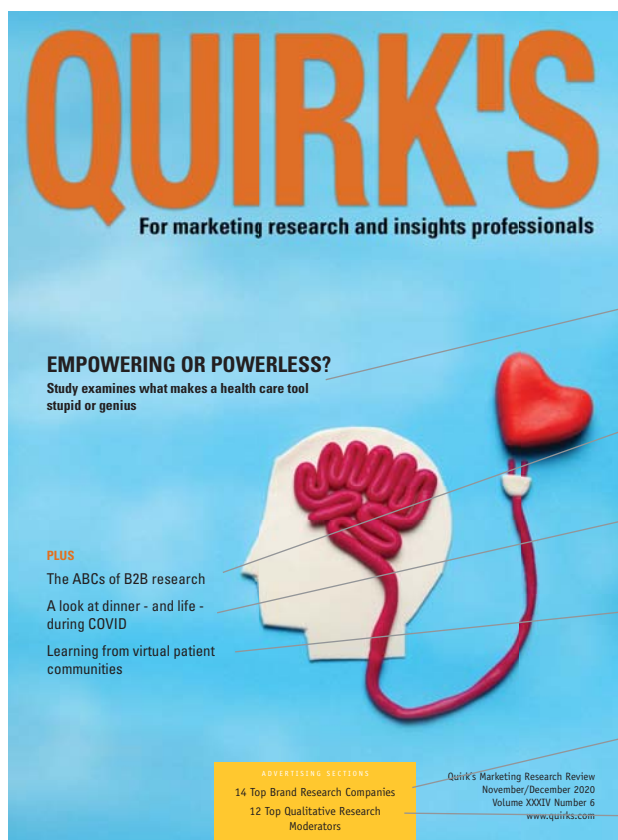
“Okay, Matt.”



SCHLESINGER
GROUP

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Sex in survey research

quirks.com/articles/2020/20201025-1.aspx

Marketers get a grip on the new normal

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Caregiving and special needs support in the time of COVID-19

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Quirk's Blog

COVID-19: Survey Monitor: Part 9

<https://bit.ly/33xVABR>

COVID-19: Information and resources: Part 6

<https://bit.ly/33CJNjN>

Research Industry Voices

Struggling with WFH life? You might be a parent

<https://bit.ly/34p19IN>

Retail giants Target and Walmart gain ground in e-commerce war

<https://bit.ly/3lFvKJ5>

Ethical products: A value-driven perspective

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

3 ways diversity and inclusion drive the empathy economy

<https://bit.ly/2GkK3E1>

Research Careers Blog

The Great Reset: Researchers find solidarity, silver linings during virtual event

<https://bit.ly/36G4bLz>

Supporting and sustaining relationships in a new reality

<https://bit.ly/2Sy2AyM>

Engaging employees as brand ambassadors

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••• shopper insights

Back in a shopping mood?

With COVID-19 lockdown measures easing in some spots around the world, just under three-quarters of global consumers (71%) now report feeling comfortable returning to physical stores since local lockdowns have eased, according to research published by Mood Media.

In partnership with Census-wide, the firm surveyed over 8,000 consumers across four major markets – the U.K., U.S., China and France – and found that while almost half (49%) of global consumers believe they might catch COVID-19



in-store, 80% feel comfortable with the new safety measures set in place, with the requirement of “all visitors wearing masks” cited as the most important measure that helps drive a sense of safety. Of the countries surveyed, the U.S. population stands out as the most worried about catching COVID-19 in-store (60%), with the French expressing the lowest degree of concern about this possibility (39%).Thirty-one percent of consumers surveyed said they

are spending less money and less time shopping in-store than they did before COVID-19, compared with 21% spending the same amount of money but less time than before and only 3% spending both more money and more time than before the pandemic.



••• consumer psychology

Music to not work by

Maybe all those streaming-service playlists to help you get more done are doing you a disservice. U.K.-based online marketplace OnBuy surveyed 3,000 people, enlisting them to complete 10 short tasks to find out how many they could complete with a selection of songs playing. People on average found that “My Love” by Sia, “Real Love” by Tom Odell and “I Wanna Be Yours” by Arctic Monkeys were among the most productive songs to study to, with people completing six of the 10 tasks through the duration.

“Secret Garden” by Bruce Springsteen and “Don’t Worry, Be Happy” by Bobby McFerrin were also among those that increased productivity and concentration, with people also completing six of the 10 tasks.

Despite being a popular song, “I’m So Excited” by the Pointer Sisters was the worst song for productivity. People only completed two of 10 tasks while listening to it. Also among the worst songs to be productive to was “Roar” by Katy Perry and “Dancing With Myself” by Billy Idol, with all participants also completing two out of the 10 tasks while listening to them.

The study also found a general correlation with the beats per minute (BPM) of a song: The lower the BPM, the more productive people were. The participants completed an average of five tasks per song with no music and performed 0.7 fewer tasks when listening to music rather than no music at all.



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How are you feeling?

The question in the headline above is certainly a loaded one these days. To the person being asked, it could apply to a million different things in addition to the pandemic. At the time of this writing in early October, it could be about the impending election. Or about the regional virus flare-ups. Or the wildfires or hurricanes or derechos. Or the job losses. Or the death of Ruth Bader Ginsburg. Or the state of the world in general.

Any and all of those things are likely to draw a range of answers and emotions.

That's also what we got earlier this summer when, as part of our annual survey of client-side readers, we asked researchers how they felt about the future of their jobs as insights professionals.

In terms of broad themes, a surprising number of comments were hopeful, in spite of everything that's going on, though of course many others offered dire predictions. (More than a handful of respondents who are near retirement expressed some variation on the plan to ride out their next few years. Fingers crossed, right?)

Several respondents noted that it felt like research gained in importance, as companies need ways to check in with consumers' mind-sets and keep track of the many shifts and changes we're all going through:

COVID-19 has given corporate researchers a time to shine. More than ever, employees and stakeholders throughout the company want to

know what consumers are thinking and feeling right now and are turning to us for the answers.

There were multiple expressions of worry that COVID has wrought a kind of Wild West feel within businesses, where the rules have been changed and the urgency of the need for information means that anyone and everyone within a company can and should conduct research even if they're not trained to do so.

I don't think folks appreciate the value of what professional researchers bring to the table. Many people think they can create their own surveys using SurveyMonkey or something and then present the findings they want to share. Additionally, seasoned professionals are considered "expensive" in lieu of "experts," particularly since the people hiring do not understand the difference in experience/knowledge between seasoned and new researchers.

For some, the pandemic has been a forge of adversity that is creating something valuable from an awful situation.

On the brand/corporate side, I think as long as your work is tied to company strategy, it feels like a positive and promising future. For me, understanding the impact of COVID on our audience – and our business – has elevated our visibility and roles within the company. With unprecedented times like this, I think there would be a need for insights professionals to help understand, navigate and work through implications.

Your assessment of the current state of things also depends heavily on whether your firm already sees value in listening to consumers:

The COVID crisis has served to underline the importance of customer insights to senior leadership as insights have been involved in on everything from brand communications strategy to product and policy changes to



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Joe Rydholm can be reached at joe@quirks.com

demand forecasting.

This situation has made companies aware of how vital it is that we are consumer-obsessed in order to drive our performance through meeting consumer/customer needs better – and quicker. Agility will be even more important going forward, which will challenge established processes. But having the insight teams more central and "at the table" will enable companies to keep a close pulse on our consumers – critical as they are paying our salaries!

And while some anecdotal evidence is out there that response rates are up a bit, as people are generally more reachable (or maybe just desperate to talk to anyone other than their family members!), there were comments about having a hard time reaching respondents, especially in B2B:

I work in the B2B space. My internal stakeholders have the same level of interested in customer feedback. The issue is, customers are too busy managing the medical and economic crises to have time for research. Have seen a significant decline in response rates.

Finally, among the longer-form responses, this one stood out for its concision:

*Have you read the book "Bullsh*t Jobs A Theory" by David Graeber?*

Time for a career change, perhaps? 



••• advice for researchers

ASK THE EXPERT

Expert answers to important research questions.

How can brands make decisions during the current uncertainty while taking into account long-term impacts?

Our family was on spring break at a restaurant when the Utah Jazz game on TV was cancelled due to a player testing positive for COVID-19. Within 24 hours the world changed – we worried if we would be able to get home and if we had enough toilet paper and food back at home. Life got crazy. Quick.

Brands face major uncertainty due to the rapid and dramatic changes brought by the pandemic, social unrest and chaotic presidential election. Human needs have changed. Market dynamics shifted overnight – it's impossible to forecast and predict. As we all adapt and cope, emerging cultural trends are shaping behavior – social distancing, masks, order and delivery, drive-in concerts, etc.

Every company is asking their own version of how to respond. Whether the industry is decimated or overloaded, necessity requires short-term action. But those who become stronger will also focus on the longer-term impact of decisions made now.

Building “brand love” is an attainable and compelling long-term play we are seeing pay off for many brands today. For the last year we worked with Google to deploy multiple research methods and analyses to simplify what “brand love” means, why it matters and how it is built.

None of us expected to build that model and then have a once-in-a-hundred-years pandemic test it.

The Google Brand Love Framework offers a simple way to make hard decisions in response to the “new now” of our time. According to Scott Falzone, managing director U.S. telecom at Google, “brand love” results from trust that the company takes care of you (functional trust) and genuinely cares about you (emotional trust). This “love” pays off with more spend (5x), loyalty (4x), word of mouth advocacy (4x) and benefit of the doubt in a crisis (4x).

Thousands of cases demonstrated a clear path to trust. First, a brand must enable something meaningful in life. Second, the brand must make it easy and effortless to interact with them. Finally, “love” emerges when expectations are consistently exceeded through simple surprise-and-delight moments.

Since COVID, Google had us check what changed. The results are stunning in two ways:

Brands with higher “brand love” scores are seen as having responded better (4x).

Brands that have focused on taking care of people (functional trust) by surprising them with real help and making the interaction easier have improved their brand love score.

We believe brands should:

- Anchor in an authentic purpose – this can't be faked.
- Be clear on what you enable now



Maury Giles
Partner
Heart + Mind
mgiles@heartandmindstrategies.com

HEART + MIND
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and into the future.

- Identify how you best deliver on functional and emotional needs.
- During COVID-19 focus more heavily on how you take care of people.
- Hold actions accountable to surprise and delight customers and make it effortless to engage.

Have a question you'd like to have answered? Submit it to info@quirks.com.

Want your firm to be featured as an expert? Contact sales@quirks.com for more information. www.quirks.com/articles/2020/20201155.aspx

"I like that my opinion matters on the products I see and install. I feel that if a manufacturer is going to hire a company like myCLEARopinion, they are serious about the contractor's point of view. I believe that what we do here helps everyone in the process from the manufacturer to the end user."

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••• tools and solutions

INNOVATIVE PRODUCTS & SERVICES



Methodologies, techniques and technology are rapidly changing in the marketing research and insights industry. New products and services are being released at an ever-faster pace. How can you keep up on what is new? Quirk's has you covered. In this section, you will find some of the newest and most innovative tools and services to keep your research up to speed. From the latest in software, technology, methodology and services, these are the products and service you will want to know about.



Breefly® offers a simpler, easier way to deliver insights reporting

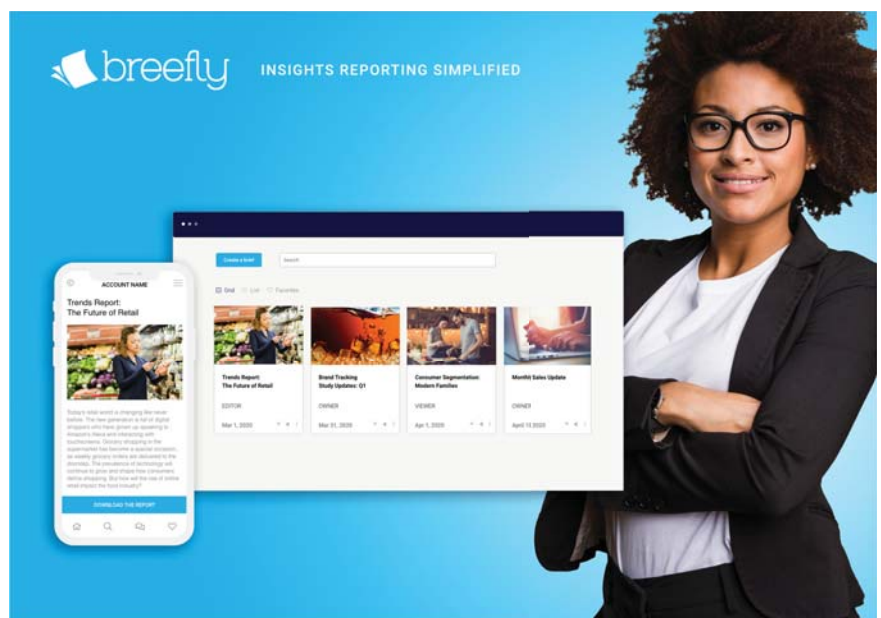
Sharing actionable insights in a data-overloaded world has never been more critical – or challenging. That was until now, thanks to Breefly®, the insights reporting platform designed to help market researchers create, share and collaborate on insights in minutes.

Leave the e-mails, presentations and spreadsheets behind

Breefly® provides an easy, affordable DIY reporting solution that delivers your research findings as bite-sized insights briefs to clients and teams. The platform saves you time by allowing you to:

Easily curate and create insights briefs

- Combine your stories (text), media (audio, video) and data (charts) together to create engaging, bite-sized insights briefs as if you were writing a blog.



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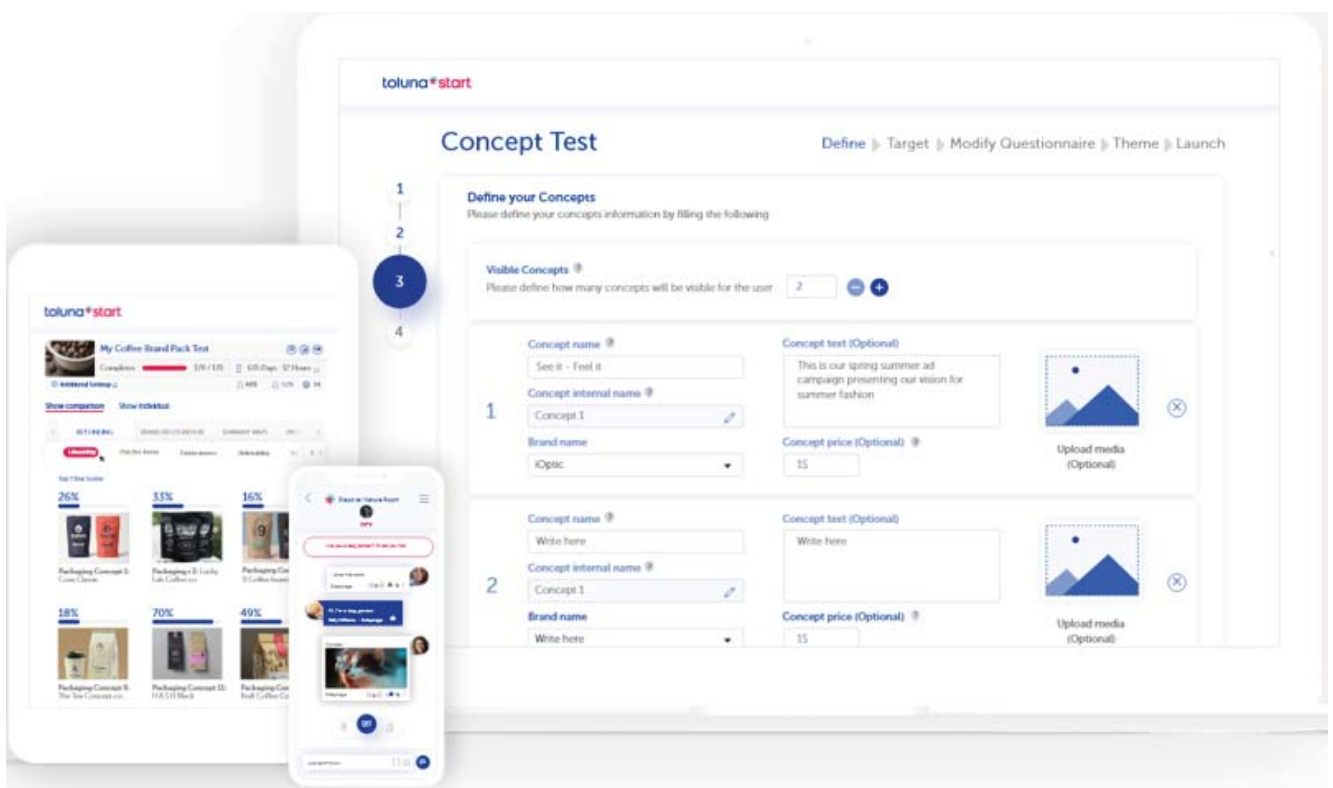
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Measure engagement in real time

- Know who is engaging with your briefs and which insights are being put to use through user analytics.

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toluna

Toluna Start: The perfect insights solution

In the beginning, full-service consumer insight products were the only game in town for corporate research teams. But that meant significant expenditures – in both money and time. It often took weeks to get answers to questions at the heart of important research studies, delaying teams’ progress and allowing competitors to sail past them in the marketplace.

DIY and full service – the far ends of the spectrum

Enter DIY, the time- and cost-effective alternative. Self-serve consumer insights platforms meant that research teams could get answers to their burning questions in days – and sometimes hours – rather than weeks, and for a price that didn’t strain their budget. It was a welcome alternative to full-service engagements that could sometimes stretch on for weeks.

But here’s the catch: with a

strictly DIY approach, researchers are alone in the wilderness, with nowhere to turn when problems arise. (And, of course, problems always arise.) That’s especially problematic for today’s smaller teams trying to respond to a constantly increasing number of requests from across the organization. Researchers simply don’t have the time for the learning curve built into even the best DIY programs. DIY forces researchers to tackle projects on their own, with a multi-stepped process often leading to significant bottlenecks. Think about it: you’re on your own from survey creation to analysis.

On the other hand, while full-service research was once the Holy Grail, it is often difficult to justify both the expense and the time it requires. And its processes can prove limiting, leaving researchers with a lack of control and no opportunity for input.

Your new solution

The answer is a hybrid solution that brings the best of full-service and DIY together in one package – creating a unique, new solution. At Toluna we’ve baked our methodological expertise into the Toluna Start platform, helping researchers

remain agile in a fast-moving marketplace. And the DIY aspect of the solution allows teams to stay deeply immersed in their research and constantly involved with colleagues across their corporate landscape, in effect solidifying their entire organization into one unified team. At the same time, however, researchers have real-time access to experts who can guide them over bumps in the terrain. That expert support means they have ultimate confidence in survey results – a quality sometimes missing in strictly DIY programs.

The Toluna Start platform creates a seamless and collaborative environment that provides access to reliable results across an organization and in real-time, further solidifying an organization. That means teams across the company can confidently move forward with product development and marketing campaigns, staying abreast of the competition in the constantly shifting sands of the global marketplace. Toluna Start is an island of certainty in a world that seems to grow more uncertain with every passing day. It’s a solution that had to come.

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Conduct in-person research safely With CCam™ focus

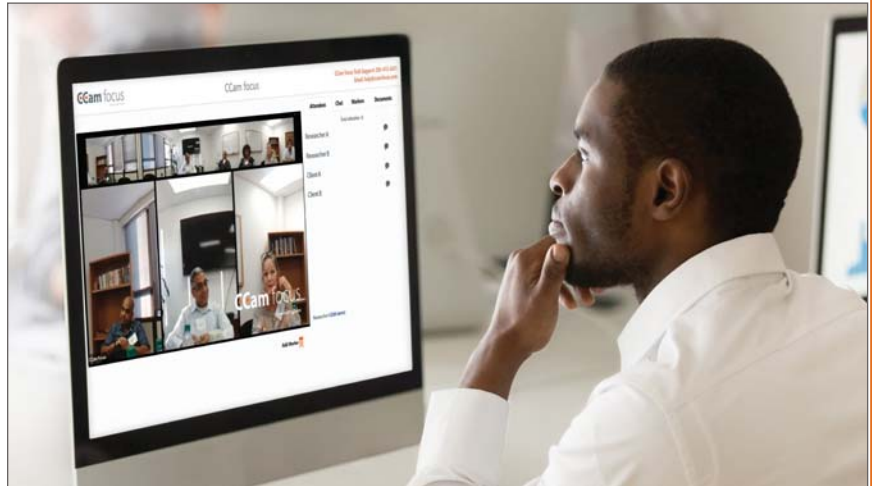
As we emerge from the global lockdown, there is hope on the horizon for live, in-person market research in focus group facilities, or a hybrid approach (combination of in-person and online), using CCam™ focus, powered by Civicom Marketing Research Services.

CCam’s omnidirectional camera and crystal clear audio make it possible to bring people together in a way that meets the requirements of social distancing while engaged in live groups and in-person interviews, even when people are wearing masks or are seated behind plexiglass. As speakers talk, CCam automatically stitches together the live view of each speaker as the conversation flows, making it ap-

pear as if people are actually seated next to one another, even when seated six feet apart.

CCam includes video curation tools for organizing and analyzing deliverables. Collaborate, summarize insights into transcription and video clips and create storyboards. CCam is portable and weighs less than 5 pounds – perfect for conducting research in hotels, conference rooms

and homes. Throughout every CCam session, your project is always in good hands with Civicom’s excellent tech support team. CCam focus is available in more than 200 facilities globally with a presence in all major U.S. cities. Additional locations can be fully equipped in 24-48 hours. “There’s another way of seeing things” with CCam focus! Schedule a demo with CCam today.



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Customer attitudes and behaviors are changing rapidly. Developing innovative and relevant offerings during this time can be challenging. Innovation Sprint™ fast-tracks your innovation timeline through a combination of cutting-edge virtual tools and our experts in innovation, customer insights and data science.

Why is Innovation Sprint unique? Traditional innovation insights approaches are modular and can take several months, while super-short solutions don’t dig deep enough into customer needs. Innovation Sprint uses behavioral approaches and data science to provide rapid fresh learning, concept development, iteration and validation.

How does it work? Five seamless stages help your team move fluidly from creating and optimizing through

“
Smarter way
 of idea generation
 and testing.
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INNOVATION SPRINT

assessing and creating an action plan. An Innovation Playbook captures team decisions, customer insights and the final activation guide to keep your team aligned and on track.

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Extract more insight in less time with S+R AQUA™

S+R AQUA™ is our proprietary web-based application that reads and analyzes natural language data via transcripts. Alone or with Luminoso™, a technology licensed from MIT, we generate a full picture of overt and latent connections between concepts with more depth and in less time than humans could alone, filling a big hole in analytics technology.

Qualitative research via interviews, focus groups and ethnographies is a cornerstone of human-to-human understanding. In a world awash in transactional and behavioral data, the insights from human communications are most often the ones on which key decisions pivot. The strategic insights industry is adept at running interviews and focus groups but is poorly equipped to deeply analyze them. There is also an emerging need to search historical transcripts to deliver insights

S+R AQUA

on a more agile basis, saving time and expense of commissioning new research. It's common in "big data," with many advances in machine learning, algorithm application and statistical modeling. However, qualitative is by comparison an almost "old school" endeavor, one based on being a good listener, a better than average note taker and an experienced hand who can connect dots in real time. But we all know our brains aren't always the greatest at keeping things sorted, so we are likely leaving insights on the table.

Built from scratch

S+R AQUA™ was built in-house from scratch. It sits atop a series of web APIs that efficiently move transcript data and provide analytics. It's unique in how it blends concepts of keyword

search, supervised machine learning and human markup. We can line up themes and concepts to easily see where patterns emerge or diverge, look at how common ideas are framed to determine their true meaning rather than simply doing a word count, and put video next to themes to account for non-verbal sentiment and cues (e.g., body language, facial expression, etc.). Plus, we've advanced the ball in terms of faster raw data uploads with our latest innovation, the S+R Conversation Conversion Engine (CCE), a blend of AWS programs and our own scripts that load and translate data ready to analyze in less time.

S+R AQUA™ is a complete solution that gives us more complete, nuanced and insightful answers to important business questions. We are happy to arrange a demo so give us a call anytime.

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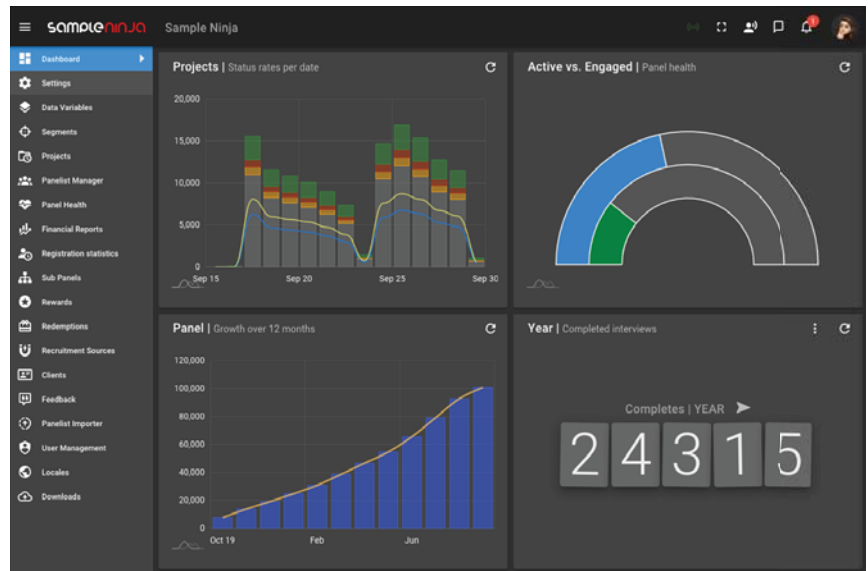


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Scale – Manage multiple panels, with any number of sub-panels at any scale. Control branding for each sub-panel with easy-to-use visual editors. No web designers are needed.

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to query millions of panelists in milliseconds and run feasibility checks like a pro. The next-generation user interface feels like using a desktop app.

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INSIGHTS IN COLOR

The IIC Diversity Sense-Check Tool

Today's current cultural moment has ignited a new era of diversity, equity and inclusivity in the research and insights community. Not only are insights professionals reexamining their research practices, but many are attempting to correct missteps of the past by making sure that their research teams are as diverse and as representative as possible.

However, the insights industry has a problem: there are currently not enough BIPOC research and insights professionals available to fill all of the seats that require their talent. Insights in Color, a diversity initiative for multicultural professionals, is hoping to change this but building that pipeline will take some time.

Until that pipeline is fully de-



veloped, Insights in Color has created a new short-term tool for research professionals seeking more immediate diversity and inclusion solutions for their research projects.

The Diversity Sense-Check Tool was created to as a first step initiative for insights departments lacking diversity that may not be fully aware of the key questions, methods and probes needed to ensure truly representative results. The assessment covers five key research areas: the research topic and category;

the sample/panel/recruitment plan; the methodology and approach; the diversity of the research team; and the diversity of the client team.

The Diversity Sense-Check Tool is not meant to replace the very necessary roles of BIPOC researchers and experts. Instead, it is meant to help insights professionals correct their potentially biased research processes and frameworks in the interim.

Check your research habits and potential biases at www.insightsincolor.com.

If you recruit, we can improve your profits



The OpinionWizard Recruiting System automates all aspects of the respondent journey from enrollment to screening, scheduling, confirming and reporting all the way through to electronic participant payment. Clients typically save 15-20% on recruiting labor alone, while improving recruitment integrity and database growth.

Automation – OpinionWizard takes the work out of project management. It systematically resends survey invitations to nonresponders thereby increasing response rates and sends reminder messages to those who pre-qualify to call in rather than recruiters calling out. It also automatically sends confirmation

letters, complete with any number of attachments and reminders.

Integrated Survey System – The intuitive web screening platform informs respondents when they terminate or pre-qualify. Pre-qualified respondents are directed to call in (self-scheduling optional) and recruiters simply open the respondent record to complete screening and schedule. If the call center is closed, respondents can set an appointment. No need to evaluate survey results and call respondents, they call you! All that is left to do is to send targeted sample.

Reporting – A multitude of reports are just a click away. Among the most used

are the **profile report** (automatically created during survey construction), a **disposition report** (useful in managing budgets, debugging difficult recruits and evaluating recruiter performance), the **quota report** and a **confirmation tracking report**. There is also a **time-tracking system**, which can report employee time by day and by job.

Integrated e-Pay – After the project is over, with the click of a button, payments are sent (your choice: Visa/Amazon/etc.) to compensate respondents. No more cash or checks, export and upload lists or swiping cards.

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tobii pro

How innovation in wearable eye-tracking boosts external validity

Marketing and UX researchers are no strangers to questions of external validity. Is my focus group providing true-to-life answers? Will thinking aloud while shopping impact which products end up in the cart? Striking the balance between validity and feasibility has been a constant struggle in studies. Fortunately, technology innovations provide solutions.

The next generation of wearable eye-tracker: Tobii Pro Glasses 3

Designed for the real world, Tobii Pro's third generation of wearable eye-trackers enables marketing and UX research under the most natural con-

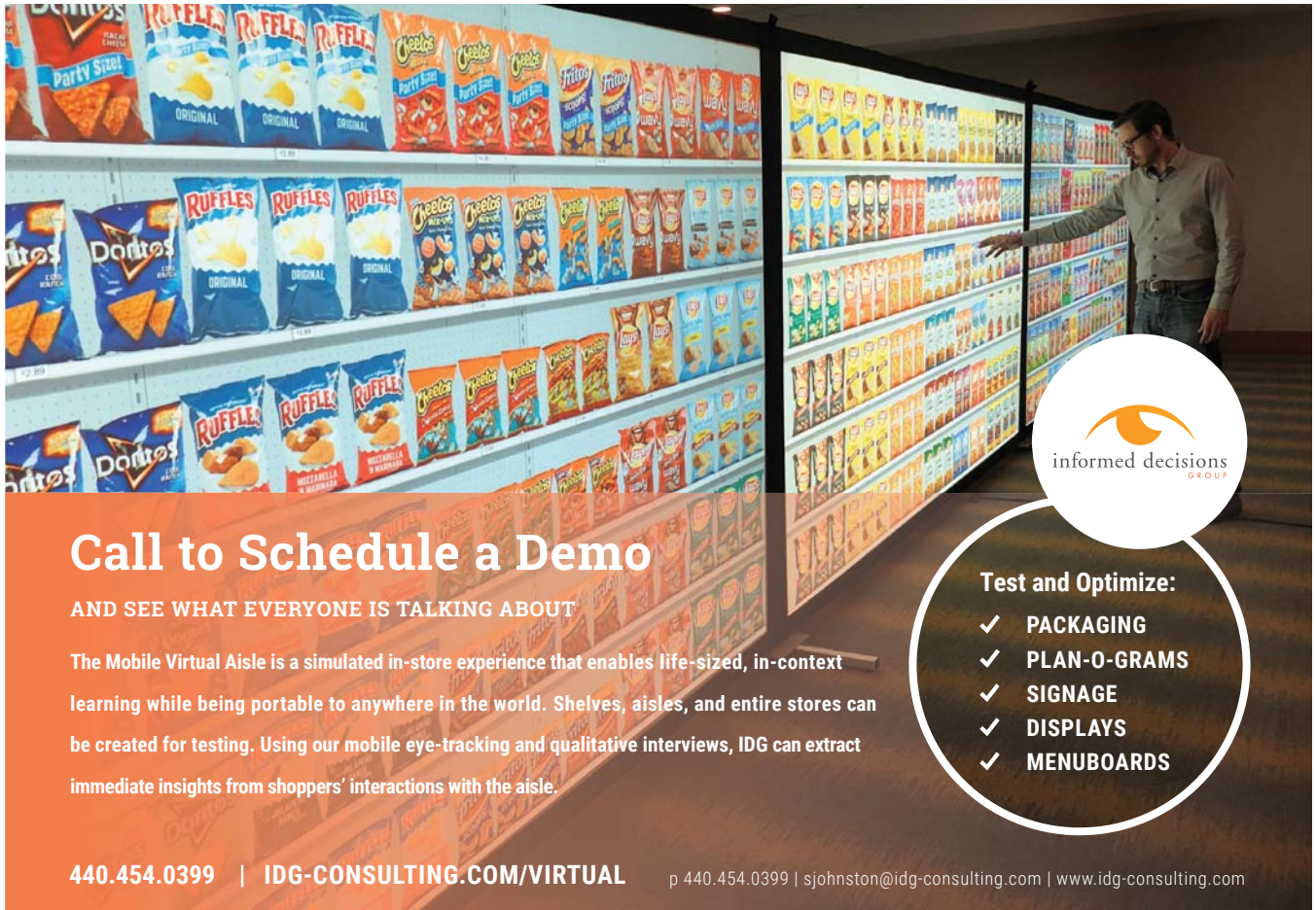
ditions, helping businesses find externally valid insights. These are some of the advancements that will give researchers the confidence and freedom to take research where they want it to go:

- The discreet and lightweight design of Pro Glasses 3 is similar to regular eyewear. Thanks to the eye-tracking technology integrated into the lenses, the wearer's view is unobstructed.
- Data is delivered from a larger field of view and provides accurate eye-tracking of wider gaze angles, thus capturing more comprehensive data on the customer experience.



- Via the easy-to-use app for mobile phones, wearers can calibrate quickly and control their own recordings, making moderators superfluous.

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The future of work for research teams



SightX is an automated consumer insights platform that is transforming the way insights professionals conduct research and is increasing the impact they are having on their businesses.

The SightX platform was built for researchers and insights leaders who are interested in spending their time exploring the meaning of the research results in order to tell impactful stories, rather than doing manual and repetitive tasks.

There are several flexible and customizable products and solutions that put the ultimate control in the hands of its users. The capabilities range from building a simple or complex



survey to conducting concept or message tests, all the way to automated balanced design experiments such as max-diff and conjoint. All analysis is not only real-time, but automated.

It is flexible and powerful enough to handle everything from quick and agile studies all the way through robust and complex experiments.

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... health care research

Worth a shot

Study examines flu shot sentiment in light of COVID-19

Due to the COVID-19 pandemic, the 2020 flu season is top-of-mind for Americans more than ever. Research from RxSaver and Kelton Research sheds light on Americans' perceptions and plans for protection regarding flu vaccinations this year.

As the COVID-19 pandemic continues into late 2020, it has become a driving force for those planning to receive the flu vaccine, with at least three in five Americans (63%) saying they are more likely to get the flu shot because of the virus. Fifty percent of Americans confirmed they

would definitely be getting the flu shot this year, with 44% saying fear of becoming ill due to COVID-19 plays a role in their reasoning, while 68% say they want it for personal protection.

Interestingly, the results also show that where you live plays a role in how likely you are to get the flu shot. Americans from the Northeast (57%) and West (54%) are significantly more likely than those from the South (45%) to say they will definitely receive the flu vaccine this year.

For those who do not plan to get the flu shot, there are considerable reasons why they are choosing not to get the vaccine this year. Twenty-eight percent of this group are afraid of the common side effects associated with the flu shot and 28% also worry they will end up contracting

the flu virus after receiving the shot. These concerns are the most common reasons why people have opted to not get vaccinated in the past and still prove to be lingering fears this year. Interestingly enough, 28% of those who do not plan to get the flu vaccine state the reason they won't be getting the vaccine is due to being more concerned about COVID-19 at this time versus the flu virus.

In addition to health concerns topping the list for many this year, financial hardships due to loss of employment or missing work due to being sick with the flu are also pressing concerns for consumers. Missing work because of illness continues to cause financial challenges for many. Over three in five (61%) employed Americans say they have been impacted financially due to missing work related to a cold or flu, up from 55% in 2019. In fact, 48% admit to searching for discounts on routine purchases to help offset lost wages, while an additional 48% of respondents had to set a strict financial budget as a result of lost income. Many Americans continue to struggle finding the money to pay for needed prescriptions and 30% say they find it challenging to pay for medication that treats a cold or flu. Gen Z/Millennials (49%) are twice as likely as older generations (24%) to say a cold or the flu has adversely impacted them financially.

The research was conducted by Kelton Research on behalf of Rx Saver and surveyed 1,052 nationally representative Americans.



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••• entertainment research
Seeing ourselves

Study looks at representation in popular movies

The Geena Davis Institute on Gender in Media and data and analytics company MOVIO teamed up to determine if what and who is presented on cinema screens affects who shows up for a film during its theatrical run. The research sought to understand how the presence of certain groups (race/ethnicity, gender, age) on-screen draws the corresponding audience and what negative or positive portrayals of certain groups different viewers are seeing in the most popular films. Additionally, the study looked into what portrayals of certain groups child viewers are seeing in the most popular films. On-screen data and audience demographic data for the top 100 films (by box office) in the U.S. were examined for 2018 and 2019.

The research found that people really do want to see themselves reflected on screen. Moviegoers being able to identify with the characters in a movie drives their attendance behavior. When there are characters of a certain cohort this is likely to drive more moviegoers of the same cohort.

The analysis showed across all films that the leading characters and audience are generally 50/50 female/male. This is encouraging considering in 2007 only 23% of leads were female and in 2017 30% were female. However, it is worth noting that the more female characters, the more female the audience and the more male charac-

ters, the more male the audience.

The effect of genre on the percentage of male vs. female leading characters was clear as well as the corresponding gender split in the attending audience. Action movies, most notably, regularly have well over 50% male characters and well over 50% (and frequently over 60%) male audience. The opportunity for Black, Asian and Latinx moviegoers to see themselves represented on screen is significantly lower than for white moviegoers. Several movies tally 100% of their characters as white with the majority having over 50% white characters. For the remaining four race/ethnicity groups identified in the study, the majority of films are clustered at below 25% (if not 0%) representation on screen. This is significant considering people of color comprise 37.8% of the U.S. population.

Across the board in terms of ethnicity, gender and age, the negative portrayal of characters from a certain group has little bearing on whether or not that group attends a movie. However, particularly with regards to race and ethnicity, the analysis again shows how minority audiences are given substantially fewer opportunities to even see characters from their racial or ethnic group on the screen, no less characters from their racial or ethnic group who are also not depicted negatively.

The research was also able to determine what demographic cohorts are being represented in films geared primarily towards children. Both male and female leads are roughly evenly split in terms of on-screen representation for films with more child visits, suggesting that young moviegoers are getting a fairly balanced representation of genders in their on-screen media consumption. However, when looking at race/ethnicity there is less of a balanced representation. White characters are very well represented in children's films, with the majority of films having 50% or more white characters represented on screen. There is not the same level of representation for Asian or Latinx

characters in children's media as the vast majority of films moviegoers are bringing their children to see have no representation of these cohorts. For example, of all the titles analyzed, only six titles had over 18% Latinx characters, despite Latinx people comprising 18.4% of the U.S. population.

The study examined on-screen data and audience demographic data for the top 100 films released theatrically in the U.S. in 2018 and 2019. The study utilized MOVIO's cinema loyalty data and demographic profiles of over 10 million active U.S. moviegoers.



••• insurance research
To insure or not insure

Study examines life insurance differences in Black and white Americans

Research from Haven Life reveals that Black Americans are more underinsured than white Americans, despite being more likely to have life insurance. Median incomes for Black and white survey respondents are similar – Black respondents earn \$50,162 and white respondents earn \$54,823. Eighty-one percent of Black respondents indicate they have life insurance, either through work or individually, compared to 70% of white respondents. Yet when asked about their existing life insurance coverage amounts, white individuals state they have a median coverage amount of \$150,000, while Black individuals report having \$50,000 in coverage.

Black and white respondents similarly think their death would financially impact their loved ones. Sixty-two percent of Black respondents believe their death would have a “substantial” impact on their family’s financial futures compared to 61% for white respondents. However, Black respondents are more likely to view life insurance as a key component to build generational wealth. When asked about the reasons why life insurance is needed, “building generational wealth” is nearly three times more important for Black respondents (22%) than white respondents (8%).

White respondents are more likely to buy life insurance to protect their families from unpaid debts, such as a mortgage. Sixty-four percent of white respondents believe paying off debts is the primary reason for buying life insurance, versus 37% for Black respondents. Of note, the Urban Institute reported that 71.9% of white Americans own homes, compared to 41.8% of Black Americans.

Black respondents were more likely to overestimate the cost of life insurance. Of respondents who do not have life insurance, Black respondents believed the average cost is 30% higher (\$65 per month) than white respondents (\$50 per month). Even with the perceived higher cost, though, 41% of Black respondents said they “plan to buy life insurance” versus 19% of white respondents. Overall, the survey results show that there are key differences in how Black and white respondents view life insurance. Black individuals appear to value the idea of life insurance more than white individuals and consider coverage to be an important component for building generational wealth. However, Black individuals do not purchase as much coverage and are subsequently more likely to be underinsured.

The study was conducted by Haven Life and polled 653 U.S. adults between 18-65 who identified as either Black only (N=264) or white only (N=389). The median respondent’s age was 34.



••• gaming research

A game for everyone

Study looks at behaviors and preferences of mobile gamers

Every day, millions of people play mobile games on their smartphones. To better understand this audience, AdColony partnered with DISQO to survey 1,200 verified U.S. mobile users about their mobile gaming behaviors, preferences and sentiments.

Since March, mobile gaming has seen as much as a 62% uptick in time-spent, corresponding to the beginning of lockdowns across the U.S. While most people don’t necessarily self-identify as gamers, mobile gaming activity is widespread and evenly distributed among genders, age groups, education levels and income brackets.

Nearly one-half (49%) of Americans play mobile games once or several times a day, while 16% play weekly and 13% play monthly. Even among working-age consumers, females and highly educated consumers, those numbers stay consistent. Fifty-three percent of consumers between 35 and 54 play daily and 49% of those who play daily are women. Among those with higher education, some post-grad (54%) and master’s (51%) have even higher rates of daily mobile gaming than the population at large. Sixty-five percent of consumers with household incomes of \$250,000 play mobile games once or several times a day but only 29% of those in the group self-identify as a “gamer.”

Seven out of 10 mobile users “sometimes” or “always” multitask while playing games, and watching TV is the most common other activity (60%), followed by listening to music (46%) and eating or cooking (38%).

Puzzle and word games are most popular of mobile games, with the highest use among all age groups, and both genres skew female over male. Nearly 30% of affluent (HHI \$250k+) consumers say they play puzzle and word games the most, as do 44% of those in the \$150,000 to \$199,000 bracket.

Strategy and role-playing games (RPGs) are most popular among those with higher degrees; one out of five consumers with a master’s or doctorate degree play RPGs, a higher percentage than the general population, with nearly one in three playing strategy games. They also tend to be younger, with most in the 18-44 age group. Strategy games attract male and female players at relatively similar rates (17% of males vs. 15.8% of females).

When asked for their preference, nine out of 10 respondents said they would choose to watch an ad to get rewards like in-game currency rather than paying for the same perk and more females than males would make that choice (92% vs. 86%). Less than 10% of consumers across all age groups would pay for an in-game perk instead of watching an ad to receive the same reward. Those with HHI of \$150,000+ had the highest percentage that preferred rewarded videos.

The study was conducted by DISQO on behalf of AdColony and surveyed 1,200 verified mobile users in the U.S.



••• shopper insights The struggle is real

Online shoppers encounter barriers

While online shopping was already popular among consumers, the COVID-19 crisis has made this route a preference or even a necessity to many. And yet many retailers don't offer an optimal experience for shoppers – recent research from goMoxie revealed that 40% of consumers struggle to complete basic tasks on retail websites and that most are more likely to abandon the experience or switch to a competitor rather than seek assistance. The findings are especially concerning given the challenges many retailers already face as a result of the COVID-19 pandemic. These challenges are likely to be exacerbated during the oncoming holiday shopping season.

eMarketer predicted that in 2020, e-commerce sales will climb by 18% to reach \$709.78 billion, representing 14.5% of total U.S. retail sales. While this increased volume suggests expanded opportunities for online retailers, the high levels of struggle and abandonment indicate that many of these businesses are failing to realize their full sales potential.

The most common forms of struggle for consumers come down to easily avoidable failures. Consumers could greatly benefit from retailers guiding them with proactive and relevant information throughout the purchase path. Guide customers when they arrive to the site, through product selection and check out as well as when they return for service and support. Forty-three percent of consumers who struggled while shopping online cited insufficient, incorrect or confusing information

via mobile. Again, 43% reported difficulties in site navigation, while 42% were unable to complete a transaction. Thirty-six percent encountered an error message and 22% reported password or login challenges.

E-commerce websites make support channels available. Unfortunately, shoppers are far more likely to give up and leave – making it essential to take a proactive approach to guidance. When encountering a struggle online, 62% abandoned the shopping experience and 52% shopped with a competitor. Only 26% contacted customer service.

Some businesses have turned to text messaging and chatbots/virtual assistants but consumers don't prefer these means of interaction. When asked which channel they prefer to use when contacting a retailer, respondents chose the telephone (33%), e-mail (26%), live chat with an agent (25%), self-service portal (13%), text/SMS message (12%) and chatbot/virtual assistant (8%).

The survey was conducted by goMoxie using SurveyMonkey and polled 1,063 adult consumers in the U.S.



••• environmental research Who pays for change?

Study identifies attitudes toward climate change

A study commissioned by Nexans examined American consumers' attitudes toward climate change and found that more than two-thirds of respondents (70%) are willing to give or donate a percentage of their personal income to support the fight against climate change.

Twenty-eight percent indicated they were willing to provide less than 1% of their income; 33% said they would be willing to contribute 1-5% of their income; 6% said they would give between

6-10% of their income; and 3% indicated they would contribute more than 10% of their income. Just under one-third (31%) of those surveyed indicated they were unwilling to give or donate any percentage of their income to support the fight against climate change.

Participants were given the opportunity to choose from seven multiple responses to the question "How should the fight against climate change be paid for?" The majority (59%) replied it should be paid for by "government incentives for both businesses and consumers." This was followed by "federal, state and/or local taxes" and "conservation programs" (tied at 47%); "business investments" (42%) and "consumer-driven purchases" (33%). Just 9% selected none of the above and 2% selected other. Forty-four percent of respondents are dissatisfied with the job that federal and state governments are doing to address climate change, 35% are somewhat satisfied and 21% are either very satisfied or completely satisfied with government's role.

Americans expressed overwhelmingly favorable views of wind and solar renewable energy proposals. Specifically, 85% stated being in favor of wind turbines on land (15% against), 83% in favor of wind turbines off the coast (17% against) and 90% in support of solar panel farms (10% opposed).

Those surveyed were asked about their current and changing priorities towards climate change as influenced by the coronavirus pandemic. Thirty-nine percent indicated that climate change was no more and no less a priority due to the current health emergency; just under a third (31%) indicated that climate change is more of a priority while 30% said it was less of a priority. In similar research conducted by Nexans in the United Kingdom, nearly two-thirds (65.8%) of U.K. respondents said they would be willing to donate part of their salary to fight climate change. Furthermore, nearly a third (29%) of U.K. consumers believe that combating climate change has become more of a priority in light of the coronavirus pandemic.

The U.K. research was conducted online by Savanta and surveyed 2,210 respondents ages 16 and older. The U.S. study was conducted online by Researchscape and surveyed 1,013 respondents ages 18 and older.



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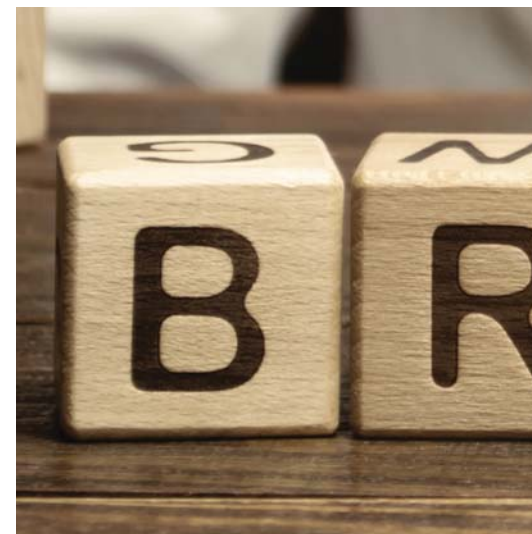
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provoke insights

Provoke Insights

Founded 2014 | 8 employees
Carly Fink, Principal

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Despite what you've heard, qualitative is not dead

| By Marisa Pope

snapshot

Online has its advantages, especially during the pandemic, but don't count in-person research out just yet, Marisa Pope says.

For almost 20 years, professionals in our industry have been predicting the death of traditional, in-person qualitative research. And for almost 20 years, they've all missed the mark. In this age of COVID-19, have we finally come to the last days of in-person qualitative? And if we have, what does that mean for the research buyers who rely on that methodology to make decisions?

Obviously, as an owner/partner in multiple facilities, I have a vested interest in seeing face-to-face qualitative remain an essential tool researchers use to gather insights. But more than that, as someone who minored in psychology, I understand the complexity of the human psyche. For decades, researchers have known human interaction is necessary to identify hidden drivers. Can virtual discussions deliver at the same level? I don't think so.

As a stopgap, an interim solution, perhaps even a long-term inexpensive option, sure. But as a permanent replacement? I'm not sure that's in anyone's best interests, especially research buyers.

There are obvious advantages to online-based qualitative: no geographical restrictions (which means those outside larger cities can be included); no travel expenses (and reduced moderator fees?); easily sortable data via polls.

But consider this: I was recently on a Zoom call with a group of other facility owners when one suggested in-person focus groups might "just be a method that's no longer used." Immediately, tears came to my eyes but I didn't want anyone

to know. So I tipped my head away from my camera and took a sip of water while I dried my eyes. Afterwards, I asked someone from the call if she'd noticed I was crying. She was shocked. "No, I just thought you were thirsty," she said.

You see, it's just too easy to hide your emotions when you're being viewed through a camera lens.

If you search "non-verbal communication" online, you will find many sources (including the New York Times) espousing that up to 93% of our communication is non-verbal. This belief stems from studies conducted in 1967 by Albert Mehrabian and while some argue the studies' results are questionable (and that Mehrabian's work has been misinterpreted), we all know body language plays an important part in non-verbal communication.

During video groups, researchers are prone to miss clues that someone in the group isn't comfortable, disagrees or has another perspective. Why? Because while facial expressions such as pursed, parting or biting lips, nose flares and raised eyebrows indicate disagreement, the strongest signs of conflicting emotion happen below the neck: clenched fists, crossed arms or legs or sitting further back. When all one can see is someone's face many of these subtleties are missed.

Even if we dismiss non-verbal communication as a reason to retain in-person research methods, there are certain types of studies that simply cannot be conducted as effectively virtually and offer research buyers the same insights: usability/UX; prototype; devices; jury and legal research; taste tests.

And then there's the question of attention level. When one conducts in-facility discussion



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groups or interviews, we have successfully eliminated outside distractions and have the full attention of the participants. Until they're dismissed, they actively participate in creative problem-solving with one another.

Conversely, clients are quickly learning that remote participants are not as engaged. Who can blame them? Dogs, children, doorbells, deliveries, off-screen devices...any and all sorts of distractions contribute to reduced engagement. Not to mention slow internet connections, buffering, frozen faces, poor audio and other challenges we face when connecting virtually.

So what is an acceptable trade-off? In facility, we verify a person's ID; this isn't done online. Does that matter? What about security? Will clients be comfortable with sensitive, proprietary or intellectual property being shared in cyberspace? It's too easy for someone to take screen shots of content and post on blogs or social media. What about

the depth of insights?

I've always described qualitative research as an inch wide and a mile deep. Can we expect the same depth of insights in a virtual environment? And if not, we must ask ourselves: What are we comfortable sacrificing? After all, it's the large corporations that invest in qualitative that will suffer the consequences if the sacrifice is too great.

As costly as exploratory research can be, I've always wondered if the development, production, launch and quick removal of New Coke in the 1980s was worth it. The researchers focused on blind tastings (even in their focus groups) and completely missed the emotional tie consumers had to the brand itself. Ultimately that led to one of the most chaotic product launches in history and one that's still analyzed today.

No, I don't believe COVID-19 has put the final nail in the coffin of in-person research. Until moderators are comfortable and companies lift travel restrictions,

I believe we'll continue to see online qualitative utilized to keep the product development process ticking along. Some facilities may not survive. Perhaps some will consolidate multiple facilities into a single location. Some may band together.

But as I wrote in a 2018 sponsored-content article for Quirk's entitled "Qualitative isn't dead":

Observation, awareness, social constructs and psychology combine in perfect harmony to offer research buyers a glimpse of the participants' worlds. And while technological advances such as the internet and streaming have opened up new pathways of communication, none has surpassed good old-fashioned conversation for gaining insight.

If anything, this temporary hiatus from in-person qualitative could show research buyers just how integral the method is to good decisions – and why its death should be far from imminent. ¹

Marisa Pope is president and owner of research firm Jackson Associates. She can be reached at mpope@jacksonassociates.com.

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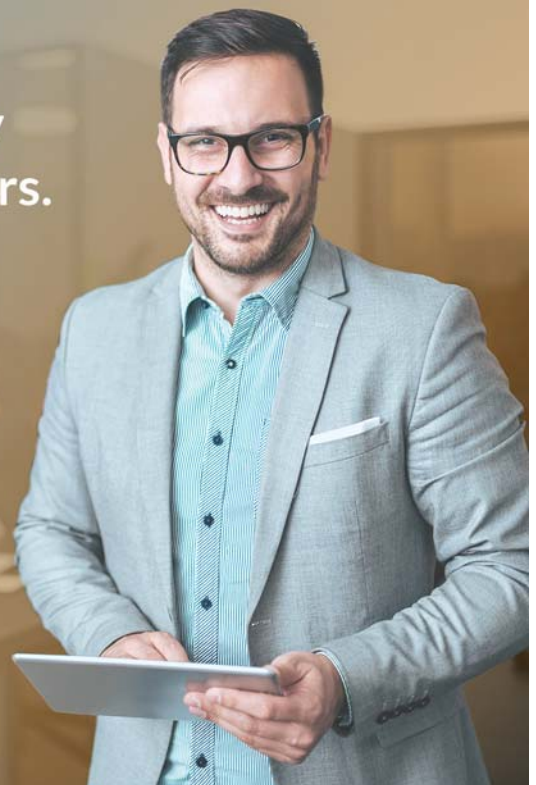
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••• health care research

Empowering or powerless?

Study examines what makes a health care tool stupid or genius

By Tom Donnelly, Dave Norton, Mary Putman and Christophe Carington

snapshot

Members of the Digital Healthcare Collaborative outline a recent project investigating what patients want from health care technology.

Do patients find your health care technology stupid, dumb, smart or genius? Stupid technology uses data incorrectly, making the experience unnecessarily difficult. Smart technology uses data to make health care experiences easier or better than they used to be. As technology progresses, so do patients' expectations. As more offerings enter the market, digital health tools must go beyond simply "doing the job" and support empowered patients. This is the idea behind genius technology – turning what was a medical condition into a superpower. Is your current digital health care solution stupid? How could you update it to be smart or genius?

Answering questions such as these is part of the work of the Digital Healthcare Collaborative (DHC), a collection of thought leaders from pharmaceutical manufacturers, solutions providers, medical systems and health insurance companies providing thought leadership, collaboration and consumer research as part of an innovation process. We focus on the future of patient/population experiences and engagement, solving for the next two to five years. The real strength of the group is that we are trying to tackle a common problem and are not limited to the lens of one company.

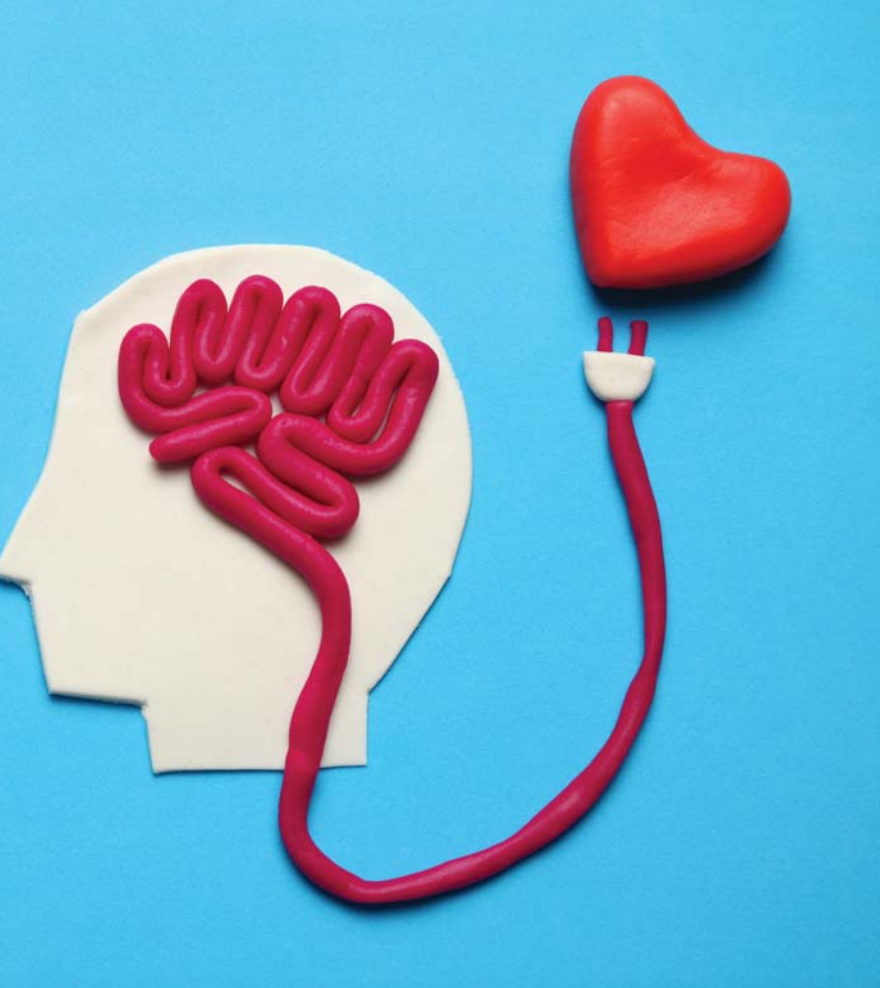
In this article we will provide more background on the work and purpose of the Digital Healthcare Collaborative; describe the research methodologies we use; and illustrate two frameworks that guided our recent work.

Then we will present findings on questions posed by the DHC:

- How is technology currently playing a role in peoples' health care? What are their needs when it comes to health care? And do they feel comfortable sharing the data required to fulfil their needs?
- When it comes to individualizing and predicting aspects of genius tools in health care, which aspects are most important to patients?
- How can we use technology to improve the patient journey experience?



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an initial round of ethnography to get information on the topic from specific patient types. We met in-person (September 2019) to review the preliminary research and create initial strategic frameworks. Then we had another round of qualitative research (October 2019). Next, we had our second in-person meeting (November 2019) to discuss the research findings and develop company-specific experiences. We learned about these health care experiences in two rounds of co-creation sessions with the different patient groups (December 2019-January 2020). We met again (February 2020) to review the research and finalize each company's concept to test in a large quantitative survey (March-April 2020) with over 1,000 people. Finally, we had virtual meetings (May 2020) where the findings were shared and discussed.

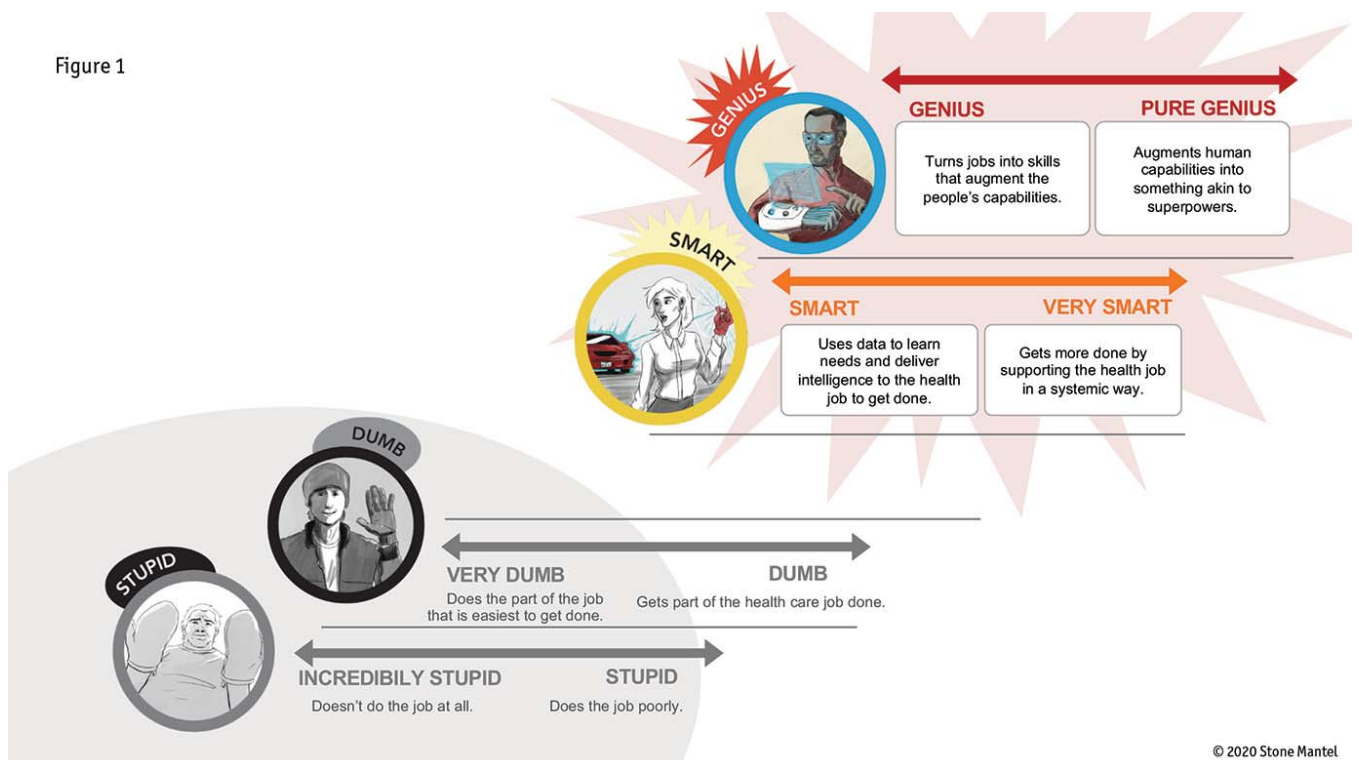
While the collaborative members gained a substantial amount of insight throughout the year-long engagement, in this article we are focusing on high-level insights from the

Year-long program

Each DHC engagement is a year-long program following an academic year. Here is a snapshot of the program in 2019-2020:

The group wrote a charter that everyone agreed was the main mission for the year (summer 2019). There was a secondary research review and

Figure 1



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Figure 2

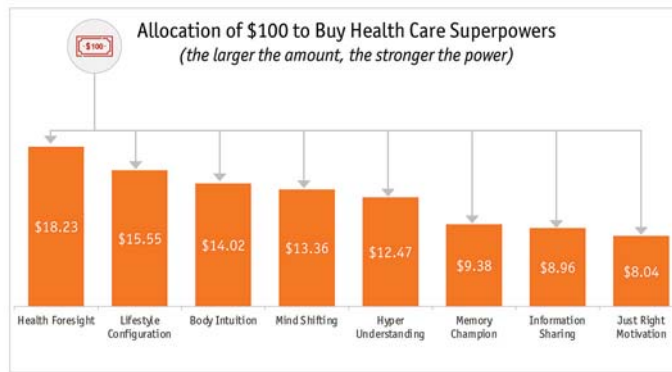


Figure 3

Health Care Superpower	Need for a Superpower to be a 'Genius' Tool
HEALTH FORESIGHT	26%
LIFESTYLE CONFIGURATION	15%
MIND-SHIFTING	13%
BODY INTUITION	12%
HYPER-UNDERSTANDING	11%
INFORMATION-SHARING	10%
MEMORY CHAMPION	7%
JUST-RIGHT MOTIVATION	6%

quantitative study.

Our main focus will be on the key results of a 20-minute online survey of over 1,000 patients conducted in March-April, 2020. The respondents were adult smartphone users and had to fit one of the following criteria: had an acute medical event in the past year (involving surgery/hospital stay or an urgent, emergency medical event); diagnosed with a chronic condition; currently focused on/interested in improving their health and wellness.

In addition, respondents had to meet the needs of at least one DHC member's criteria to provide feedback on at least one of the member's concepts.

The data presented here are for n=1,064 demographically representative sample of the United States population provided by Dynata from its sample panel.

Now we will describe two frameworks used in this study: stupid, smart and genius solutions and health care superpowers.

As shown in Figure 1, we developed a framework around solutions to consider what consumers will want and where current solutions stand. They fall into four main categories: stupid, dumb, smart and genius. We will refer to jobs, a framework Clayton M. Christensen developed around the "jobs to be done"¹ concept. Instead of focusing on your product's features, he suggested focusing on things people want to accomplish, aka a job to be done.

A **stupid solution** uses digital information in a way that makes the task difficult or misuses the data or is expected to use data and does not. A stupid digital solution gets in the way of accomplishing a job. It does the job poorly. An **incredibly stupid solution** does not do the job at all.

A **dumb solution** has no data and therefore does not use digital information to help it get the job done. The solution (which is not digital) gets a limited set of jobs done. In health care, a dumb solution can only get part of the job done. A **very dumb solution** only does the part of the job

that is the easiest to get done.

A **smart solution** uses digital information to go beyond the original set of jobs to accomplish other jobs and/or adapts to the individual. It uses data to learn needs and deliver intelligence to the health job to be done. A **very smart solution** gets more done by supporting the health job in a systemic way.

A **genius solution** turns the job into a skill and augments the user's capabilities to meaningfully improve their health outcomes. A **pure-genius solution** augments human capabilities into something akin to superpowers.

Change the way they think

As we applied this framework to health care, we learned throughout the year-long research program that smart solutions change the way consumers think about health care. While historically consumers were willing to accept health care services that did "part of the job," our qualitative research revealed that consumers want services that do the whole job or the job in a systemic way. Here are examples of each type of solution:

Stupid: Even though your health history is saved on your doctor's system (has data), every time you visit you must spend 10 minutes answering the same questions about your health history and the system does not use it.

Dumb: You have an inhaler that helps during asthma attacks (gets the job done) but has no data to track your usage over time. Note that non-digital solutions, such as a paper patient chart, can also be called dumb in the context of digital; however, the non-digital solution may work well, especially in comparison to a stupid solution.

Smart: You use a smart inhaler that also syncs with an app to track use. Your doctor can then provide feedback on inhaler technique based on this data (makes the experience better).

Genius: Your data from a smart inhaler is linked with your health record, GPS and weather patterns. The app then alerts you of potential asthma triggers as you've had health issues in similar weather previously (job turns into a skill that meaningfully improves health).

Figure 4

Individualization-Oriented Benefit of a Digital Health Tool	% Ranked as #1 Most Preferred
Influencing medication changes, for example, suggesting a medication that might work better based on the symptoms I report, the patterns of when I use my medication or have exacerbations, or my genetics.	15%
Mapping out preventative recommendations based on my individual data.	12%
Helping me set individualized health goals.	12%
Helps me make in-the-moment decisions about what to eat or what actions to take based on biometric and sensor data from my life today.	9%
Receiving health insights based on my patterns of behavior and helping me see the impact of my behaviors on my future health.	7%
Customizing health information based on my preferences and staging it over time as desired/needed.	7%
Personalizing interventions that enable best recovery time by considering my habits, how quickly my recovery is going, what I am struggling with.	6%
Visualizing trends and patterns related to my condition – i.e., connecting the dots to help me understand what is correlated to exacerbations or periods of stability.	6%
Proving ongoing individualized suggestions and motivation based on data about when I'm successful and when I'm not.	5%
Determine days/dates that are challenges for health routines and suggest workarounds that fit into my life.	5%
Suggesting health programs or health social communities that may be beneficial for my life and fit my personality.	4%
N/A - Not interested in individualization from a health tool	13%

Difficult to imagine

Unlike consumer technologies, we discovered in our qualitative research that it is difficult for people to imagine genius health care let alone discuss it. Health care superpowers recontextualize technology in a more intuitive way, allowing patients to describe what their health care needs are and what pure genius looks like in health care. The superpowers were developed from earlier qualitative work done with patients around the topic of stupid, dumb, smart and genius solutions.

- **Health foresight:** My doctors and my tools work together with me to foresee preventable health issues I am prone to and help me stop them before they start. They also help me understand factors that affect my risks and my symptoms.
- **Lifestyle configuration:** I know exactly what to eat, how much to eat, how much sleep I should get, how much water I should drink and what exercises work best for me and my health.
- **Mind-shifting:** I can flip a switch in my mind and suddenly I'm in a different mode. I can go from stressed to relaxed at any time. My willpower is strong when I want it to be.
- **Body intuition:** Just like a car diagnostic tool but for my health, I can identify information ranging from when I need to go in for main-

tenance or why my “check engine” light just came on.

- **Hyper-understanding:** I completely understand my diagnosis, treatment plan, symptoms, medication and options. I feel heard and understood when communicating with health care professionals.
- **Information-sharing:** My health history can be communicated instantaneously to all my doctors – it's like they have the same brain!
- **Memory champion:** I know when my medications were taken and when they should be taken. I clearly remember and convey my health history. I also know when to go in for health checkups.
- **Just-right motivation:** I am alerted to specific activities that match my interests and location and genuinely help me stay motivated.

Results

Now we will describe findings on the first set of questions: How is technology currently playing a role in people's health care? What are their needs? And do they feel comfortable sharing the data necessary?

Current digital use of health care information

We found that two-thirds of our sample use digital health tools to manage their health care, which is not surprising given that respondents were

required to own a smartphone. Top health care activities on their smartphone include: read about their condition or treatment (40%); track/monitor fitness activities in an app (35%); research latest developments about a condition (30%); track/monitor health in an app (25%); watch videos about their condition (21%); visit a pharma company website (16%); and read/participate in discussions in communities or chat rooms on social media (15%).

We have been tracking digital health care activities. Overall use is slightly up this year from 59% to 66%, though the engagement of specific types of activities varies.

Unmet needs in digital health care

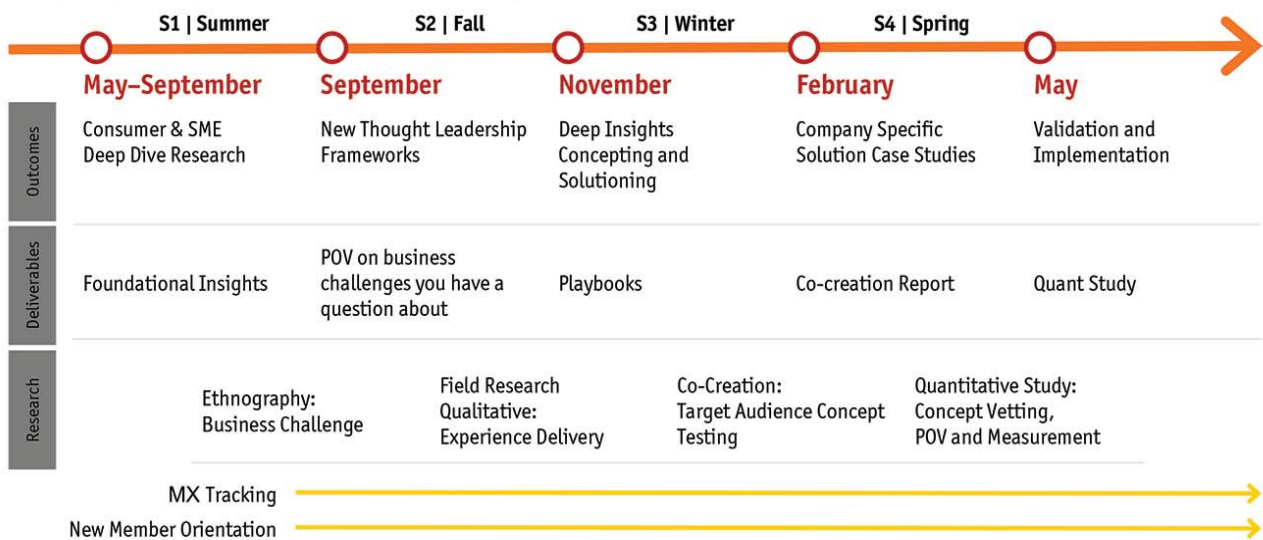
We gave respondents definitions of stupid, smart and genius solutions and asked what percent of their current digital tools fit into each. Among the two-thirds who use digital health tools, one-fourth of tools are considered stupid, half are considered smart and one-fourth are considered genius. We were surprised that these respondents considered as many as a fourth of their digital health care tools to be genius solutions. This may have been more aspirational than actual because the vast majority of health tools today are not in this category yet. Still, it does show that people are eager for genius health care tools.

We asked respondents to allocate

Figure 5

Collaborative Seasonal Schedule

A high-impact way to think about and create experience solutions.



\$100 across the health care superpowers developed in the qualitative research. As you can see in Figure 2, all superpowers were considered to have some value. However, when we restricted people to only picking a single tool, prediction (health foresight) was selected by one-fourth and individualization (lifestyle configuration) was a distant second (Figure 3). What health care superpower would you pick?

Most important aspects of genius technology

Digging deeper to the No. 1 desired health care superpower, we asked respondents what they most desired from a prediction-oriented tool. The benefits centered on early identification of medical issues, including: using information about myself to predict issues such as disease progression and side effects (34%); predicting flare-ups (14%); anticipating stress (13%); forecasting genetic predisposition to certain conditions (11%); using information from people like me to predict issues (9%); and predicting health based on my behaviors (8%).

Examining the No. 2 desired health care superpower, we asked respondents what they most desired from an individualization-oriented tool (Figure 4). The benefits centered on preventative recommendations, reinforcing the desire to predict and avoid health is-

suess. This included: influencing medication changes; mapping out preventative recommendations; and helping with in-the-moment decisions.

Given that data is needed to fuel a genius tool, we will discuss patients' comfort in sharing their health care information.

Comfort in sharing data

Since 2015, we have been studying consumers' willingness to share data and with whom they are willing to share it. In 2020, we found that three-fourths of our respondents were comfortable sharing at least one type of data if it would make a digital tool genius. The main reasons they would share their data are: predicting issues (36%); help tailor health programs (33%); and benefits provided toward health goals (28%).

The data types respondents would share include more traditional health data, such as clinical data from home health monitoring data and medical records/history. Fewer people were willing to share non-traditional data such as emotional data, genetic data and GPS location. As you might expect, patients are much more willing to share their health care data with their doctor compared to an insurance company.

Given the need for data to be shared for a smart or genius tool, we

created a scale called Context Comfortable based on how comfortable people are in sharing their data and with whom they were willing to share it. Using our scale, we can segment people into four groups: High Comforts, Comforts, Reluctants and No Comforts.

No Comforts (12%): They avoid sharing personal activities or information with digital health care tools in any way and at any frequency. They use digital tools on a limited basis and view any attempts to personalize experiences as invasive. In many cases they are unaware of the level of sharing that is occurring already and fail to link the value they get with data sharing.

Reluctants (39%): They need to understand the benefits they will receive and are willing to share data in specific situations that benefit them. Comparable in their ownership of electronic devices as Comforts. Their attitude toward smart technology in general is less embracing than in the other higher-comfort segments. However, there are some who are receptive to what future technology offers.

Comforts (37%): They also have a fair number of electronic devices and some do use devices that track and report biometric data. The majority are receptive to anticipatory technology from a health care aspect but less so from other aspects. They frequently

use digital on a daily basis to help achieve their goals though they do not use as many avenues as High Comforts. Comforts are open to smart experiences and would like their data to be used to improve their experiences but they are less frustrated when it is not used.

High Comforts (12%): They have markedly higher levels of comfort with digital health care tools and the impact of all things digital on their lives. They see value in connecting with a health care tool through digital and expect value in return. They expect digital to facilitate and streamline information flow, providing users with content they want as a result of their health care tool connection and are frustrated when their data is not used to improve experiences.

We constructed the scale based on willingness to share a variety of data, such as wearable data, mobile app data, medical history and clinical data. We also looked at who people are willing to share it with, such as their doctor, family/friends, medical insurance, other app users, their employer, the government and a pharmacy. Often, designers are concerned about the Reluctants and No Comforts groups but typically we are not designing a smart or genius solution for those groups. Early in our use of this scale, there was movement year over year toward people becoming more comfortable but the last couple of years have been stable.

Technology improving the patient experience

Our sample included three types of patients: those who experienced an acute event; those who have a chronic disease; and people on a wellness journey. We examined their preferences for where in their journey a genius solution would be most desired.

Acute event journey: For the acute patients, they would hope for a genius tool to help with the onset of an acute event. They expect that a wearable tool would be an important input of data to allow such a tool to be genius. Other data sources they feel would help include: their medical record; medications and supplements; and their personal goals.

Chronic patient journey: Chronic patients also look at the beginning

milestone of the chronic journey as the ideal place for a genius tool to help with initial signs and diagnoses. They would also look for help in controlling their condition. Some of the data they expect would help includes: home health device; emotional health; personal goals; and their medical record.

Wellness journey: Wellness respondents also feel that getting help at the beginning of their journey would be most helpful. They would look for help with: individualized planning; initial motivation; when struggling; and at wellness visits. They expect data needed will include: wearable data, emotional data, personal goals and their medical records.

Conclusions

To summarize, we will review the key questions and our findings for them.

How is technology currently playing a role in people's health care? What are their needs when it comes to health care? And do they feel comfortable sharing the data required to fulfill their needs? Technology plays a role in consumers' health care, with their largest unmet needs being the ability to predict health issues and individualized recommendations to manage their health. At a high level, consumers are willing to share data but they may not initially feel comfortable sharing the data needed. Solution providers need to be clear on the value of sharing this data.

When it comes to individualizing and predicting aspects of genius tools in health care, which aspects are most important to patients?

Prediction of preventable health issues and understanding the steps necessary to avoid them combine to form consumers' No. 1 unmet need. Individualization needs of consumers are more varied, though a top need is the ability to map out preventative recommendations – reinforcing consumers' desire to predict and avoid health issues.

How can we use technology to improve the patient journey experience? People feel that data can be used to improve different milestones within different patient/wellness journeys. The common thread among all types of journey is the need for a truly helpful health tool during the initial milestone of their journey.

Creating meaningful experiences


So, what is the current focus of the collaboratives? We focus on the near-term future of experiences and engagement. We will help you discover and uncover new, universal principles for delivering meaningful health care experiences. This year's challenge is creating meaningful experiences for now and going forward including digital and virtual delivery. We are providing more linkage between the consumer and health care collaboratives. We have four tracks and members can follow as many of the tracks as they wish: meaningful motivation; meaningful technology; new family dynamics; and health and well-being.

Figure 5 shows the planned schedule for 2020-2021. You can see for each season the research we will conduct, the deliverables we will provide and the outcomes we anticipate. While we seat new members at any point across the year, those involved earlier will shape the year-long plans.

We would like to invite you to consider joining the collaboratives! Why?

Thought leadership: We interact with experienced strategy and design experts. We challenge your assumptions. We share new paradigms.

Collaboration: You accomplish more through collaboration. You work with talented people in other companies. We use innovation processes.

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••• health care research

Searching for a common language

Learning from virtual patient communities across the globe

| By Anna Shevalova and Katharina Gancarczyk



snapshot

The authors report on their analysis of online patient conversations in three countries on three health-related topics.

Virtual patient communities provide people a digital space to interact and discuss their questions, fears and anxieties around various medical issues. They're a place to learn, educate others and understand shared experiences.

For health care researchers, they serve as a goldmine of useful data. They are full of great insights about patients, diseases and medical cultures. In an effort to understand similarities and differences across different patient communities, our team read through thousands of posts. Our core question was this: What can we learn about the conditions and support systems available to patients by studying virtual patient communities across different countries?

First though, we'd like to share a few posts from virtual patient communities (VPCs) that show just how insightful they can be.

Mary is terrified of needles but finally decides to go ahead with her in vitro fertilization (IVF). In February, she writes an emotional post asking "What if it doesn't work? What if it DOES work? Why does it have to be so difficult?" This shows the uncertainty she feels about all the pending procedures.

Jane has had Type 1 diabetes for five years now. She has a long history struggling with her self-esteem and mental health. Despite that, she encourages others: "I want other people to know they are not alone in this and that you shouldn't feel ashamed that this is happening in your life." She shares her experience with others, while giving lifestyle recommendations.

Layla is worried about her 7-year-old son with autism spectrum disorder (ASD). He has trouble with some everyday tasks such as using public toilets. She writes, "He can easily get distracted and doesn't always know what to do if something unexpected happens, such as running out of toilet paper." She asks questions on how to cope with that, also expressing her worry and uncertainty.



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Three different areas

As part of our research on this topic, we looked at VPCs for these three different medical areas: in vitro fertilization, Type 1 diabetes and autism spectrum disorder. We chose these three as they span a wide range in terms of complexity of procedures and care and the timeframe for the condition (for example, IVF is a limited timeframe while autism is a lifelong condition).

To add another layer to our research, we wanted to determine the impact of a patient's medical culture on their compliance. So we looked at the United States (we defined this as a patient-centered culture), Germany (prevalently patient-centered; something in between an individualistic and collective medical culture) and Russia (an authoritative medical culture, one that is traditionally collective with a common treatment approach for many conditions).

Once we chose our scope of research and began to dig deep into VPCs, we wanted to answer the following questions:

- What can pharmaceutical manufacturers and service providers learn from VPC data if a cross-country comparison is available?
- What are the driving forces in VPCs? What are the topics discussed most or least often among patients in these online communities?
- How can VPCs help pharmaceutical manufacturers and service providers assess patient activation?

To answer these questions, we decided to compare the biggest and most active virtual communities for the three conditions in each of the three countries according to the amount of posts we determined were connected to six constructs we defined as essential for our study. Those were:

Health literacy – the degree to which individuals can obtain, process,

understand and communicate about health-related information needed to make informed decisions (McCormack, 2010). In other words, it is the level of medical knowledge an individual has and groups in the virtual community that help make appropriate health decisions.

Self-efficacy – an individual's judgement of their ability to successfully perform a behavior (Burrell, et al., 2018). How an individual estimates his or her own abilities to perform certain actions regarding health and wellbeing.

Patient activation – someone's knowledge, skills, confidence and behaviors needed for self-managing one's condition or health (Hibbard et. al., 2004). To be more precise, this is everything an individual does to cope with and, if possible, overcome his or her condition.

Uncertainty – a cognitive state characterized by an awareness that one has an incomplete understanding of a situation or event (Han, 2013). This is essentially the acknowledgement from a patient that they do not fully understand a situation or, in our case, their condition and how to treat it.

Compliance – the degree of adherence of a patient to a prescribed diet or treatment and whether they return for reexamination, follow-up or treatment (McGraw-Hill, 2002). In other words, does that patient do what's required of them by their physician?

Administrative issues – limitations and difficulties related to access to medical care, such as access to physicians or drugs. This can be anything from financial difficulties to waiting times at clinics or hospitals.

German users most active

Our initial methodology consisted of three main steps. First, we retrieved all publicly available posts made during a certain time period (January 1 through December 31, 2019). Once we gathered all the information, we realized that German users were the most active across all three conditions. Second, we intended to use pre-formulated dictionaries referring to our constructs (the six we just defined and discussed) and analyze our data

in the third and final step using those dictionaries. Everything was going as planned – until we realized in our third step that we were not going to find any pre-formulated dictionaries to analyze the constructs we needed! So, we decided to take the road less traveled in order to continue our research and create those dictionaries ourselves – across several languages all at once.

We identified health literacy, self-efficacy and patient activation as the main constructs for our study. However, after an extended search, we couldn't find a single one explicitly related to any of those three core constructs. We had a second problem: Most dictionaries for automated text analysis are written in English; there are few in German or Russian. Even the ones in English that we researched did not align with the constructs we wanted to study for this particular project. That's why it was imperative for our team to create our own dictionaries and customize each of them by language.

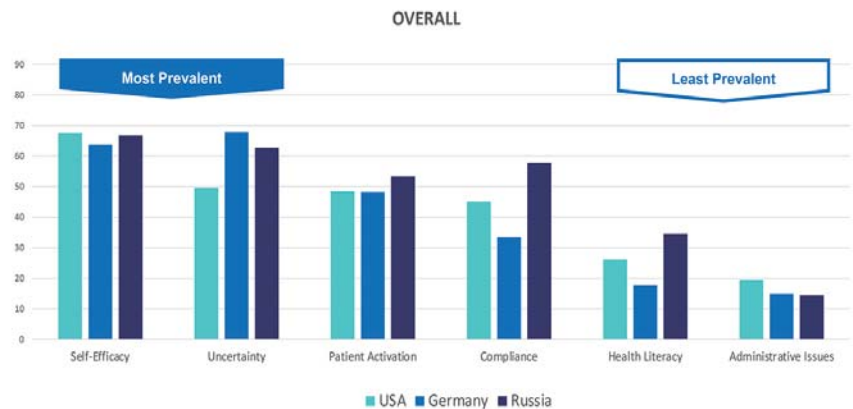
Unraveled our constructs

To begin, we unraveled our constructs into their different components. For example, we assumed that patients with a high health literacy would use more numeric or medical terms or know specific drug names. Based on those elements, we designed 12 different constructs, including:

- own experience
- questions
- drug discussions
- numeric information
- recommendations about lifestyle
- frequency of physician mentions
- alternative information sources
- compliance vs. administrative issues
- uncertainty-related words
- action words
- decision words
- strong and weak modal

To create dictionaries, we started by reading samples from extracted data. We did this simultaneously in multiple languages. We were fortunate to have a team member fluent in German, Russian and English, which helped us create the dictionaries in multiple languages in parallel. At the

Figure 1



end of this step, we had 12 topic-related dictionaries in three languages. Some dictionaries can be used across conditions and others needed to be customized by conditions (always by language but sometimes also by condition). For instance, dictionaries with action and decision words were the same and the words are applied to all conditions. Meanwhile, dictionaries with drug names varied by conditions, as the treatment differs a lot.

With dictionaries created, we were able to complete a clean comparison. Using a text-analysis program our team wrote in Python, we were able to compare our dictionaries with the original data retrieved from our VPCs. When uploading a file (or set of files) to our program coupled with a single dictionary, it would compare the words from our list to the original VPC. We then received how many words and posts belonged to each dictionary in each data file, along with more detailed statistics on each word from our words list.

We decided to focus on the percentage within post-count in our analysis for more precise and accurate results. This allowed us to omit mistakes from users who use the same words repeatedly in a single post.

We added up the posts that demonstrated our various constructs to determine the frequency for each one. Some posts in VPCs demonstrated multiple constructs, while some did not demonstrate any. Health literacy was calculated using drugs, drugs simplified, numeric, lifestyle and physician mentions. Self-efficacy was the sum of questions, lifestyle and action words.

Finally, patient activation was the sum of questions, drugs, drugs simplified, action words, decision words and strong modal.

Self-efficacy and uncertainty

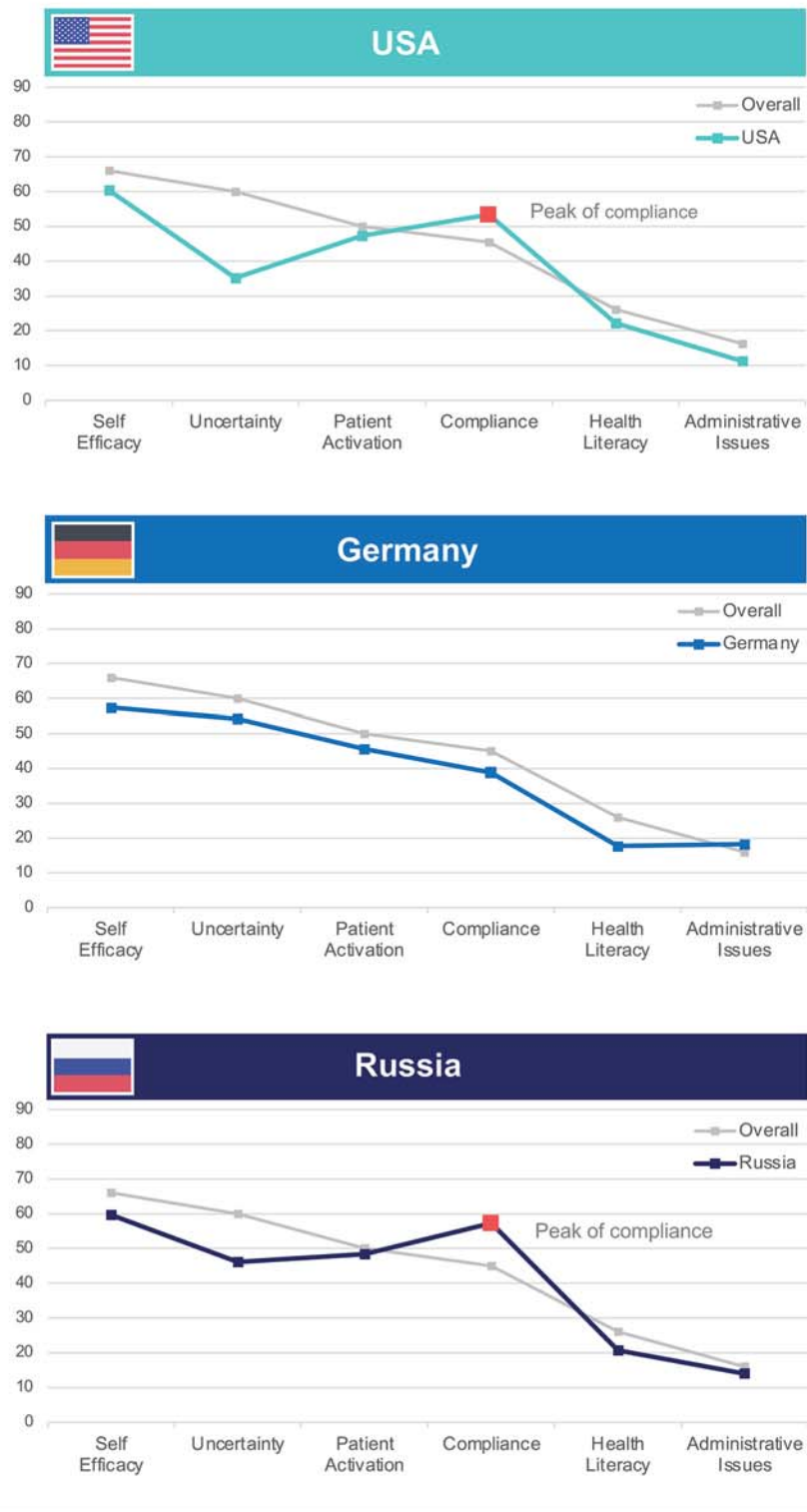
When looking at all posts, we discovered that self-efficacy and uncertainty were the two main constructs demonstrated across VPCs (Figure 1). The amount of self-efficacy posts is the highest in Russia and the U.S., while it is lower in Germany. Meanwhile, Germany has the highest number of posts around uncertainty, while the numbers for Russia, and especially the U.S., are significantly lower for this category.

On the other hand, there are very few posts related to administrative issues. It's the highest in the U.S. and lowest in Russia for that category. One interesting finding: The conversations in Russian were more technical; they were using more numbers, drug names and referring to more physicians. Conversations in VPCs in the Russian language signal a higher health literacy level.

Vocabulary related to patient activation as well as compliance is used in approximately half of all posts across countries and communities. Russia showed high peaks in both categories: With 48 percent of posts containing words related to patient activation, Russia has 5 percent more than Germany and the U.S. Also, content around compliance was the highest in Russia and lowest in Germany.

When splitting the data by condition (Figures 2, 3 and 4), it is visible that patients with Type 1 diabetes

Figure 2



in Germany. However, uncertainty is the second-most discussed topic in Germany, where it is mentioned in 54 percent of all posts. This illustrates a kind of tension: on one hand, the IVF communities demonstrate a belief they can achieve this medical goal (self-efficacy); on the other hand, the conversations on the VPCs reflect a lot of uncertainty.

Compliance is demonstrated in 53 percent of posts in the U.S. and 57 percent of posts in Russia. On the other end, administrative issues are rarely discussed among IVF patients across all countries. U.S. patients only mentioned words related to administrative issues in 11 percent of all posts, Russian IVF patients in 14 percent. Also in 18 percent of all posts German patients refer to administrative issues, which is the highest number in this section.

Type 1 diabetes. For Type 1 diabetes, self-efficacy is the most demonstrated construct, followed by uncertainty. Administrative issues is by far the least demonstrated one across all countries.

It stands out that Russian patients are the most active ones in every single category. In 80 percent of all posts in the Russian VPC words related to self-efficacy can be found. More than 60 percent of all posts mention vocabulary connected to uncertainty, patient activation and compliance.

The numbers for Russia are the highest for all topics but the difference between Russia and the other countries is the biggest for compliance and health literacy. The biggest difference is between Germany and Russia, because the numbers for the U.S. are a bit higher. Compliance for Russia is demonstrated in 64 percent of the posts; in the U.S. 38 percent and in Germany 28 percent. For health literacy, posts in Russian demonstrate this construct 59 percent of the time, in the U.S. 36 percent and in Germany 19 percent. So, the difference between Russia and Germany on those two constructs is quite significant. There is also a difference between Russia and the U.S., but one that is not as significant.

Autism spectrum disorder. Uncertainty is the most discovered construct for patients posting in autism spectrum disorder communi-

are by far the most active on VPCs, while IVF patients talk about the given constructs the least. Some of the constructs such as self-efficacy and uncertainty are reflected in more than 70 percent of all the posts

related to diabetes.

In vitro fertilization. Self-efficacy is the most prominent construct for IVF patients. It is reflected in 60 percent of all posts in the U.S. and in Russia, and in 57 percent of all posts

Figure 3



ties, something that stands out to us. Seventy-eight percent of all German posts in the VPCs on autism spectrum disorder contain uncertainty-related words, not much higher than the 71 percent of Russian posts and 65

percent of those in the U.S. Only in the U.S. did posts relating to self-efficacy remain higher like in our overall findings. On the other hand, administrative issues were the least-measured construct in ASD communi-

ties. The U.S. showed a comparable high number of posts highlighting administrative issues – 27 percent. No other construct had more than 20 percent of posts relating to administrative issues.

Here are some of our main take-aways from our research into VPCs:

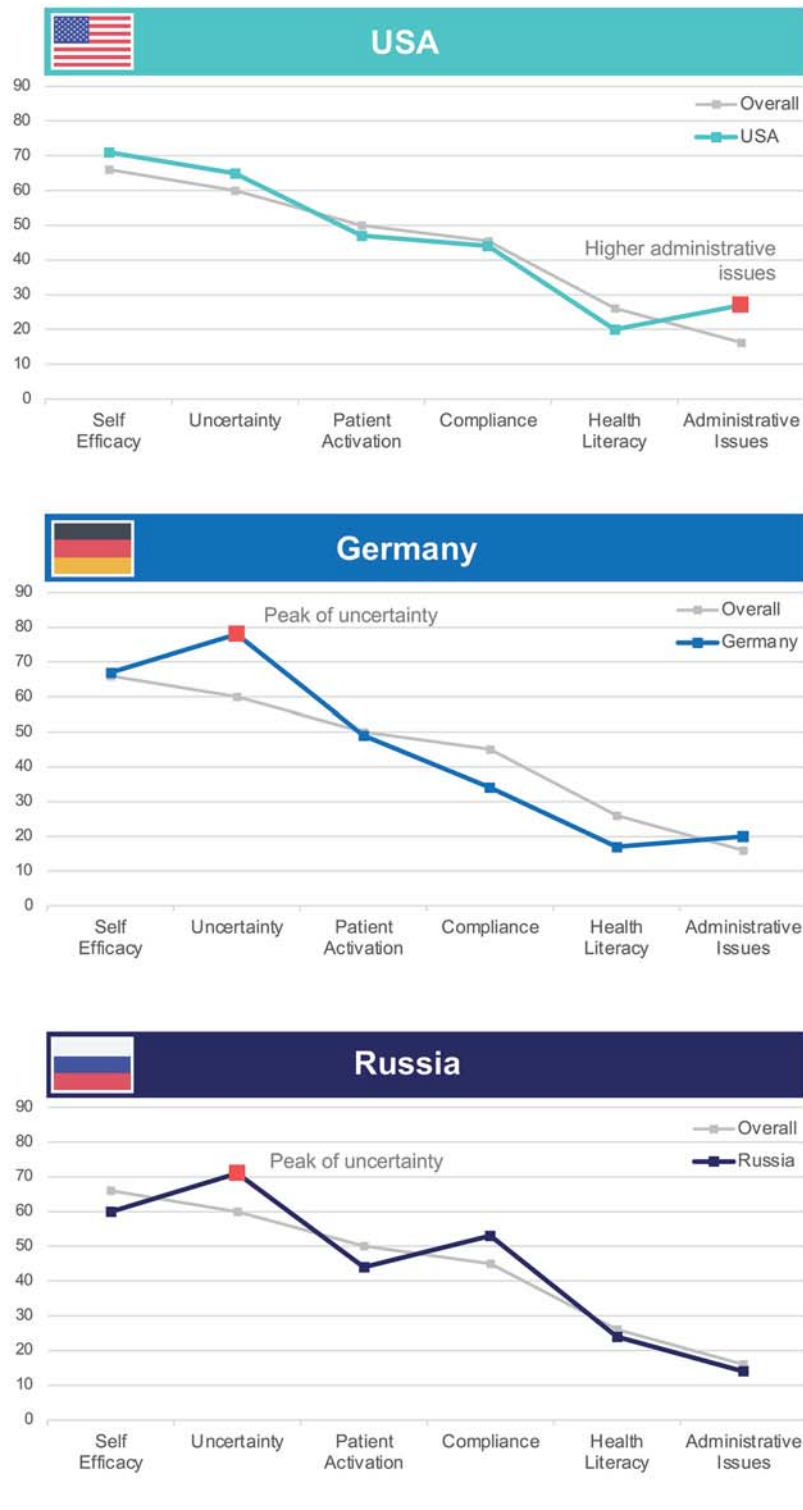
- A number of posts reflected both self-efficacy and uncertainty, indicating a kind of tension across communities. Patients demonstrate a belief online they can achieve a medical goal (self-efficacy) but reflect a lot of uncertainty within the conversations they are having in community.
- Surprisingly, patients don't discuss administrative issues that much, regardless of country or health care system.
- The level of health literacy reflected in these communities jumps around a lot. Some of these communities have a completely different level of health literacy in their respective VPCs.
- There are no dictionaries (until now!) that can detect health literacy, self-efficacy and patient activation in texts written in any language (English, German and Russian). Because languages are different and specific, you need to take a customized approach when creating dictionaries for the same construct in different languages.

Holistic approach

This methodology can be integrated with traditional research methods to provide a more holistic approach when conducting research. This is a way to obtain quantitative insights about conditions – it offers a platform and guidance for when researchers or organizations are looking to develop tools and surveys, particularly in multicountry studies.

For example, let's say you are developing a survey to study an IVF drug across several countries. Doing a quick quantitative sweep of constructs more prevalent in IVF communities in a given country would help you as a researcher to tailor your survey. You can better address issues that already exist in a given country. In short, you have a kind of baseline for your survey

Figure 4



A special thanks to Tatiana Barakshina, who was our mentor along the path. We'd also like to thank Bob Spoerl, Dmitry Reshetar and Anton Skripin for their contributions.

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Perhaps the most exciting thing about this kind of framework is it can be replicated across a number of other languages, VPCs, medical conditions and more. We can expand with

more constructs to measure patient-centered issues because these online communities are inherently patient-centered. It gives us useful insights into patients' perspectives. 📌

••• qualitative research

Taking stock

An exploration of dinner – and life – in the age of COVID-19

| By Donna M. Romeo and Laurie Tema-Lyn



snapshot

The authors give a qualitative look at how the pandemic has affected a handful of Americans' food shopping, preparation and consumption habits.

While catching up with each other on a Zoom call during the start of the COVID-19 pandemic, the two of us got to talking about the concept of dinner. We talked about how the crisis was affecting us personally and how the notion of dinner and all its associated parts – grocery shopping, meal planning, cooking and eating – was in many ways being challenged.

Wondering how our own experiences compared to those of others, we decided to reach out to a diverse group of people of different ages, backgrounds, households and locales. (See methodology box.)

With curiosity and open minds, we explored “dinner in the age of COVID-19.” We wanted to understand whether the notion of dinner itself was changing and some of the attitudes, values and behaviors around dinner planning, shopping, preparation, sanitation practices and food storage. We also wanted to explore what lessons might be gained from this crisis.

We discovered key themes that cut across differences in age, life stage, living arrangement, region and socioeconomic status.

Dinner in the age of COVID-19 is characterized as a time of taking stock – an act that is expressed and experienced physically, socially, emotionally and spiritually.

Physically: How are people accumulating food and other material items to stay safe and well-fed during the crisis? What is the experience of trying to obtain these items?

Socially: How are people checking-in, safeguarding and providing for families and loved ones during this time? How are they reacting to neighbors and community?

Emotionally: How are people feeling? How are they coping with stress and anxiety? Is it possible to find happiness and joy during COVID-19?

Spiritually: How are people (re)assessing their lives? What's most meaningful and important? What might we learn and gain from this crisis?



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Made an inventory

When the COVID-19 crisis began, people made an inventory of items they had on hand in the pantry, refrigerator and freezer. Many wanted to get to a store before panic and shutdowns began to purchase staples and critical items that could last for several weeks. They planned to load up on toilet paper, cleaning products, canned foods, dry goods and frozen foods.

To limit personal exposure to the virus, respondents grocery-shop less frequently. Gone are the days of shopping every day or two for a few items. The exception: city dwellers who shop more often because they walk to the store and carry their packages or have smaller kitchens with limited food storage space.

No matter the frequency, when people go to the store in person, they are focused on their mission. They come adorned with a face mask, armed with shopping list and at least a general idea of meals they will prepare for the next week or two. They want to spend as little time as possible inside the store and prefer shopping close to home at a familiar place in which they feel safer because they know the layout and location of products, meaning there is less time wasted searching for groceries. They avoid going to multiple stores to find deals or to find favorite items.

Some participants who felt more at risk going to a grocery store turned to online shopping or delivery services. Unfortunately, several were alarmed by their inability to get delivery within a reasonable timeframe. Logging onto sites such as Instacart at different days or times (including 3 a.m.!) didn't always help. One mom relayed her panic when told she had to wait five days for a grocery delivery slot. Others just gave up.

Everyone makes trade-offs

No matter what their approach to stocking up, everyone makes trade-offs due to product shortages. This was a major problem at the onset of the pandemic when distribution channels were disrupted. It's less so now, as more products are back on store shelves.

A New York City Millennial spoke of "panic attacks" seeing empty shelves. A retired Chattanooga police officer noted "random shortages," which she is still experiencing five months into the pandemic. She doesn't know what to expect in the large chain store she goes to and dislikes substituting brand-name favorites for store brands.

While distribution across the country is certainly better now, there are still gaps. People are still making do at times. When desired items reappear on store shelves, they stock up, just in case stores run out later.

Most participants said these substitutes didn't disappoint and might even become part of their "new normal." In a post-COVID-19 world, food manufacturers will have to work hard to prove that name brands are worth seeking out.

Keep themselves safe

Many respondents had unique stories to tell about elaborate steps taken to keep their homes, families and themselves safe after going to the store. A woman described her process as "just short of hazmat suits." People told us about prodigious use of hand sanitizers, bleach or wipes, followed by rigorous handwashing. Grocery bags were placed in the garage, in the foyer or on the floor vs. on the kitchen counter. Some described their process of wiping down each item as neurotic but argued that it's better to be safe than sorry.

Apartment and condo dwellers had to jump through additional hoops to stay safe after shopping. One apartment-dwelling young woman in the Washington, D.C., area refused to take the shared elevator. She preferred carrying bags of groceries up four flights of stairs.

Over time, some of these sanitation rou-

tines are becoming relaxed. A young man living with older parents who have underlying health conditions described their initial one- to two-hour sanitizing ritual every time they went shopping. Now that the family is aware that transmission of COVID-19 is primarily airborne, they've simplified their elaborate process to just putting food items away and thoroughly washing their hands afterward.

Did little planning

When it came to meal planning, our participants fell into two camps: those who thoroughly planned, mapping out several meals for the week, and those who were more spontaneous and did little planning. It seems stereotypical: the women were the planners and primary cooks – with notable exceptions of two households with men at the helm in the kitchen. Some men and older children help as sous-chefs or prepare breakfast or lunch. In warmer weather, men are likely to be grill masters for the household.

Since COVID-19, even those who previously shunned planning have modified their ways. They make shopping lists and create a general meal plan guided by the principle of having enough proteins, pantry staples and perishables on hand to quickly pull together several meals during the week. Those with extra freezers keep them well-stocked.

Everyone uses curbside pickup or delivery of restaurant meals at least occasionally. The youngest study participants are more frequent users, partly to take a break from the routine (in some cases, boredom) of cooking with the added benefit of supporting local businesses. When the crisis began, those who enjoyed cooking continued to do so at a higher frequency; those who relied mostly on restaurants for meals and socializing were the most distraught by the shutdown.

The young men and women we interviewed had less cooking experience and few skills to start with but the desire to learn. They turn to mom or the web to find recipes and cooking videos.

Carbs, candy and wine

One of our incoming assumptions was that people would turn to comfort

foods during the pandemic. That was borne out. Some reported they ate more carbs, binged on candy, drank more wine. When they could find flour or yeast, they baked more. Banana bread was often cited as a popular comfort food.

As the COVID-19 crisis endures, reliance on comfort foods is giving way to more normative eating patterns. A Texas woman explained, "It was more of a time for comfort foods and alcohol. I baked like crazy! Banana bread, carrot cake. I finally said, 'This is unhealthy!'"

The popularity of homemade banana bread also reflects the desire to curtail food waste. Fewer shopping trips means that people must conserve what they have. Some talked of preparing scavenger meals using leftovers and putting random food items together to make a meal based on what they had on hand.

The value of social relationships

The pandemic has served as a tremendous reminder of the core cultural value of social relationships. This is evident in the importance placed on the sharing of meals with others.

People who live and quarantine together are grateful that their COVID-19 social pod has enabled them to weather the crisis safely as a shared experience.

A respondent described her extended social pod as comprised of three family households who eat most meals together, rotating between the three homes. Another social pod was composed of two parents, their adult son and another adult son and his wife who live nearby.

As restrictions have lifted, some people are including trusted friends in their circle of trust. A mom in Los Angeles and another in Boston have each weighed the risks and decided to integrate another family into their pod for playtimes, lunches, picnics and, importantly, to provide social interaction for their young children.

Frequent checking-in with family and friends, especially those living at a distance, has become an essential part of routines with video chat platforms such as Zoom and Skype considered lifesavers.

Several talked about unexpected joys in renewing family and friend communications and even rekindling

lost connections via video chat. These calls with loved ones are sometimes lubricated with the virtual sharing of snacks, dinners and happy-hours over Zoom. One young man noted: "The technology has been integrated into our celebrations."

Empathy and mistrust

We heard two opposing themes about how respondents perceive the world outside their family or social unit. They express sadness and empathy towards those deemed less fortunate – those who lost jobs, have fewer financial resources – and they're concerned about small business owners who are struggling. But they also mistrust their larger community. A Dallas woman relayed her uncomfortable story: At the first neighborhood gathering during the pandemic, she was dismayed by a complete lack of social distancing. As people tried to come to her house without masks, she said, "I'm so happy to see you. Now please leave!" She feared becoming part of a supercell of contagion.

When discussing dining at restaurants, we found younger people more willing to dine al fresco and a few open to dining inside. Those who braved a restaurant excursion said it was "weird" or too stressful to be worth it. A Chicago couple, finding themselves seated at a table on a noisy street corner, were even more upset to smell smoke from another diner. "If I can smell the cigarette smoke," one of them said, "doesn't that mean the virus could travel this far?"

A few respondents avoided takeout altogether for fear that food could be contaminated. One even mitigates risk by microwaving takeout meals before placing them on the table to eat.

We heard many comments about mistrusting others. How can you trust someone else if you don't know their hygiene practices? Do they wash their hands regularly? Who do they party with? Are they maintaining mask-wearing and social distancing while out in public? As one woman from San Antonio explained, "I can't recall the last time I met someone new. If I don't have to, why would I? I stick with people I know and trust."

Anxiety-inducing

COVID-19 has undoubtedly had an impact on emotional health. The initial months during lockdown were the most stressful, depressing and anxiety-inducing period. Respondents felt threats to personal safety and loss of control. As it relates to food, it was a frantic period of stockpiling, panic shopping, dealing with out-of-stocks, difficulties getting food delivery time slots and comfort-food bingeing.

Beyond food, we heard comments about missing the pre-COVID-19 daily routines: going out to work, sending children off to school and having a weekend. There is a sense of unmooring. Weekdays and weekends bleed into each other. A Los Angeles woman reports, "feeling the strain of Groundhog Day, where every day is the same, like this will never end."

These early, anxiety-driven days were followed by adjusting and adapting to a new normal. People fell into new routines and, without commute time, many began to experience more time for sleep, cooking and relaxation.

This adjustment period has continued, with people somewhat relaxing their grocery shopping and sanitation routines as well as social distancing standards, allowing more people into their sphere of social interaction.

Worth noting is that the way COVID-19 is experienced emotionally differs by location and type of dwelling in which a person lives. In densely packed urban environments, people have greater worries about getting the virus. The enclosed space of a small apartment can feel claustrophobic, which in turn stresses relationships.

Many urban dwellers lack patios or backyards, and apartments or condos have closed down pools, athletic centers and social gathering spaces, making it much more challenging to get outside.

Not the same

COVID-19 has certainly thrown monkey wrenches into daily life and its short- and long-term planning. People mourn the loss of vacations, sporting events, canceled birthday and graduation celebrations. They create substitutions but they are not the same. People regret not being able to hug and kiss their children, grandchildren and loved ones beyond their immedi-

ate households. They chafe at their restricted freedom, feel frustrated that they can't enjoy simple things in life, like playing soccer or hanging out on the beach with friends.

Some are worried about financial losses or personal and family health. A few people spoke about panic attacks, anxiety, insomnia and feeling a general sense of malaise. Beyond the circle of friends and family, there are widespread worries about the political landscape and social injustices, causing even larger rifts in society.

Many have said there's a persistent "fear factor" always lurking in the background which is physically and mentally exhausting.

Silver linings

Even with daily-life disruptions and worries, everyone was quick to identify silver linings in their experience of the pandemic. There were many, specifically related to food, drink and dining.

Among those in households with partners or children, we heard stories of enjoying more time sitting together at the dinner table, eating, talking, drinking and relaxing without having to rush out to other activities.

Empty nesters told us how much they enjoy spending more time with partners; parents spoke lovingly of lengthy dinnertime conversations with their children; and adult children appreciated the extra time they can spend with their parents.

There are additional, unanticipated benefits of eating meals at home. Those who used to dine out frequently, have saved money and lost weight. Some were surprised to realize just how little time they spent at home before the pandemic and have rediscovered and reevaluated their homes and gardens. People are investing time and energy in growing vegetable and herb gardens, cleaning, beautifying and improving their homes.

But amongst the silver linings, there are dark clouds, particularly among families with small children. We heard how challenging it is for parents of school-age and preschool kids. These parents must juggle work-at-home and homeschooling, trying to keep the children content and thriving, while striving to put a decent meal together that everyone will eat.

These folks need all the resources they can get in terms of grocery delivery services, ready-made meals, menu ideas and quick preparation tricks and recipes.

Despite concerns and challenges experienced with COVID-19, everyone we spoke with expressed a deep sense of gratitude for all that they have. "I feel blessed," "I'm so grateful," "I'm so thankful," "I'm so fortunate" and "This too shall pass" were commonly heard sentiments.

The crisis has given people a chance to reflect on what matters most in life. Family, friends, love, health and financial resources to buy and enjoy food are treasured and no longer

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taken for granted. As one woman said, “We’ve distilled down what’s most important – family, the quality of life and the beauty of life.”

For many, the process of preparing and eating food has become a more conscious experience, a creative and perhaps spiritual activity. This linkage has deep roots in our culture – from stories of the Last Supper to “breaking bread together.” We heard literal examples of this with participants celebrating religious holiday meals (Easter and Passover) with people across distances, via Zoom video chat.

Desire for experimentation

Especially at the start of COVID-19, there was a sense of having more time and a desire for experimentation to break the monotony. For some, this meant trying out new hobbies like bike repair or learning new skills like breadmaking. A Dallas respondent had four sourdough starters growing in containers throughout her kitchen. A New Jersey woman who enjoys cooking but never bakes told us: “I took a Zoom challah-making class and was thrilled. Now I’m looking forward to learning how to make gnocchi in another Zoom class.”

A few experimented with new kitchen gadgets and tools, either newly purchased or found deep in the recesses of the pantry. One Los Angeles resident was happy to tell us about her new Insta-Pot and how amazing it was for preparing quick meals for her family. Another was excited about his new air fryer and trying his hand at making french fries.

Others dabbled in new cuisines and recipes. A mother and son who started cooking together recalled the joys of international travel, including prior trips to Japan. During the lockdown, they’ve learned how to make authentic Japanese dinners.

Some have aimed to inject creativity and even humor into dinnertime routines, including dressing up for dinner or using the good dinnerware. One art director is delighted to have found his inner creative cook. He posts photos of his dinner creations on Facebook to share and inspire others. An apartment dweller delights in making every meal look exquisite. She sets the dining table with linen napkins, and “always uses the Riedel wine glasses even when dining in the media room.”

And, a retiree brings humor and fun to dinner by dressing up to fit the theme of the meal. His outfits have included a tuxedo, a leather vest and beer holster and a suave “Godfather” suit.

Wealth of implications

There are many more learnings from the research and a wealth of implications for the future. We highlight several here.

Restaurant industry. Restaurants will have to invest in rigorous, and visible, sanitary practices to help patrons feel comfortable dining with them. They might offer meal kits in a box to people who want to try to replicate the restaurant experience at home. Since restaurant dining is powerfully intertwined with positive and joyful celebrations (birthdays, anniversaries and graduations), emphasize the celebratory nature of dining out in marketing communications.

Food industry. This is the time for people to learn or expand upon cooking knowledge, to experiment with global cuisines, new recipes, cooking methods, kitchen tools and gadgets. Provide people with these things in spades and they’ll love you. This particularly holds true for younger, less experienced cooks, who need more help in the kitchen. Make it easy for the cook – easy-to-find recipes, shortcuts, speed scratch-cooking ideas, etc. Break down recipes into individual portions for the solo householder or for households where each person has their own dietary preferences or needs. Food delivery is here to stay, especially if services can be more robust to ensure greater product availability and shorter wait times for delivery. Brand loyalty is not a sure thing; food manufacturers will have to continue to advertise and reassure shoppers of the benefits of buying national and premium brands vs. store brands.

Technology and design. Video chat platforms such as Zoom are essential; they will endure. There may be opportunities for tie-ins and promotional bundles for the dining-while-video-chatting experience. Develop tools/apps to enhance smartphone food photos styled perfectly for social media.

Advertising. Target two emotional segments – those who embrace the romantic notions and pleasures of cooking and dining at home vs. those

who feel shamed or guilty because they can’t do it all. Cooking is another stressor exacerbated by COVID-19. Communicate in ways that acknowledge diversity and aim to destigmatize the overwhelmed or bored cook.

Social distancing. We expect there will be a long-lasting wariness of strangers. People will prefer to stay within their closer circle of friends and family. Brands that have strong affinities with family, close friends and loved ones will benefit.

A positive note

Though interviewees poured out their hearts to us as they traced their several months-long experiences during the pandemic, each conversation ended on a positive note. They have grown, have deepened personal relationships, have discovered new personal strengths and creativity and reevaluated what matters most. They are hopeful individuals. As research consultants reflecting on all that we have heard, we feel a greater sense of empathy for all of us adjusting to the new normal and we see many potential business opportunities for our clients. 📌

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Methodology

The authors each conducted hour-long video interviews in July 2020.

- N=14.
- Respondent age range: 23-72.
- Two Hispanics, one Native American.
- Singles, living alone, married or cohabiting with partner.
- Four households with children under age 18. Two households with adult children living with older parents (during COVID-19).
- Regions: Urban — New York City, Chicago, Los Angeles, Boston. Suburban: New Jersey, Troy, N.Y., Chattanooga, Tenn., San Antonio, Texas, McKinney, Texas, and Alexandria, Va. Rural: New Jersey.
- Occupations: financial analyst, creative director, HR manager, voiceover artist, fine artist and printmaker, social worker, master’s student in education, marketer/law firm, policy analyst, Capitol Hill, dental hygienist, retired police officer, retired schoolteacher, retired electrician.
- Incomes: “starting outs” (\$25,000 to \$45,000), fixed income, middle class, upper middle class. One was furloughed due to COVID-19 but returned to work; no one lost a job.



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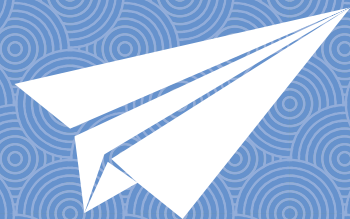
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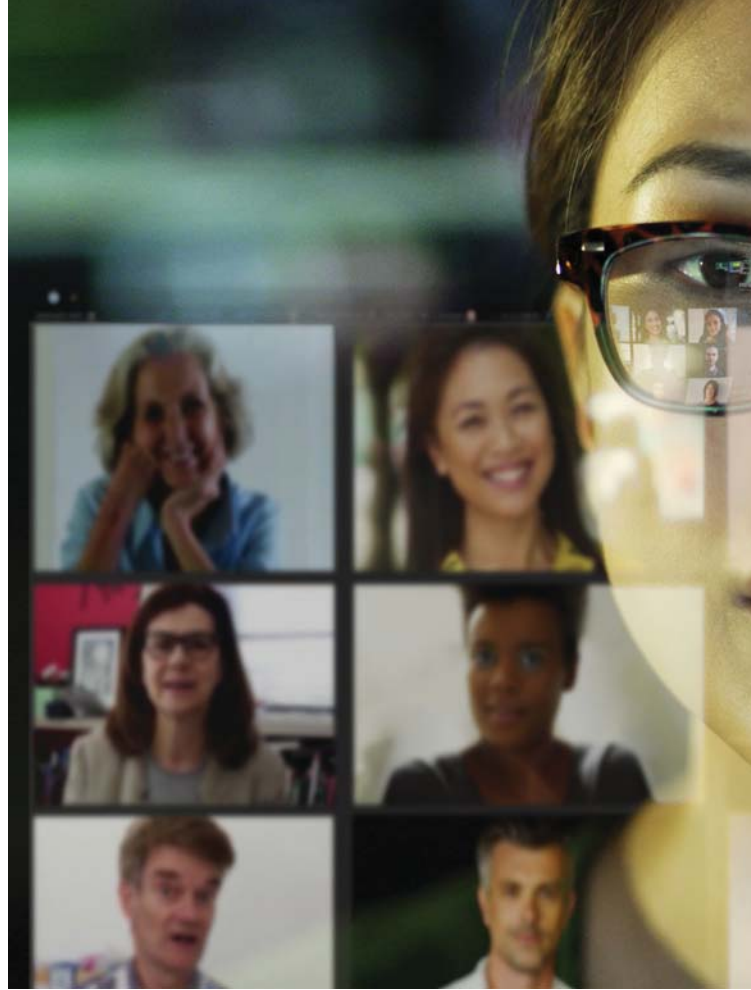
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••• qualitative research

Ready for innovation

Reimagining qualitative spaces and places

| By Katie Buckley



snapshot

Katie Buckley offers thoughts on using the pandemic as a springboard to advance qualitative research.

Long before COVID-19 shut down facilities, states, even entire countries, the qualitative research world was ready for innovation. Our subjects' lives were changing while our in-person methods, however tried and true, stayed the same. Then came the virus – and this unexpected chance for reinvention.

Now is the time to revisit our approaches and commit to continued excellence in service to the brands that rely on us. It's an understatement to call this a challenging time for marketers. To stay connected to consumers, brands need the insights we unearth more than ever.

Until the post-COVID-19 era arrives, many brands plan to fill the insights gap by leveraging the resources they have and trusting the hard numbers; tasking internal teams with mining and synthesizing their own sales and behavioral data, existing insights and secondary research. This effort makes sense, especially in industries where products and services normally in demand are put on the back burner. But it also runs the risk of falling short of providing the full behavioral picture. And if one word could summarize the current consumer state, it's "human."

To help brands explore what consumers need them to be – right now – our industry has work to do, and quickly. We know face-to-face talks yield the best insights but we can't physically gather like we did. We know emotional intimacy is essential to what we do. But we can't rely on physical closeness to help us develop it anymore.

Never committed

Online tools had already started changing the qual landscape for the better long before COVID-19 and many of us pivoted to platforms we knew and trusted when lockdowns began. But our field has never committed to virtual engagements as a primary means for connecting with people. The time has come for a dedicated exploration of this potential.

Even the most complex forms of research can be completed online,



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sometimes even better thanks to AI and platforms that aggregate insights in real time. As my colleague Jamie Gerson rightly points out, “The tech is getting better, crisper and more refined each day. And consumers are getting far more comfortable since they are using it regularly in their personal and professional lives.”

The picture is clearer and there are fewer glitches on platforms. There is more openness and candidness. We’re seeing more of consumers’ authentic selves – they’re more comfortable on camera, in their own space and have a greater willingness to share early on in our conversations. In terms of output, we are developing video expertise. We know what to expect from these platforms and the pitfalls to avoid and can give tips and tricks to get great footage that feels natural, not forced.

Rather than abandon this progress at the first opportunity, let’s build on it with digital experimentation. There’s a rising trend in socializing in smaller “clusters” and families and individuals are “quarantesting” together. Instead of gathering six strangers virtually, we should engage these already-formed social circles. These communities come with pre-established trust and built-in “BS meters” in the form of close confidantes. Chats can take place in spaces that already feel comfortable and safe: homes. And we can observe and converse safely online.

We should also make the platforms where our participants spend so much time already work in our favor. Forming WhatsApp groups for research can connect us to people around the world seamlessly. “In our recent experience talking to young women in Nigeria,” says Charlotte Smith, global head of qual at Basis, “engagement was super high and we built close bonds with this group, particularly in Northern Nigeria, where face-to-face would be have been more challenging and limited from a cultural point of view [without COVID-19 restrictions].”

A virtual reality platform shouldn’t just be a “special occasion” tool anymore because it enables us to observe natural reactions in the places

and spaces we can’t be right now. We can expose people to new concepts, pack designs and innovations in context and re-create scenes and moments that rely heavily on visual experiences or customer experience. While this option is still expensive, there are secondary benefits that increase its value – no more awkward interactions in store (with other customers or staff), greater comfort of the participant to think, feel and share their natural reactions and much less time and cost eaten up traveling to different cities and stores/shops/homes.

We also can’t ignore the work we need to do to keep client engagement high in this new digital sphere. Being in “the back room” is more than just M&Ms and Thai food, there is magic that happens. The immediacy of insights, the connections and camaraderie between stakeholders and the sheer proximity to customers magnifies and accelerates client learning. Digital workshop tools and online meeting software can help replicate the magic. Brands like Miro and MURAL make coming together virtually easy, efficient and fun; from places to debrief after groups to hosting whiteboard sessions, brainstorming and concept-writing workshops, they offer tools that aid in facilitation and implementation of great ideas.

Force a permanent shift

It’s likely that this pandemic will force a permanent shift into more online and agile qual. But once we are living in a post-COVID-19 world, we will want to come back together face-to-face as well. We are social beings who need to experience physical and emotional connections. And the value of personal interviews remains uncontested. Subjects feel their interviewers’ warmth and perceive their genuine interest and they respond with greater openness. Moderators sense what subjects withhold, what is not being said. We base some of our best insights on what we physically feel vs. hear.

Once we can get back together, we should leverage the spaces and places where people are most comfortable. Community and social research will be here to stay as it offers up a

way to more naturally see how people are influenced and make decisions. One moderator entering someone's home to sit and talk with four or five friends is not only safer than six strangers in an unfamiliar place but will likely get us closer to true feelings, behaviors and motivations.

Going on walks, talking in parks and sharing a coffee in a café with smaller groups of people not only sounds more fun but will likely elicit more meaningful conversations because people are relaxed, more open and able to step out of their lived realities and we can see natural behavior firsthand. This will be important as expectations on qual deliverables will also shift. It's not just about great insights anymore, the demand will be for research that helps clients solve a problem and generate innovative solutions.

Test every possible way

None of us can know what the "next normal" will look like yet. But for researchers and brands, our priority moving forward must be forging stronger connections to our consum-


er participants. We must test every possible way to keep getting the human-centric qualitative insights that we know make all the difference for brands.

"If we are honest about it, we probably didn't do enough to create emotional intimacy when we had the advantage of being face-to-face," says Tom Neveril of Storybrand Consulting. "Now with virtual conversations, it's a must. Incorporating richer pre tasks or simply spending some time asking participants about themselves and telling them about ourselves will pay off."

For example, we recently trialed an initiative encouraging respondents to share something meaningful in their immediate physical environment. One participant placed himself in front of a framed picture of actor Cary Grant, which opened a lighthearted conversation about his enduring love of 1930s and '40s romantic comedies and his membership to the British Film Institute and encouraged others to share more about themselves.

Fresh appetite for experimentation

Over the next 12-18 months, qual should claim its new virtual spaces and methods with speed and a fresh appetite for experimentation. We'll need to keep evaluating, reevaluating and refining but it's up to us to lead boldly and build new solutions. As design theorist Bryan Lawson has written, "design solutions create new design problems." Which is to say, solving one problem can create another – but that's okay; it's all part of the process. We must continue to evolve as fast as the world around us – as fast as the people we're studying.

Researchers can know one thing about our next normal: it won't be defined by looking back. Our grand reassessment, triggered by COVID-19, was overdue. But let's be inspired by our own enduring value. Seeing, hearing and empathizing with people is our specialty. Time to roll up our sleeves and get inventive. We have an essential practice to reimagine and advance. 

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Bring them to life

How qualitative can amplify consumer voices for the C-suite

| By Kathy Ofsthun



snapshot

Kathy Ofsthun highlights the value of empathy in helping brands understand their consumers.

What research do you remember most? While the statistics might escape my memory, what I do recall are the deep emotive voices of people telling us the story of who they are, what they believe and how they feel, in their own words. In addition to memorable storytelling, qualitative research is our vehicle for getting beyond the obvious and uncovering truths. It is our means for making data more human-centric and for amplifying an inclusive view to decision makers and the C-suite. No matter how much time has lapsed, I remember the nostalgia with which people shared how they became coffee drinkers, the way teen boys communicated self-expression through their footwear, how young investors thoughtfully weighed their spending versus saving choices, caregivers who struggled with decisions regarding their senior parents and I smile each time I think of how kids and tweens described their perfect day in vivid detail. I remember what a difference those stories made.

Qualitative research methods are the means to uncovering deeper insights and truths. It's been said that qualitative research has more in common with journalism than it does with market research and I think that's true – it is investigative and probing. Good moderating is not about uncovering the story but uncovering *their* story. The one your organization needs to hear, which may or may not confirm your hypotheses but can open doors for real impact.

I worked for a CEO who used to say that even just one person's story can be illuminating. Outliers can reveal valuable insights. For example, in research I conducted on loyalty programs, one person in the group began to talk about what they would like as a benefit. Unlike the usual perks provided to gold and platinum members, this person wanted benefits for their family, not for themselves. They said, "You know how much I travel, how many nights I spend in your hotel. I don't need a free breakfast. What would be really great is if you sent a pizza home to my family instead." Aha! A whole new area of off-property benefits was uncovered.

Moderating is far more than a list of questions or a scripted discussion guide. What comes off as natural and honest requires a quickly established trust between participant and moderator, allowing their authentic selves



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to emerge. Getting beyond the obvious involves effective moderating that includes timely probing – sometimes subtle, sometimes pointed. This can reveal true motivations and drivers, the rational and emotional steps along a journey or the nuanced differences between personas.

Techniques such as interventions and projections, used judiciously, can unlock emotions and feelings that were previously unspoken. Projective techniques step back from first-person or direct answers by asking from a new vantage point, e.g., using conversation or thought bubbles, writing a letter to your younger or older self, or wearing a different hat when evaluating a new product. Journaling and deprivation exercises can shine a light on habits and needs that may not otherwise be exposed.

While qualitative research may seem low-tech to some (i.e., talking to people), qualitative techniques have always incorporated and expanded with technology. Qualitative tools began with “mother-in-law” research, advanced to recorded and one-way mirrored interviews, adapted to laptops and mobile and now leverage apps and AI. The backroom can now offer suggestions and probes directly to the moderator, you can livestream an ethnography and AI can rapidly code verbatims. My team and I often combine human and artificial intelligence for interpreting a large amount of qualitative data and for coding text and imagery.

Most qualitative researchers were well prepared for the pandemic, as we were already online, interviewing around the globe. I will share that we have had great collaboration with Discover.ai for internet scraping, Curator for livestreaming, Over the Shoulder for in-the-moment audio and video, MURAL for digital, distanced workshopping and more. Tools have expanded and become more sophisticated but the core of qualitative research remains the same: empathetic engagement with target audiences to uncover relevant truths.

To vividly illustrate the value of qualitative methods, I like to share the following story. It’s an excerpt from “The Spirit Catches You and You Fall Down” by Anne Fadiman, a non-fiction book about a Hmong family living in northern California. The family’s son, a community college student, is

asked to prepare a five-minute presentation, all in French.

The student’s chosen topic was a recipe for la soupe de poisson or fish soup. You can imagine a straightforward recitation of ingredients, measures, method of preparing and cooking, in French. Instead the student shares something much deeper, demonstrating the powerful tradition of Hmong storytelling:

“To prepare fish soup, he said, you must have a fish, and in order to have a fish, you have to go fishing. In order to go fishing, you need a hook, and in order to choose the right hook, you need to know whether the fish lives in fresh or salt water, how big it is, and what shape its mouth is.

Continuing in this vein for 45 minutes, the student filled the blackboard with a complexly branching tree of factors and options, a sort of piscatory flowchart, written in French.

He also told several anecdotes about his own fishing experiences. He concluded with a description of how to clean various fish, how to cut them up and, finally, how to cook them in broths flavored with various herbs. When the class period ended, he told the other students that he hoped he had provided enough information and he wished them good luck in preparing fish soup in the Hmong manner.”¹

This engaging story has its parallel with qualitative research in that they both understand that “nothing occurs in isolation, things are connected in ways we might not initially perceive, and you can miss a lot by sticking to the point.”¹

Clustered in the shadows

Bringing this expansive and inclusive view to the C-suite is imperative. Qualitative researchers have a responsibility to uncover consumers’ stories then translate and amplify their voices for decision makers. Without the depth of qualitative research, we do not fully discover who our customers are. They remain clustered in the shadows, rather than revealed as individuals whom we know and can intuit.

As qualitative researchers, we often talk about empathy. Being empathic demands focus, listening and the demonstration of understanding and feeling for others. Former First Lady Michelle Obama even talked about empathy in her convention speech this past August, saying it is “the recognition that someone else’s experience has value too.”

At this time in our history, empathy is espe-

Figure 1

THREE KINDS OF EMPATHY

As defined by Daniel Goleman in *Emotional Intelligence* (1995)



cially discussed and sought-after, making it easy to find sources on empathy through a simple online search. You'll likely come across definitions that include three kinds of empathy, as outlined by Daniel Goleman in his book "Emotional Intelligence": cognitive, emotional and compassionate (Figure 1).

Compassionate empathy is especially relevant at this moment in time, as we witness the passion of protestors or the needs of a teenager trying to e-learn in the solitude of her bedroom. Compassionate empathy is not blindly supportive, however. "It considers both the felt senses and intellectual situation of another person, without losing your own center. Compassionate empathy is taking the middle ground and using your emotional intelligence to effectively respond to the situation with loving detachment."² It is for this reason that compassionate empathy is most applicable to qualitative research. We must be able to understand and feel others' stories yet remain objective about them. The action we must take after empathetically listening is to fairly translate and deliver their needs and wants to those creating brands and products/services for them.

As qualitative researchers, we sometimes create "empathy missions" that ask something of the decision makers themselves. For example, before performing our own in-depth interviewing of moviegoers, then reporting back our findings, we asked the C-suite of a large cinema chain to head out to the theater themselves and talk to people. We wanted them to see their business, firsthand, through the eyes of moviegoers. They complied and learned a lot

about their consumer and their product (not to mention gaining more empathy for qualitative researchers – bonus!). Empathy missions can alternatively force a participant to live with or without something for a length of time in order to immerse themselves in an alternative situation and deeply feel the effects.

Create and evolve

All the examples above are human-centric at their core. Stories are after all, wholly human and deeply felt. In a world of social media and near-immediate online reviews, successful brands must create and evolve alongside their consumers. Like any relationship. By continuously seeking out and listening to their customers' thoughts, opinions and ideas, product developers and brand builders uncover authentic issues and needs, ideate desirable solutions and adapt and redesign as needs or tastes change. This inclusive approach should be central to your entire organization, from junior analyst to CEO.

In their Harvard Business Review article, "Use your customer data to actually help your customers," authors Joe Ucuzoglu and John Hagel III addressed this very topic from the perspective of measurement, referencing what we've all seen in a typical brand tracking survey: measuring things that satisfy us – such as awareness, purchase intent, trial, repeat – instead of what interests the customer – such as "understands me," "anticipates my needs," "makes my life easier." The authors define the essence of customer-centricity as "using data to help people better achieve their own goals, rather than just using it to price or


segment or target customers."³

That's why at our firm, our approach is focused on people before the brand. When measuring brand health and positioning, we ask: Do I want to be associated with the kind of person – "the tribe" – that uses that brand? Which brands reflect who I am, help me to self-express? We measure the social and identity benefits that are conferred as a result of using a brand, not simply the functional benefits gained from using a product or service.

For Millennials and Gen Z especially, being human-centric goes well beyond asking how they think and feel. They require the demonstration of your commitment to humanity. Human development as a business outcome is fast becoming as important as return to shareholders. Programs for corporate social responsibility or environment, social and corporate governance are gaining attention in boardrooms everywhere.

Per Robinhood Snacks, "Sustainability is not anti-profit...There isn't necessarily a trade-off. Check out Unilever's Vermont acquisitions: Ben & Jerry's and Seventh Generation. Both build Earth-friendliness into their business models – and their mission-oriented brands let Unilever charge a higher price. Unilever's CEO believes its anti-plastic pledge will be pro-spending among the Millennials and Gen-Z who hold companies to higher standards."⁴

Like the ancient Roman god Janus, we have looked backward and forward. Hopefully, I have demonstrated the value of qualitative research and convinced you of the imperative to amplify the voice of the consumer, to tell their stories and to embed a human-centric approach throughout your organization.

Through qualitative methods, you have the power to bring your customer out of the shadows and expose all in your organization to witness and come to know for whom – not just what – they are creating. 

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snapshot

The authors argue for moderators taking a more active role in helping online research communities deliver value for companies and their customers.

••• qualitative research

Make it matter

How moderators can steward a truly mutual community experience

| By Curtis Kaisner and Greg Heist

T

The rise of the experience economy has profoundly impacted brands across categories. Indeed, designing a great customer experience translates into a powerful competitive advantage but it also has implications far beyond the retail, entertainment and luxury spaces.

In fact, the increasing emphasis on designing great experiences for customers is raising the bar for the insights industry. While the traditional model of a research moderator having one-off conversations with individuals will still exist, it's important to look at broader opportunities to transcend this transactional model of interaction and embrace a new vision of qualitative research that is ongoing, reciprocal and anchored in a mutual value exchange between companies and customers.

This new vision, which elevates customers to business stakeholders, comprises a wide variety of strategies to drive organizational transformation. However, at the core, it is the experience customers have with corporations through ongoing interactions in online communities that can form the foundation.

In fact, according to research conducted by Gongos on this



subject, 80% of U.S. consumers (66% globally) believe that providing their input via a private online community can make a difference in the success of the business. However, only 46% of global consumers who participate in online research communities currently agree that being a member makes them feel like a stakeholder in the business.

In light of this, let's take a look at some of the challenges that exist within the conventional community experience and identify ways that moderators (including anyone who has regular interaction with community participants) can transition from managing a platform to stewarding a more valuable and insightful community experience – one that moves customers from research subjects to respected stakeholders in the success of the corporation.

Less than optimal

There are three areas of the current member experience that stand out as being less than optimal: conversation is driven by activities rather than organic discussion; information-sharing is a one-way street, from participant to client; and monetary incentives drive a transactional value exchange.

Let's take each one in turn and explore ways moderators can go beyond participation rates and executional efficiency to forge relationships of reciprocity that reap greater ROI.

Conversation is driven by activities rather than organic discussion. Currently, the conversation in communities is strongly driven by the cadence of activities posted by the moderator on behalf of the client. While these kinds of activities are important ways of shaping the discussion, their volume and velocity can dominate the overall chatter. Too often, community moderators possess a “set it and forget it” mentality. They post the activity and wait for the responses before dutifully analyzing the responses and providing the client with a summary of findings.

While this approach provides insightful answers to the questions asked of participants, it also drowns out the potentially valuable organic conversations they engage in. A steward of the community will be deeply invested in fostering vibrant, spontaneous discussion, responding to unprompted posts and encouraging deeper, broader dialogue about them with other participants. Going forward, this kind of natural interaction should be seen as a key success factor for the community.

Information sharing is a one-way street, from participant to client. Communities have been called focus groups in slow motion and this dynamic certainly applies to the information flow between the two key parties: the participants and the client, with the agency as intermediary. This phenomenon is a vestige of the desire for research to remain untainted by anything other than the participant's opinions and experiences.

While there is merit to this belief, it also creates an


imbalanced relationship between the community members and client. From a participant perspective, their opinions disappear into a black hole, frequently with no indication of whether they inspired any kind of “win” within the client organization. This doesn't foster the kind of transparency and open communication that are hallmarks of healthy human relationships.

Being a steward of the community calls for advocating clients to disclose – within the bounds of keeping appropriate confidentiality – more about how the community is shaping the thinking of their organization. Doing so is a powerful way to encourage a virtuous cycle of sharing and feedback, with the ultimate benefit of deeper and more valuable insights emerging from the community.

Monetary incentives drive a transactional value exchange. As a result of the two dynamics mentioned above, many communities' value proposition is largely anchored in the promise of a financial incentive in exchange for dutiful response to sponsored activities. This creates a highly transactional culture where participants' primary loyalty is to their incentive check.

Becoming a community steward requires practitioners to create a much more meaningful value proposition for participants. While the threads of this proposition will be woven in a way that is unique to each community, it needs to include the opportunity for consumers to go behind the “velvet rope” – to become an outside-insider and feel invested in the success of the client's business. This could include exclusive conversations with client experts, feedback on the ways the community is shaping a new product offering or even exposure to how the client makes decisions and thinks about the future of their brand.

Show up differently

Gongos' research shows that 93% of global consumers would be willing to join an online research community but gleaning the most valuable insights requires moderators to show up differently. How does this journey begin? It starts by taking legendary management consultant Peter Drucker's words to heart: “If you want something new, you have to stop doing something old.” Think about ways to transform the community experience into one that creates a whole new dimension of value to organizations. This new vision of the community experience treats participants with a heightened respect, coupled with greater transparency and mutuality. It ushers in the opportunity for participants to be seen and treated as vital stakeholders in the future success of the organization. 

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••• b2b research

Bring the beer and the étouffée

Meeting the often unique demands of B2B research

| By Mark Towery



snapshot

Author Mark Towery explores the ABCs of B2B: access, business strategy and context.

In this article I will use anecdotes from my career to look at what I'll call the ABCs of B2B research: access, business strategy and context. There are certainly many other facets to the process of interviewing professionals and researching the markets and industries in which they work but these three form a framework that, when successfully applied, sets you up to attain the insights and information that you and your clients are seeking.

A = Access

This will probably sound painfully familiar to my fellow researchers: Five weeks into the project and we had nothing. Two focus group facilities had already bailed on the recruiting and the third had only one qualified oil rig worker signed up, not counting some guy who said he once flew in a helicopter to an oil rig to drop off some supplies. And we promised the client 10 of these groups; six to be held in Louisiana and four in Scotland. And this was only Phase I. We still had to do a quant with these same elusive respondents. We were in trouble.

That's when my friend and fellow consultant Tom Beggs decided to get serious. Tom was the kind of guy you would send to take Hamburger Hill. A bring-'em-back-alive, goldmine-or-bust, Rooster Cogburn knife-in-the-teeth kind of researcher.

Somehow Tom contacted a job placement firm specializing in oil and gas that mentioned a safety conference being held at a Holiday Inn in Lafayette, Louisiana. Tom flew down and went straight to the conference, walking up to large muscular men in the hallway between sessions and offering them \$200 to go into a room with him for two hours. Although he almost got punched twice, he was able to assemble a group when he agreed to throw in a case of longneck Budweisers. I flew down and joined Tom the next day and these turned out to be some of the best focus groups we ever conducted.



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Access is sometimes what you make it.

Basking in the glow of our good fortune, we decided to press our luck and headed out the following day in search of onshore rigs. As we toiled down I-10 with a hotdog and a roadmap, we scanned the horizon for oil derricks. After a few false reads that turned out to be cell phone towers, we finally stumbled up on a genuine bona fide oil rig in the middle of a cow pasture surrounded by a few trailers and a lot of pickup trucks. We eased the Nissan rental car in among the four-wheel-drives and walked up to the office trailer like we owned the place. I grabbed the phone and asked for the tool pusher (the man in charge of a rig). Probably curiosity alone caused him to leave his job and walk over to the trailer to investigate this alien landing. After a brief explanation of what we wanted to do, he studied us a moment then said, “Come back at shift change and bring food,” and turned on his heel and headed back to the rig.

We drove back out to the main road where we came upon a Cajun café in the back of a Texaco station. In said establishment we were able to procure an bounty of étouffée, gumbo, brisket, rice and boiled crawfish. A quick stop at Walmart for a plastic folding table and soon we were laying out a spread in the laundry trailer. Workers would come in from the rig, shed their greasy and muddy clothes, toss them in the washer, then saddle up to the buffet line, all the while answering questions about personal protection equipment. Access achieved.

Identifying, accessing and engaging the right decision-makers is the foundation on which all B2B and industrial projects are built. Fail to access and engage the right respondents, fail to garner the right insights and you fail to craft an informed go-to-market strategy.

So, when a prospective client calls and asks if we have a panel of industrial or B2B decision-makers, I think of Tom and that oil rig. Not only are panels blind but they almost never include the non-indexable

decision-makers like materials engineers buried deep in a factory in charge of non-destructive testing; or the application engineer who knows where to install a thermocompressor in the steam plant; or private equity executives managing alternative assets; or decision scientists at investment banking firms or electrical linemen wearing high-voltage gloves; or, in this case, oil rig workers.

Many of these respondents are not in the company directory. In the case of oil rig workers, they are either on a rig or on a bass boat or in a deer stand.

The point is that you need to develop target lists organically, custom to each project and you have to be creative in how you identify, gain access to and engage with these valuable decision-makers.

Certainly, if you have multiple projects that target similar respondents you might get some overlap but more often than not, there are a couple of peculiarities or nuances that make the new project targets a little different. You don't necessarily have to drive across Southern Louisiana or stand at a heliport in Aberdeen, Scotland, to ambush workers coming in from rigs in the North Atlantic (yes, Tom did that as well). There are other tools at your disposal, from LinkedIn to industry associations, to annual conferences, to placing ads, to calling your brother-in-law, to good old-fashioned cold-calling and snowballing and screening your way through.

In any case, developing target lists organically and custom to the project takes time but it also ensures you are getting to the right people. Further, the journey of identifying accessing and engaging with these decision-makers and influencers helps you understand their perspective that much better.

Access. It's essential but it's not easy to do it right. But in industrial market research, the hard way is often the right way.

B = Business strategy

Market research can get very sophisticated. From quantitative statistics and decision-sci-

ence to qualitative natural-language analysis and behavioral science. In the world of B2C those tools need to be very sharp because moving the needle a fraction of a percentage point in large CPG markets can mean enormous profits or losses. In the world of B2B and industrial market research we use all the same tools but apply them perhaps a little more bluntly, because it is more about go-to-market strategy rather than market research tactics. In the consumer world, the product is typically something we use every day and is easy to understand. More to the point, in the world of B2C, you better know your research methodologies to pit Coke against Pepsi but you don't need to know how to make Coke's secret syrup, or how Apple's supply chain integrates, or which paper mill makes the Charmin tissue. You don't need to concern yourself with supply chains, market size, competitive dynamics or the need to inform the path to a comprehensive go-to-market strategy.

In B2B and industrial market research, go-to-market strategy is often the point of the exercise. The people running a mid-size civil engineering firm wanting a growth strategy for municipal markets aren't going to be particularly fixated on an NPS or a brand funnel. They want to know how to grow into new markets and compete and win in existing ones. Or the chemical manufacturer who wants to test a new adhesive concept in a specific aerospace application before investing heavily in R&D and product development doesn't care about your latest laddering technique; it wants a product launch strategy. A software-as-a-service provider wants to get inside the head of private equity investors and asset managers to determine how best to commercialize its products. It wants a sales approach that will resonate. In short, B2B market research is typically more strategic than tactical and focused more on products and markets than margins of error.

That being said, you still have to apply the fundamental market research tools but you have to go further to understand your client's core competencies, to size and assess the market opportunity, to analyze the

competitive landscape and to determine the strategic alternatives available. This sometimes, and in fact quite often, means you have to tell the client that the baby is ugly; there is no opportunity; or the potential win is not worthy of the investment required to exploit it. You may need to recommend an acquisition or a divestiture. But if you do the market research and strategic analysis right and you make the market opportunity and competitive landscape transparent, the strategy reveals itself and is as apparent to the client as it is to you.

A memorable and highly effective focus group was with pipeline welders to develop a new welding glove. Right before the group, a couple of orange Home Depot buckets were procured. A gathering of grown men took great delight in kneeling and crouching on the floor to demonstrate their hand position when welding two pipes together. That's how our client developed the next-generation welding glove. This was not textbook behavioral science but perhaps the kind of behavioral science somebody should write a textbook about.

When presented with a less than optimistic market opportunity and competitive assessment, the president of a large Korean company replied, "Don't tell me go or don't go; tell me how to go." The strategic business imperatives drive the bus in B2B and industrial markets. Consider your research methodologies as tools in your kit to be applied in a custom manner as necessary to illuminate the strategic path forward. Often this means being flexible enough to change your methodologies midstream. Think of it as an exploration where the final destination is not known. The fun part of B2B research is you don't always know where you will end up at the completion of the project. But it's the business objectives not the research objectives that should guide your way.

Taking a strategic approach to market research allows you to add value in different ways, such as mergers and acquisitions. When you understand supply chains and competitive dynamics, you understand strategic fit. At that point, you can apply traditional go-to-market strategy research to an acquisition search

or a company sale. Because you never know what is going on in another company's boardroom, it pays to cast a wide net and market research fits that bill better than a financial approach from an investment banker.

B2B research really means searching for the strategy.

C = Context

It was my first real job. I must have done well in the interview because my soon-to-be boss told me I would be receiving an offer to work in international procurement on the F-16 international coproduction program. Today I would be called a global integrated supply chain logistician but at the time, I was happy to be called an associate buyer and spend that \$17,000-a-year salary any way I wanted. However, I did have the presence of mind to thumb through a copy of Jane's All the World's Aircraft in the vendor lobby on the way out to remind myself I did know what an F-16 was.

Shortly after I began work, there was a machinist strike and volunteers were sought from management to keep the line moving. I volunteered. Those were long 12-hour days standing on that concrete floor riveting wing boxes (and unriveting wing boxes after the inspector made his rounds). But in the 30 years since, not a week has gone by when I haven't reflected on what I learned about manufacturing in that two-and-a-half months. Knowing the difference between shop planning and engineering drawings allows you to speak the language of industrial engineering. Witnessing how raw material is converted to fabricated parts that become subassemblies that go into the final assembly of an aircraft makes you better at analyzing supply chains, factory ergonomics or product applications. Hearing a programmer explain how to set up a computer numerically controlled five-axis milling machine is a great point of reference for an industrial automation and robotics project 20 years later.

It may be becoming obvious that there is no bright line between access, business strategy and context. They are a Venn diagram pinpointing strategic positioning. Knowing the context and understanding business

strategy allows you to convert access to engagement because speaking and understanding the vocabulary of the subject matter expert is how key insights are discovered. How do you achieve that engagement? You need knowledge of the topic and a professional demeanor. Strategy and context are the knowledge part but don't underestimate the value of a professional approach.

Most business executives detect a call-center survey approach before the receiver is halfway to their ear. You need a knowledge-based, professional approach and excellent listening skills. I like to bend the Ritz-Carlton mantra "We are ladies and gentlemen serving ladies and gentlemen" to say, "We are business professionals talking with business professionals." Your mission is not to "interview" (read "interrogate") a respondent; rather it is to engage them in a dialogue. Never forget: unlike in the consumer world, these respondents are experts in the area that's the focus of your research. Let them talk and they will eventually il-

luminare the path forward. And why do they want to help you? Most of the time it is not for an incentive; their time is often worth more than you are offering for it. It is because 1) everybody likes to talk about what they do; and 2) most business executives and technical experts believe giving a little something back to the market or the profession comes back around – a little like throwing a quarter in a wishing well or setting a fruit basket afloat on a slack tide in Thailand. Business karma is a real thing.

In B2B and industrial markets, the context in which you conduct your research is everything. It informs how you target decision-makers, provides the knowledge for moderators and interviewers to engage with subject-matter experts and is the canvas against which you paint the go-to-market strategy. To be truly effective at B2B and industrial research, you have to be conversant in wearable sensors, the Internet of Things, artificial intelligence, cloud-based ERP, alternative asset management software, private equity and more.

Since no one can be an expert on everything, how do you stay intellectually nimble? You have to incorporate an iterative discovery process into your methodology. You have to be willing to adapt and change research methodologies midstream if that's where the discovery process takes you.

In other words, you have to immerse yourself in the world where products are applied to applications, where competitors meet and compete and where value is created. And you need a flexible methodology that will allow you to evolve or pivot your approach as you learn more about the market. In B2B, you don't conduct research in a vacuum, you apply it in the context of a competitive marketplace. ①

This article is dedicated to the late, great Tom Beggs – a stalwart qualitative researcher who left this world way too soon.

Mark Towery is managing director at research firm Geo Strategy Partners. He can be reached at mt@geostrategypartners.com.

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••• shopper insights

Appreciate your business

How to keep e-commerce customers coming back even after the pandemic

| By Antje Sardo



snapshot

The author reports on a study looking at how COVID-19 has supercharged consumers' use of mobile and online shopping and what retail brands need to do moving forward.

E-commerce has gained a significant role in consumer retail over the past few years and plays a huge part of today's shopping experience. Online platforms like Amazon, Shopify and Alibaba have upended traditional brick-and-mortar retail stores and give consumers more choices and convenience than ever before. The shift to e-commerce, which was already well on its way, rapidly increased when the pandemic hit in March. Data from IBM's U.S. Retail Index shows that COVID-19 hastened the move to e-commerce by five full years. Shoppers had no choice: They could either order their products online or risk potential exposure to the virus.

With many of GutCheck's clients playing in the retail space, we wanted to examine the state of e-commerce after the initial peak of the pandemic and explore how consumer attitudes and behaviors may have changed. As the pandemic continues to impact our daily lives and extends with social distancing, mask requirements, online schooling and remote working – just to name a few – this new age of e-commerce will not be reverting back to pre-COVID-19 times and retailers will have to adapt or risk losing valuable customers to those who have.

In June, GutCheck surveyed more than 2,000 consumers who had shopped online in the past month. The survey was conducted online with respondents recruited through panels and our sample was balanced by gender, age, region and income to ensure fair representation when screening for online shoppers. The objective of the study was to explore not only how the pandemic impacts consumers' current e-commerce habits but also understand how they'll shop online after the virus subsides.

Here's what we found.

Every generation increased

From Gen Z to Baby Boomers, consumers across every generation increased their online shopping and some consumers tried shopping online for the first time during the pandemic. While we know that Boomers may be a little more reluctant to acquire new habits, once they've established online shopping



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the most popular online purchase categories within the food and beverage space (Figure 1).

About a quarter of online shoppers claim to have either increased their online fresh grocery purchases or tried using a grocery delivery service for the first time. Considering safety concerns and a collective effort on slowing the spread of the virus, it is no wonder that many consumers decided to avoid stores and opted to have groceries delivered right to their door or picked them up curbside.

This increase in grocery delivery or pickup is important to note. Historically, consumers have been slower to adopt fresh grocery online ordering and delivery when compared to other e-commerce categories. Retailers who already had an existing grocery e-commerce infrastructure in place benefited from this trend and even won new customers. And with parents having less time in their day to juggle shopping errands with increasingly hectic schedules, we saw the convenience of online grocery delivery and pickup grow in popularity.

behaviors and are comfortable purchasing categories online they are likely to keep doing so – at least as an alternative option to in-store. An ongoing emphasis on social distancing may continue to motivate online shopping into 2021.

Consumers’ acceptance of ordering food and beverages online grew significantly since the start of the pandemic. Online ordering and delivery of fresh groceries increased the most, although takeout or delivery from restaurants and health and fitness foods and supplements remained

Figure 1

Online Purchasing

Food related online categories, especially groceries and meal delivery increased strongly since the start of the pandemic.

Change since COVID-19 started (Food & Beverages)

Online Purchasers

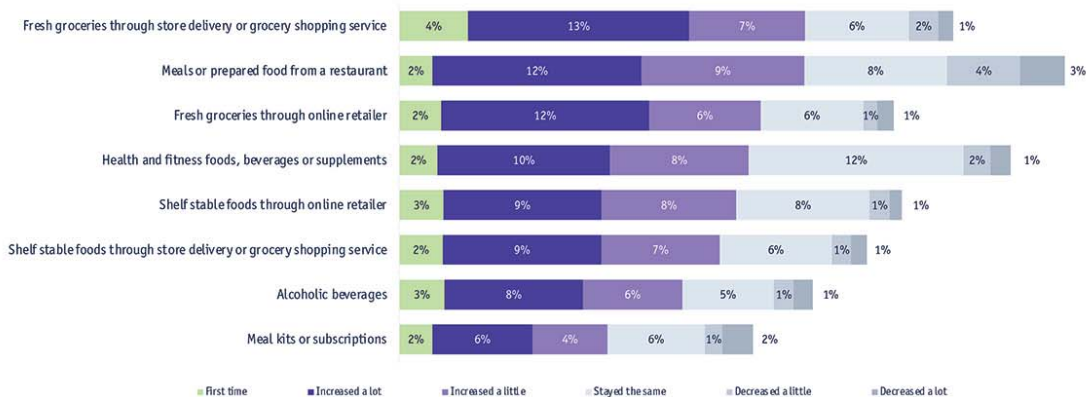


Figure 2

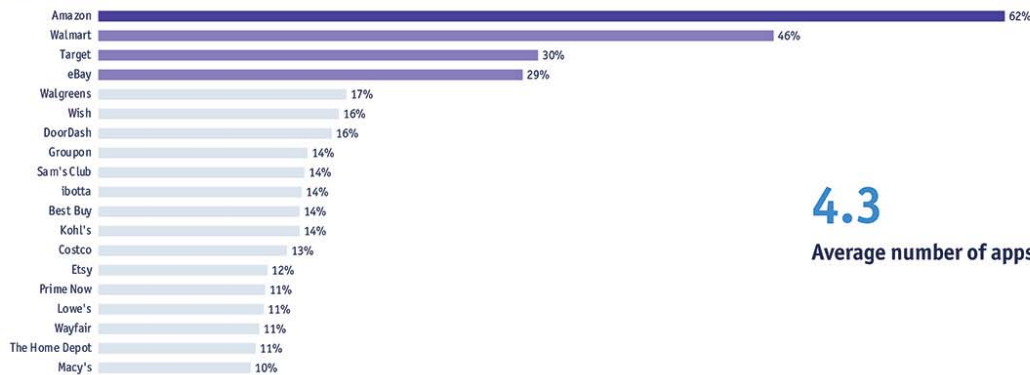
Online Purchasing

Online shoppers often have four to five retailer apps installed which allow them easy access to several retailers.

Amazon is commonly installed, followed by Walmart, Target and eBay.

Apps Installed On Smartphone

Online Purchasers



4.3

Average number of apps installed

Household essentials like paper goods and cleaners were other categories that showed strong online growth during the pandemic. This is certainly not surprising given the shortage of these products in traditional brick-and-mortar retail stores during the initial phase of the pandemic – consumers simply had to purchase these products online and in many cases were willing to pay a premium for them.

While the aforementioned categories were driven mainly by the fallout of the pandemic, consumers reported some increases in their online activity for every single product category we looked at. According to our findings, the most popular e-commerce product categories were clothes, shoes and accessories (53% of consumers shopped for these in the past month), electronics (46%) and personal care (45%).

Not overwhelmed

Despite having so many product and retailer options available when shopping online, consumers are not overwhelmed. Our research found that online shoppers typically have a good sense of what product they want to purchase and where to start their shopping journey. This emphasizes the value of prior positive e-commerce experiences. Positive online brand experiences, knowing which online retailers and sites work for them and seeing the top picks on search engines and aggregator sites help consumers find

the products they are looking for.

Not surprisingly, Amazon is consumers' preferred starting point for shopping online, with 58% of online shoppers stating their very first step was either going to Amazon's website or using its app (which 62% of respondents have installed on their smartphones). Another 52% said they like to go directly to the website or app of a specific retail store, most often Walmart or Target, since those are preferred retailer apps (Figure 2). Forty-four percent of online shoppers say they typically use a general search engine, mainly Google. However, where consumers begin their online shopping journey varies greatly depending on the product or category they are shopping for.

Businesses that are already selling online and want to increase their sales, or those that are just getting started on their e-commerce journey, must take a consumer-centric focus and make an effort to be visible on the platforms their audiences are searching on. In many cases, this means being visible on Amazon and Google!

Fulfills a need

Convenience is the core value of online shopping. Consumers shop online because it is easy, fast, can be done at all hours of the day and there are tons of options right at their fingertips. Additionally, it allows complete social distancing. The majority of our survey respondents mentioned the pandemic,

stay-at-home orders and social distancing as a reason for purchasing online. Within this new environment, e-commerce fulfills a need that consumers readily adapted to.

Every aspect of the online shopping experience must be convenient for the consumer. Convenience is what brings them to a site and a smooth shopping experience is likely to bring them back. However, any inconveniences or issues experienced when shopping a site online, whether with the search, product information, shipping, checkout or returns, are likely to deter consumers from coming back and they will seek alternative online shopping options since there are so many available.

One disadvantage of e-commerce compared to the in-store shopping experience is not being able to see and touch the actual product. Brands can overcome this by providing clear and detailed product information, close-up pictures and videos, plenty of consumer reviews and ratings that describe the pros and cons of the product and clear sizing and measuring instructions. The lack of clear information is not only an inconvenience but is also counterproductive when trying to build trust – be transparent and supportive in providing everything the consumer needs to make a purchase decision. Even if a chat option is offered, consumers prefer to have all the information they need to make their decision readily available.

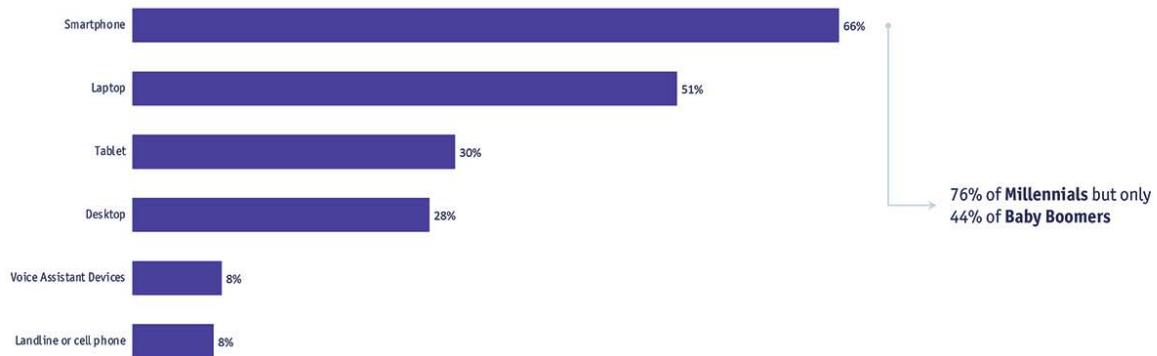
Figure 3

Online Purchasing

Ensure that websites are smartphone-friendly since the majority shop from this type of device and younger consumers more so.

Device Typically Used for Online Shopping

Online Purchasers



Price is crucial, online even more so than offline. Price comparisons are easier online and consumers do take advantage of this. They expect a good deal online and with so many choices available it is very easy to search for the cheaper options. Keep this in mind when offering products and providing price information. Avoid hidden costs that add to the price point in shoppers' eyes, especially when they are purchasing a single item that is not part of a bundle or full shopping cart. That said, in the food and beverage delivery space, consumers do indicate they are willing to make some price allowances for the added convenience.

Simple and efficient

In line with the convenience mantra, filtering, searching, viewing and scrolling should be as simple and efficient as possible. Our research emphasizes that the vast majority of consumers use smartphones to shop, especially those in the younger crowd. With that in mind, websites have to be mobile-friendly and easy to navigate on the smaller screen since not everybody downloads apps for every retailer.

Consumers are relying on multiple devices to make purchases online and may even use several of them in parallel during the shopping process. Even though 66% of e-commerce buyers use a smartphone to make purchases (Figure 3), only about 20% shop from smartphones

exclusively. Fifty-one percent of respondents surveyed mentioned that they also regularly make purchases from a laptop and some also use tablets and desktops.

This makes it critical that the shopping experience be consistent, offer comparable views and be equally convenient across the spectrum of available devices. Make device-switching easy and seamless to avoid irritating online shoppers. For example, while tablets may not be as commonly used as smartphones, consumers do use them to shop and some apps may not work equally well on a tablet as on a phone.

Apps and websites both have their pros and cons. Apps are oftentimes more convenient and user-friendly; they save consumers' preferences and payment information, offer rewards or loyalty points, are designed to be easier to navigate on a smartphone than a mobile site and have strong security measures in place. However, consumers do have to take the time to install the app, which also takes up space on their device. Therefore, apps are more commonly used for repeat and frequent purchases from a retailer. The apps a consumer has installed are clear indications of the retailer sites they are considering.

Websites are more of the default option for consumers who are simply browsing a site but may not necessarily be loyal to it. Given the broad use of smartphones, websites must be mobile-friendly and easy to navigate on both small and

large screens to keep online shoppers engaged. There is a benefit of using a web browser to shop since payment information is saved, it can be easier to compare products side-by-side, there is less scrolling and using a mouse and keyboard to navigate can be easier. This is especially important to older generations.

Having grown up with smartphones dominating numerous aspects of their lives, younger consumers are more prone to use these devices when shopping online. They are constantly online and are used to juggling several sites, apps or windows, easily making selections and shopping in this environment. This means they are shopping around, exploring and comparing more than older consumers. They are also more likely to walk away from a purchase and find another seller if things do not go their way.

Still pain points

While e-commerce has exploded in popularity and brands and retailers have made major inroads in expanding their e-commerce experience, there are still pain points for online shoppers that must be addressed to keep them coming back. These include checkout and payment, shipping and returns (Figure 4). If not handled correctly, the issues in each of these areas can cost retailers and brands not just the sale but the customer entirely.

Similar to the entire online buying process, payments must be convenient, fast and smooth. Any issues or hiccups

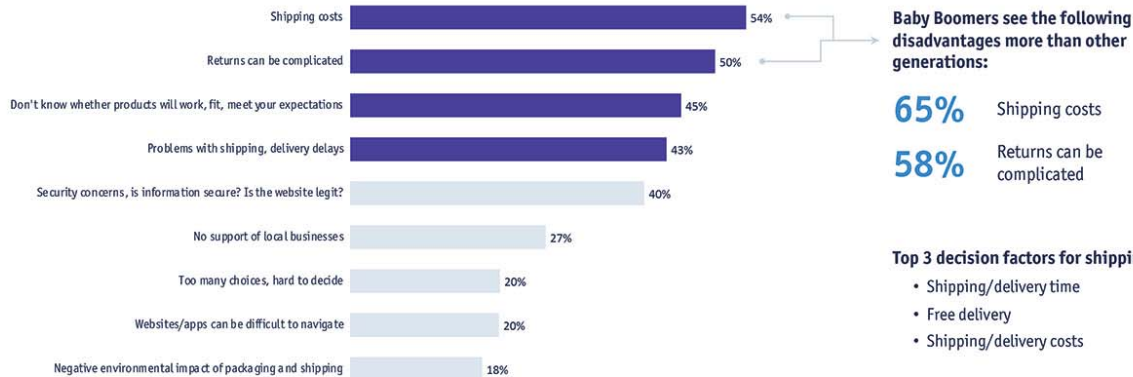
Figure 4

Online Purchasing

Consumers' biggest issues with online shopping are shipping and return-related.

Issues with Online Shopping

Online Purchasers



experienced can impact the sale – therefore avoid any surprises, such as added costs or fees that show up at checkout. It is so easy for consumers to walk away from the online shopping cart – they don't even have to click a button. Many respondents told us they have no problem leaving the shopping cart if they do not like the shipping options, the final price, the payment options or if their coupon or discount codes are rejected. And if possible, avoid redirecting customers to another site for payment. Even if that site is entirely legitimate, some find this suspicious.

Our study confirmed that payment methods like PayPal and debit or credit cards make up the majority of online purchases. However, other payment methods like Apple Pay and Google Wallet must also be accounted for, especially with sites that draw in younger consumers. Whether the payment information is already conveniently saved in an app, browser or has to be typed in, all options should be readily available since consumers have different preferences.

When it comes to paying for purchases, younger consumers stated they are comfortable using a variety of payment methods, while Baby Boomers clearly prefer credit cards. Boomers are still prepared to type in their card info every single time, whereas younger consumers are comfortable having their payment information saved in a browser or app.

Again, it is critical that retailers take a consumer-centric approach and offer the shopper their preferred payment method and not force them to comply with limited options.

Shipping plays an outsized role when it comes to e-commerce. In fact, the two biggest issues with online shopping are shipping costs (54% of survey respondents took issue with this) and an unsatisfactory return process (50%). Many consumers have had bad experiences with shipping or returns and are trying to avoid having similar experiences again. Shipping and delivery are so critical to the e-commerce journey that 32% of women and 41% of Baby Boomers state they will not even buy a product if they do not like the shipping or delivery options available to them.

With this being the case, it is no surprise that Amazon dominates e-commerce. While not perfect, its free shipping offers and breezy returns are a huge draw for consumers, especially given the broad reach of Amazon Prime. Brands that do not offer free shipping with a purchase should at least have an option for consumers to achieve free shipping – for example, by offering a certain, achievable price threshold in their cart.

With its abundance of free shipping and delivery offers, the pandemic has spoiled consumers and reset expectations in this regard. If not free, consumers will view shipping costs as

part of the online product price and evaluate whether it is really justified.

Adapt to new environment

Prior to 2020, e-commerce was already experiencing major growth but COVID-19 caused it to become even more ubiquitous. Our research confirms that food and beverages were the online categories experiencing the biggest growth in recent months, although all online categories researched grew as the pandemic raged. It is important that retailers looking to adapt to this new environment, increase sales and grow their consumer base offer easy-to-navigate websites and apps, competitive pricing, free shipping options, simple return processes and be open and upfront with any product and shopping information.

We anticipate seeing continued e-commerce demand and growth while the pandemic lingers and as we head into the holidays and 2021. While it may not achieve the popularity it did at the very height of the pandemic, and traditional brick-and-mortar stores will bounce back to some extent, consumers are now much more comfortable and familiar with online shopping than before and appreciate its convenience as they try to balance their busy lives with the changes 2020 has brought them.

Antje Sardo is senior research analyst at research firm GutCheck. She can be reached at antje.sardo@gutcheckit.com.

CALENDAR OF EVENTS

••• can't-miss activities

Quirk's Media will host The Marketing Research and Insight Excellence Awards on **November 9** as a virtual awards ceremony. Visit quirksawards.com.

Informa Connect will hold its Insights Leadership and Talent Summit as a virtual conference **November 9-10**. Visit informaconnect.com/consumer-insights.

Delvinia and **Schlesinger** will hold their 24-hour Amplify Global Insights Summit on **November 12-13** as a virtual conference. Visit www.delvinia.com/amplify.

The **Merlien Institute** will hold its MRMW APAC 2020 event as a virtual conference on **November 17-18**. Visit apac.mrmw.net.

The **Merlien Institute** will hold its Qual360 APAC event as a virtual conference on **November 17-18**. Visit apac.qual360.com.

The **Merlien Institute** will hold its MRMW EU event on **December 1-2** in **Amsterdam**. Visit eu.mrmw.net.

Quirk's Media will host Webinar Wednesday on **January 20**. Visit quirks.com/events/webinar-wednesday-1-20-21.

Quirk's Media will host Webinar Wednesday on **February 17**. Visit quirks.com/events/webinar-wednesday-2-17-21.

The 2021 Quirk's Event Virtual – Global will be held on **February 23-25**. Visit thequirksevent.com.

Quirk's Media will host Webinar Wednesday on **March 24**. Visit quirks.com/events/webinar-wednesday-3-24-21.

succeet will hold the virtual pillar of succeet21 on **April 14-16**. Visit www.succeet.de.

Quirk's Media will host Webinar Wednesday on **April 21**. Visit quirks.com/events/webinar-wednesday-4-21-21.

succeet will hold the in-person pillar of succeet21 on **April 21-22** at the MOC in **Munich**. Visit www.succeet.de.

The Pharma Market Research Conference USA will be held on **May 12-13** in **Newark, N.J.** Visit usa.pharmamarketresearchconference.com.

Quirk's Media will host Webinar Wednesday on **May 26**. Visit quirks.com/events/webinar-wednesday-5-26-21.

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Quirk's Media will host Webinar Wednesday on **June 23**. Visit quirks.com/events/webinar-wednesday-6-23-21.

The 2021 Quirk's Event – London will be held on **July 20-21** at the InterContinental London O2 in **London**. Visit www.thequirksevent.com.

Quirk's Media will host Webinar Wednesday on **July 28**. Visit quirks.com/events/webinar-wednesday-7-28-21.

The 2021 Quirk's Event – New York will be held on **August 17-18** at the Javits Center in **New York**. Visit www.thequirksevent.com.

Quirk's Media will host Webinar Wednesday on **September 1**. Visit quirks.com/events/webinar-wednesday-9-1-21.

Quirk's Media will host Webinar Wednesday on **September 29**. Visit quirks.com/events/webinar-wednesday-9-29-21.

Quirk's Media will host Webinar Wednesday on **October 27**. Visit quirks.com/events/webinar-wednesday-10-27-21.

Quirk's Media will host Webinar Wednesday on **November 17**. Visit quirks.com/events/webinar-wednesday-11-17-21.

The 2021 Quirk's Event – Chicago will be held on **December 1-2** at the Hyatt Chicago in **Chicago**. Visit www.thequirksevent.com.

Quirk's Media will host Webinar Wednesday on **December 15**. Visit quirks.com/events/webinar-wednesday-12-15-21.

Event details as of October 15, 2020. Please see websites for more details.

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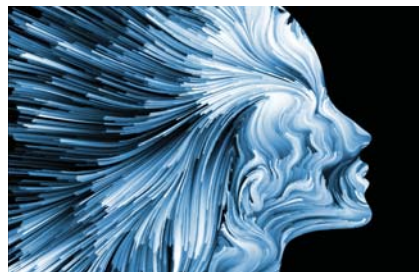


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Mary Lea Quick, VP Client Services

Ironwood Research Group's qualitative team is led by Mary Lea Quick, our VP of client services with over 30 years' experience in the industry.



Her skills enhance our consultative research approach in providing clients a clear vision of customer insights. Her customized research plans are based on each client's needs. Utilizing a myriad of tools including traditional and online focus groups, online bulletin boards and in-depth interviews, her goal is to identify the best setting for respondents and the best fit for the research strategy. Mary Lea's experience includes a wide range of industries with business professionals and consumers. She holds an MBA from the University of Louisville and then taught market research courses at the university for 10 years. She joined Ironwood Insights group at its inception in 2017 after working with our founder, Brad Larson, at Thoroughbred Research for over 10 years.

Phone 1-801-569-0107 X2131
www.ironwoodinsights.com

FOCUS GROUP



Just The Facts Inc.

Founded 1994
Bruce Tincknell, Managing Director



Just The Facts Inc. has 30 years of strategic qualitative experience including broad digital, virtual and online approaches. Our unique Qual-Quant™ process leverages the best of the qual and quant worlds, providing deep insights and rich perspectives that other firms cannot achieve. Our proprietary process opens windows for both B2C and B2B clients into the motivating actions, behaviors and decision-making of their customers. Our tool kit uses an array of tech-savvy methods from focus discussion sessions, IDIs, digital shop-alongs and bulletin boards, plus professional, unbiased leading of corporate in-house meetings and creative workshops that achieve actionable results. This all means greater understanding for guiding optimal business strategies and achieving stronger sales, profits and ROI. Let's discuss your specific needs, ensuring your initiatives are ready for market. Call today for a no-obligation consultation!

Phone 1-847-506-0033
www.jtfacts.com
www.justthefacts.com/testimonials-x-30



Market Probe International

Founded 1967 | 10 employees
Alan Appelbaum, CEO



Celebrating over 50 years of service to the marketing research industry, Market Probe International has a well-established team of highly experienced moderators throughout the U.S. and worldwide. MPI is your insights partner for reliable market research data, data gathering and analytical services. Our qualitative offerings include both traditional face-to-face focus groups, in-depth interviews and auto clinics as well as virtual IDIs, focus groups, online bulletin boards and creative workshops. We also employ such methodologies and techniques as ethnographies, in-home visits, accompanied shopping interviews, hybrid qual/quant studies, customer journeys, eye-tracking, neuromarketing research and facial coding. Based in NYC, we have excellent North American and international research partners, enabling us to provide high-quality insights and research solutions in most major countries. Categories of research expertise include automotive, luxury, advertising/communications, B2B, IT, health care, mobile technologies, appliances, industrial research and the like.

Phone 1-212-725-7676
www.marketprobeint.com



The MSR Group

Founded 1994 | 165 employees
Don Beck, Ph.D., CEO

The MSR Group is a full-service research firm offering complete consumer and business-to-business research



services. The MSR Group specializes in customer experience management, mock jury studies, brand awareness, advertising and creative testing, along with a wide array of custom quantitative and qualitative project offerings. In addition, we can provide you with groundbreaking verbal and facial recognition AI technology to provide real-time CX feedback to managers on customer and employee sentiment – a powerful new tool to improve coaching, training and ensuring business compliance. Specifications: 150-station TCPA-compliant CATI call center, web and IVR surveys, executive interviews and focus groups.

Phone 1-402-392-0755 or 1-800-737-0755
theMSRgroup.com



Radius | Illumination

Founded 1960 | 150 employees
Jamie Myers, Executive Director



Radius | Illumination delivers insights that move your brand forward on its growth journey. The foundation of our qualitative approach is engaging customers in their real-world, real-time environment. Connecting to your customers no matter where they live or work requires sophisticated virtual techniques. Our behavioral experts are highly skilled at moderating immersive conversations through such virtual approaches as ethnographies, mind mapping, family Q&As and tours of homes. To create and optimize early-stage concepts, our Innovation Sprint offers a virtual and agile solution to fast-track your new ideas. These virtual and immersive techniques enable greater customer empathy, project flexibility and team collaboration. Learn more by contacting Jamie Myers: jmyers@radius-global.com.

Phone 1-212-633-1100
radius-global.com/virtual



Ready to Launch Research

Founded 2014
Jenny Karubian, CEO

Jenny Karubian is a moderator who specializes in digital qualitative research, focus groups and ethnography. She has extensive experience across verticals, with particular focus on consumer packaged goods, grocery, travel, tech, beauty, tobacco, local politics and health care/pharma. She has conducted 3,000+ sessions in person and online. Jenny founded Ready to Launch Research in 2014 (formerly named Lotus Research) as a boutique qualitative agency in Los Angeles. As a cultural anthropologist, she founded the company with a vision of combining cutting-edge digital innovations with the wisdom of anthropological approaches to research. Jenny has built a team of social scientists, UX experts and seasoned market research professionals who can take on projects that range in scope from single market studies to long-term ethnographic engagements.



Phone 1-818-741-1281
www.readytolaunchresearch.com

RIVER MIST Transcription Services

River Mist Transcription Services

Founded 2013 | 20 employees
Jannice Roy, Owner



River Mist Transcription Services (formerly J.S. Martin Transcription Resources) has provided transcription (including translation), editing and proofreading services to our clients for 25 years. Our niche is qualitative research in health care/medical, pharmaceuticals, B2B, technology, software, electronics, automotive, consumer products and food/beverage. We're skilled at working with recordings of large groups, noisy backgrounds, difficult/hard-to-hear audio, very thick accents and speaker identification of many participants. Whether virtual or in-person conferences, focus groups, IDIs, TDIs, in-home interviews, in-store interviews or podcasts, we will create an accurate, 100% human-generated transcript to aid you in your research process. New client? Request a 15% discount on your first project!

Phone 1-888-490-1037
rivermisttranscription.com





Q

2021

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 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



2021 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.ccmaketresearch.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.ccmaketresearch.com
 Location: Shopping mall
 Distance from airport: 8 miles, 15 minutes
 Client Lounge, 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
 AU, CL, CUL, 1/1, 1/10, PTL, WC

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

Fieldwork Phoenix's brand new space features four focus suites plus an UnFocus Room with viewing, kitchen access and a large terrace. Rooms vary in size to accommodate everything from one-on-ones to theater seating for up to 60. All rooms are equipped with HD recording and options for streaming. In-house recruiting draws from a wide region of urban, suburban and rural respondents. Located in the Biltmore area, the facility is convenient to the airport as well as many hotel, dining and shopping options. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)

Plaza Research - Phoenix

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

Schlesinger Group Phoenix
 2355 E. Camelback Road, Suite 800
 Phoenix, AZ 85016

Ph. 602-366-1100
 Phoenix@SchlesingerGroup.com
 www.schlesingergroup.com/en/
 Donna Flynn, Regional Director
 Location: Office building
 Distance from airport: 6 miles, 15 minutes
 CL, 1/1, 1/10, PTL, VC, WC
 20x15 12 Multiple
 24x17 10 Multiple

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as worldwide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDs; online focus groups and communities; telephone interviews; 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, p. 3)



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
 Dave Maddox, Vice President, Marketing
 Location: Free standing facility
 Distance from airport: 5 miles, 10 minutes
 AU, CL, 1/1, 1/10, WC
 20x17 12 Conference
 20x17 15 Multiple
 24x45 20 Multiple

We offer exceptional focus suites with one megagroup room (24x45), convenient to Sky Harbor Airport, Scottsdale, AZ and surrounding cities. Our facility offers dedicated lounges with closed-circuit TV for viewing, private client restrooms and wireless Internet access. Stationary recordings and use of A/V equipment are complimentary. Spanish language is a specialty and includes recruiting, on-site translator and hostesses. Currently able to host in-person sessions of up to nine plus moderator with social distancing in place (maximum six observers with social distancing.)

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.ccmarketresearch.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.ccmarketresearch.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)

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.la@adlerweiner.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.



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 - 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)

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.



C&C Market Research - L.A. - 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)



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

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.

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



SCHLESINGER GROUP

Schlesinger Group Los Angeles

400 Corporate Pointe, Suite 855
 Culver City, CA 90230
 Ph. 310-260-8889 or 888-873-6287
 LosAngeles@SchlesingerGroup.com
 www.schlesingergroup.com/en/focus-pointe-global

Donna Flynn, Regional 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as 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 and communities; telephone interviews; 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, p. 3)



TestAmerica

Test America - Los Angeles

a division of CRG Global
 Westfield Santa Anita Mall
 400 S. Baldwin Ave., Suite 104-L
 Arcadia, CA 91007

Ph. 800-831-1718
 crgsales@crgglobalinc.com
 www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations

Location: Shopping mall
 Distance from airport: 34 miles, 40 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 27x22 8 Conference
 13x17 8 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.

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 video-streaming, customized usability lab and foreign language translation system.



fieldWORK
LA-ORANGE COUNTY
Fieldwork L.A. - Orange County
2030 Main St., Suite 300
Irvine, CA 92614
Ph. 949-252-8180
info@losangeles.fieldwork.com
www.fieldwork.com/us-research-venues/la-orange-county

Kami Celano, President
Location: Office building
Distance from airport: 1 miles, 5 minutes

AU, CL, CUL, 1/1, 1/10, PTL, 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)



Focus Room West
5455 Garden Grove Boulevard, Suite 400
Westminster, CA 92683
Ph. 714-660-4451
Patricia@focusroom.com
www.focusroom.com
Patricia Lopez, Facility Director
Location: Office building
Distance from airport: 15 miles, 20 minutes

VC, WC		
	11	Conference
	12	Conference
	21	Multiple
	7	Multiple

The Focus Room West is in the heart of Orange County near Huntington Beach and the Los Angeles county border. This newly built stylish studio is equipped with three modern suites with floor to ceiling mirrored viewing, state-of-the-art AV with HD video, advanced technology systems and an expert management team. A retractable wall opens into a double viewed focus group / CLT room, making it the perfect size for larger studies. The Focus Room collaborates with our clients to seamlessly execute qualitative research across all sectors. As industry pioneers, the Focus Room West is a partner you can trust and rely on, providing expert knowledge to satisfy your research objectives and exceed expectations.

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

Elliott Benson has been exceeding industry standards for over 25 years as a global recruiting and field management services company. We offer comprehensive, high quality recruiting and management that provides clients one source for multi-market as well as online projects. In addition to our modern, spacious research facility, we offer ebOnline, a customized, virtual research platform. Our comprehensive ebOnline platform is personalized for research and includes a dedicated IT technician, as well as a private, client backroom for unlimited and anonymous viewing. We also offer tech check services to ensure participants are ready to begin their sessions at the scheduled time. Our recruitment strategy is dependable, consistent, and customized to each project, much like our project management. You can always count on Elliott Benson to go above and beyond to ensure project success and client satisfaction.

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 large 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



Taylor Research, Inc.
6602 Convo 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.

2021 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.

San Francisco Bay/San Jose



Fieldwork San Francisco

201 Third St., Suite 1000
 San Francisco, CA 94103
 Ph. 415-268-8686
 info@sanfran.fieldwork.com
 www.fieldwork.com/us-research-venues/san-francisco
 Denise Ambrose, President
 Location: Office building
 Distance from airport: 13 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)



Intact Qualitative Research

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

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



SCHLESINGER GROUP

Schlesinger Group San Francisco

450 Sansome St., Eight Floor
 San Francisco, CA 94111
 Ph. 415-392-6000 or 888-873-6287
 SanFrancisco@SchlesingerGroup.com
 www.schlesingergroup.com/en/focus-pointe-global
 Donna Flynn, Regional 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

Colorado

Colorado Springs



Elevated Insights

525 N. Tejon St.
 Colorado Springs, CO 80903
 Ph. 819-590-9999
 info@elevatedinsights.com
 www.elevatedinsights.com
 Cailee Schade, Director of Research
 Location: Office building
 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 also offers facility coordination and top-notch recruiting for Colorado Springs-area projects. EI is aligned with venues around the city, fielding local research in the ideal setting for each effort. 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, PTL, 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 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations.
 (See advertisement on 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

Connecticut

(See New York City and Northern New Jersey)

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)

Hartford



Connecticut Connection - Hartford Research

121 Fenn Road, Suite B
 Newington, CT 06111
 Ph. 860-677-2877

director@connecticutconnection.com
 www.connecticutconnection.com
 Marsha Myers, Research Director
 Location: Office building
 Distance from airport: 15 miles, 25 minutes

CL, CUL, 1/1, 1/10, WC
 21x21 30 Conference
 16x19 20 Conference

The professional way to field marketing research projects in Connecticut and Western Massachusetts. Connecticut Connection recruiters are experienced in recruiting online and face-to-face respondents that you can rely on. Our focus group rooms and experienced staff are noted in the industry to host smooth, professional research studies. For Zoom, IDIs or focus groups, Connecticut Connection has a technician who can remain in the background during your session, provide guidance and management of respondents, handle polling, show exhibits, etc. Also available is our own mobile video platform. Use our platform to research anywhere a smartphone video camera goes! Ask questions and send people on video assignments. For your next project, select Connecticut Connection, with 40 years of recruiting, field services, and focus group facility experience, and providing support for virtual and facility projects to thousands of major brands and qualitative research consultants. Field your next Connecticut and Western Massachusetts project with Connecticut Connection.

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.

Florida

Daytona Beach



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

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



CSS/datatelligence

a division of CRG Global
 3 Signal Ave., Suite B
 Ormond Beach, FL 32174
 Ph. 866-209-2553
 csssales@crgglobalinc.com
 www.cssdatatelligence.com
 Jennifer Schwartz, Director of Field Operations
 Location: Free standing facility
 Distance from airport: 14 miles, 21 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
 30x18 12 Conference

CSS/datatelligence, a division of CRG Global, offers capabilities across most methodologies, unequalled savings, and the benefit of working with one supplier for your research needs. CSS offers everything from initial test design to data collection, processing, analysis, and recommendations. We specialize in CLTs, HUTs, focus groups, eye tracking 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.

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.

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
 atebblum@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



Miami Ft. Lauderdale
 786-364-2272 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



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.ccmarketresearch.com
 Location: Shopping mall
 Distance from airport: 11 miles, 20 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 17x15 3 Conference

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

20|20

Nashville | Charlotte | Miami

20|20 Research - Miami

a Schlesinger Group Company
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
Susan Brewlewski, 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

20|20 is proud to now be a part of Schlesinger Group. 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. (See advertisement on Inside front cover, p. 3)

WAC

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

Orlando



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.



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
Ron Livers, Regional Director
Location: Office building
Distance from airport: 21 miles, 25 minutes
CL, 1/1, 1/10, PTL, VC, WC
16x20 12 Multiple
16x20 12 Multiple

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

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)

Codes

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

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

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

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.ccmrresearch.com
 Location: Shopping mall
 Distance from airport: 18 miles, 30 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 5 Conference

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



Herron Associates, Inc.

Opinion and Marketing Research
 600 Northwest Shore
 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



Test America - Tampa

a division of CRG Global
 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.ccmrresearch.com
 Location: Shopping mall
 Distance from airport: 30 miles, 40 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC
 14x19 8 Conference

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



Compass Marketing Research

3725 DaVinci Court, Suite 100
 Norcross, GA 30092
 Ph. 770-448-0754
 info@cmrcompass.com
 www.compassmarketingresearch.com
 Tonya Robinson, Director of Project Management
 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

AU, CL, CUL, 1/1, 1/10, PTL, 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. The facility features five spacious conference rooms, including a large room that can seat up to 60 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)

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



SCHLESINGER GROUP

Schlesinger Group Atlanta

3414 Peachtree Road N.E., Suite 800
Monarch Plaza
Atlanta, GA 30326
Ph. 770-678-9222

Atlanta@SchlesingerGroup.com

www.schlesingergroup.com/en/focus-pointe-global

Ron Livers, Regional Director

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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions,

online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as 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 and communities; telephone interviews; 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, p. 3)

Illinois

Chicago



Adler Weiner Research Chicago, Inc.

875 N. Michigan Ave.
John Hancock Center, Suite 3260
Chicago, IL 60611
Ph. 312-944-2555
info.chicago@adlerweiner.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.chicago@adlerweiner.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@ccmar.com
www.ccmarteresearch.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)



ClearView Research, Inc.

10600 W. Higgins, Suite 100
Rosemont, IL 60018
Ph. 847-827-9840 or 877-286-8439
betty@clearviewresearch.com
www.clearviewresearch.com
Betty Holm, Vice President
Location: Office building
Distance from airport: 1 miles, 5 minutes
AU, CL, VC, WC
15x16 10 Multiple
19x16 15 Multiple
18x26 20 Multiple

Established in 1996, ClearView Research Inc. started as a small recruiting company and in 1999 grew into a three focus group room facility. Our largest focus group room is spacious enough to seat 50 respondents theatre style. ClearView Research Inc. has an experienced staff on-hand to recruit only qualified respondents to your specifications. Our in-house recruiting is of the highest quality for both consumer and business recruiting. We believe in keeping our clients updated throughout the process and will provide you with a current respondent summary every morning.

2021 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 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
 AU, CL, CUL, 1/1, 1/10, PTL, 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on 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
 AU, CL, CUL, 1/1, 1/10, PTL, 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, 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on 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
 AU, CL, CUL, 1/1, 1/10, PTL, 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 complemented 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on 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
 AU, CL, CUL, 1/1, 1/10, PTL, WC

29x29	Multiple
21x16	Conference
21x13	Conference
16x14	Multiple
11x16	Multiple

Fieldwork Flex, a 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on 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. We follow safety guidelines to be COVID-19 compliant.



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.



FOCUSCOPE, Inc.

One Oakbrook Terrace, Suite 320
Oakbrook Terrace, IL 60181
Ph. 708-386-5086

krooney@focuscope.com
www.focuscope.com

Kevin Rooney, President

Location: Office building

Distance from airport: 15 miles, 30 minutes

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

29x14 12 Conference

21x23 12 Conference

21x23 12 Conference

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.

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



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

Chicago@SchlesingerGroup.com

www.schlesingergroup.com/en/locations/united-states/chicago

Samir Ali, Regional 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as 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 and communities; telephone interviews; 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, p. 3)

Indiana

Indianapolis



Herron Associates, Inc.

Opinion and Marketing Research

Herron Associates, Inc.

The Idea Center®

6049 Lakeside Blvd.

Indianapolis, IN 46278

Ph. 317-882-3800 or 800-392-3828

indy@herron-research.com

www.herron-research.com

Sue McAdams, President

Location: Office building

Distance from airport: 12 miles, 20 minutes

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

21x24 15 Multiple

20x23 15 Multiple

16x20 8 Multiple

34x39 14 Multiple

Experienced and reliable. Herron Associates is focused on Qualitative, Quantitative and mixed methods research in our Indianapolis and Tampa locations or any market your research takes you. Trust a team with a proven record and expertise to deliver services ranging from data collection to full-service research and design. Best-in-class service and premium amenities in Indianapolis with oversized well-appointed suites, large viewable CLT and a 960 square foot commercial test kitchen. Let Herron simplify your project and become an extension of your team. We believe that "only the best will do" and that our clients should never settle for "good enough".

IndyFocus, Inc.

1314 N. Meridian St., Suite 100

Indianapolis, IN 46202

Ph. 317-644-5300

quote@indyfocus.com

www.indyfocus.com

Beth Brown

Location: Office building

Distance from airport: 12 miles, 20 minutes

CL, VC

23x21 12 Multiple

17x17 12 Multiple

11x11 12 Multiple

2021 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.

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 WiFi, 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.



Revelations Research Solutions

6800 Lake Drive, Suite 215
 West Des Moines, IA 50266
 Ph. 515-243-0785 or 877-800-0785
 tgrantham@revelationsresearchsolutions.com
 www.revelationsresearchsolutions.com
 Teresa Grantham, President
 Marcus Grantham, V.P. of Operations
 Location: Office building
 Distance from airport: 13 miles, 20 minutes
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC
 33x20 12 Conference
 32x19 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, a third break-out room with close circuit viewing, 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.

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, FL 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 observa-

tion 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@nolaperspectives.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

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



SCHLESINGER
GROUP

Schlesinger Group Baltimore

8320 Bellona Ave., Suite 210
Baltimore, MD 21204
Ph. 410-583-9991
Baltimore@SchlesingerGroup.com
www.schlesingergroup.com/en/company/our-brands/baltimore-research

Anna Duda, Regional Director

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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

Massachusetts

Boston



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

AU, CL, CUL, 1/1, 1/10, PTL, 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 trained professionals, you'll get efficiency, attention to detail and commitment to quality. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations.
(See advertisement on Back cover)



FOCUS ON BOSTON

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

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!

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

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.



SCHLESINGER GROUP

Schlesinger Group Boston

31 Saint James Ave., Suite 930

Boston, MA 02116

Ph. 617-542-5500

Boston@SchlesingerGroup.com

www.schlesingergroup.com/en/locations/united-states/boston

Terri-Lyn Hawley, Senior Vice President, Operations

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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as 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 and communities; telephone interviews; 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, p. 3)

Michigan

Ann Arbor (See Detroit)

Detroit



C&C Market Research - Detroit

Oakland Mall
 664 W. 14 Mile Road
 Troy, MI 48083
 Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com

www.ccmaketresearch.com

Location: Shopping mall

Distance from airport: 22 miles, 30 minutes

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

4 Conference

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

C&F Market Research

24301 Telegraph Road, Suite 100

Southfield, MI 48033

Ph. 248-352-0434

mbrodsky@candfmarketresearch.com

www.candfmarketresearch.com

Melissa Brodsky, President

Location: Office building

Distance from airport: 25 miles, 30 minutes

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

30x20	12	Multiple
20x16	8	Conference

We have "Creative" out of the box problem-solving skills. We are "Focused" on our client needs. Our dedicated staff is well trained, experienced and will exceed all expectations. Newly renovated facility (Oct 2017) is modern and elegant. Large 20x30 focus room and second 20x16 focus room both with client observation (seats 6-12) and lounge attached. Our facility has a private entrance, Wifi, free digital video and audio, Focus Vision, private restrooms, and large (25x17) test kitchen. We complete both qualitative and quantitative research: business-to-business, medical, legal, political, product placement, CLT's, taste tests, dial tests, sensory tests, usability labs, on-site interviewing, audits, radio tests, telephone interviewing, and on-line interviewing. We are centrally located to pull from across the metro area. An extensive database with 20,000+ households.



Cypher Research

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	20	Multiple

Founded in 2006, new facility built in 2019. Three spacious focus suites and large showroom space with mirror and overhead door for indoor, climate-controlled car clinics, large equipment, etc. Can accommodate 20 with distancing. 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, Flint and nationwide. 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

Emicity

5455 Corporate Drive, Suite 120

Troy, MI 48098

Ph. 866-952-1600

quotes@emi.city

www.emi.city

Melanie Imbrunne, Project Manager

Location: Office building

Distance from airport: 25 miles, 45 minutes

Client Lounge

20x14	10	Conference
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A moderator-designed, upscale, single-suite facility. Focus group room features leather swivel seating, elevated chair rails, and two-tiered lighting. Expanded viewing room & lounge with widescreen LCD monitor, WiFi, & separate HVAC. A 65" LCD TV enables video, computer and Web-based content to be wirelessly controlled via Client's laptop. Digital recording via flash drive or FTP. Web based video-streaming available. Located in the heart of northern Oakland County—within an upscale area, near the blue-collar workforce of Macomb County, and the corporate & technical ranks of Automation Alley.



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; color printing; FocusVision or Shifrin-Hayworth video streaming; and digital audio/video recordings that can be e-mailed to you using a secure link immediately after the research. Come experience the D!

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 clients 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. COVID-19 prepared.



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

Natalie Renna, President
Location: Office building
Distance from airport: 7 miles, 15 minutes
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, WC
29x25 20 Conference
18x22 25 Conference
25x20 25 Conference
23x21 25 Conference
22x19 10 Conference
24x23 7 Living

Fieldwork Minneapolis offers 11,000 square feet of premier space seven miles from the Minneapolis-St. Paul Airport. Our five research suites can accommodate multiple set-ups and group sizes. Our test kitchen is the only one of its kind in the area. 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)



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.



SCHLESINGER GROUP

Schlesinger Group Minneapolis

7300 Metro Blvd., Suite 250
Minneapolis, MN 55439
Ph. 952-858-1550 or 888-873-6287
Minneapolis@SchlesingerGroup.com
www.schlesingergroup.com/en/focus-pointe-global
Chris Tucker, Director, Client Solutions
Location: Office building
Distance from airport: 10 miles, 15 minutes
CL, TK, VC, WC
22x22 10 Multiple
42x21 16 Multiple

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as 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 and communities; telephone interviews; 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, p. 3)

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)

2021 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.



SCHLESINGER GROUP

Schlesinger Group Kansas City

9233 Ward Parkway, Suite 150
 Kansas City, MO 64114
 Ph. 816-361-0345 or 888-873-6287
 KansasCity@SchlesingerGroup.com
 www.schlesingergroup.com/en/focus-pointe-global
 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

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
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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)



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/Superior Service. Guaranteed to exceed your expectations for your qualitative/quantitative projects with exceptional recruiting, experienced staff, 98% show rates. The comprehensive design includes three spacious/contemporary client suites, private entry/restrooms, tiered viewing, closed-circuit, secure Wi-Fi, FV, in-house streaming, digital recordings, Smart TV's, test kitchen, on-site recruiting, ideal space for CLTs, legal studies, mock trials, 50 classroom/theater style. We have implemented the most current COVID19 safety protocols and have successfully conducted face-to-face research.



PETERS MARKETING RESEARCH, INC.

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 safety features, current technology and amenities for qualitative/quantitative projects. Our qualitative facility offers three spacious suites. Conference Rooms: HD cameras, display ledges, and need-based room arrangements. Viewing Rooms: well-lit desks, one-way mirror and two-tier seating. Lounges: 48" SmartTVs and plenty of natural light! Our 28'x14' quantitative space offers room for CLT and Evaluation Tests. Free, easy parking for all. Project mgmt., interviewers, hosts, secure WiFi and audio/video service!



SCHLESINGER GROUP

Schlesinger Group St. Louis

1650 Des Peres Road, Suite 110
 St. Louis, MO 63131
 Ph. 314-966-6595 or 888-873-6287
 StLouis@SchlesingerGroup.com
 www.schlesingergroup.com/en/focus-pointe-global
 Kim Reale, VP, Facility Operations
 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

Nevada

Las Vegas



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 - Las Vegas

a division of CRG Global
Miracle Mile Shops at Planet Hollywood
3663 Las Vegas Blvd. S., Suite 185
Las Vegas, NV 89109
Ph. 800-831-1718
crgsales@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.

New Jersey

Northern New Jersey (See New York City and Connecticut)



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 NJ within the NY Metro area, CEC Research is a premier focus group facility that provides personalized solutions for product testing to meet our clients' diverse needs. CEC's state-of-the-art facility includes a commercial kitchen, professional hair salon, laundry facility, sink stations, and fully equipped focus group facilities with A/V capabilities, laptops, concealed microphones and one-way observation mirrors.



Fieldwork Fort Lee, NJ

2 Executive Drive, Suite 800
Fort Lee, NJ 07024
Ph. 201-585-8200
info@ftlee.fieldwork.com
www.fieldwork.com/us-research-venues/fort-lee-nj

Becky Harrison, President
Location: Office building
Distance from airport: 15 miles, 35 minutes
AU, CL, CUL, 1/1, 1/10, PTL, WC
20x21 20 Conference
23x21 20 Conference
23x19 11 Conference
23x18 11 Conference
17x20 12 Conference
37x23 25 Conference

Located at the foot of the George Washington Bridge, Fieldwork Fort Lee boasts five conference rooms with capacity to seat up to 50 respondents and comfortable observation rooms for up to 25. In-house recruiting and expansive database covers a wide region with urban and suburban consumers and professionals. COMING SOON: Brand new facility in the same great location! Fieldwork Facilities are adhering to all COVID safety regulations and recommendations.
(See advertisement on Back cover)



FOCUS CROSSROADS

Focus Crossroads

One Meadowlands Plaza, Suite 1001
East Rutherford, NJ 07073
Ph. 201-528-0220

GregCaruncho@focuscrossroads.com
www.focuscrossroads.com

Greg Caruncho, VP/General Manager
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 NY 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.



SCHLESINGER GROUP

Schlesinger Group New Jersey

101 Wood Ave. S., Suite 501
Iselin, NJ 08830
Ph. 732-906-1122
NewJersey@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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe. Experts at recruitment for consumer, health care, clinical, and B2B research, we embrace the most challenging of studies. U.S. Markets: Atlanta - Baltimore - Boston - Charlotte - Chicago - Columbus - Dallas - Houston - Kansas City - Los Angeles - Miami - Minneapolis - Nashville - New Jersey - New York - Orlando - Philadelphia - Phoenix - San Francisco - St. Louis. Europe Markets: U.K. - France - Germany - Spain
(See advertisement on Inside front cover, p. 3)



TestAmerica

Test America - Freehold

a division of CRG Global
Freehold Raceway Mall
3710 Route 9, Suite 238A
Freehold, NJ 07728
Ph. 800-831-1718
crgsales@crgglobalinc.com
www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations
Location: Shopping mall
Distance from airport: 36 miles, 50 minutes
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC
14x21 12 Conference
23x18 18 Conference

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

2021 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.

New York

New York City

(See also Connecticut and Northern New Jersey)



Advanced Focus – The Facility, NYC

373 Park Ave. S., Eighth Floor
 New York, NY 10016
 Ph. 212-217-2000

saraw@advancedfocus.com
 www.advancedfocus.com

Todd Biederman, Founder and CEO

Location: Office building

Distance from airport: 15 miles, 20 minutes

27x20	20	Multiple
18x14	12	Multiple
21x15	14	Multiple
18x16	18	Multiple

Advanced Focus is a full-service marketing research company that was built on relationships and innovation. Our “state of the art” facilities include The Facility NYC, The Facility Westchester, The Facility Stamford and The Facility Danbury. Also in NYC, we have The Loft, which is a cool, hip, alternative location designed to enhance the creative process. All of our facilities, both traditional and non-traditional, include embedded technology and a highly dedicated staff. In addition to our regional recruiting services we also recruit nationwide and offer field management services.



Beta Research Corporation

144 Woodbury Road, Suite 36
 Woodbury, NY 11797
 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
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Located in Woodbury Long Island, 25 miles east of NYC, Beta Research has helped clients make smart strategic decisions since 1970. We offer a range of qualitative and quantitative methodologies executed by experienced marketing researchers and

moderators. For streaming and recording services, we provide CCam™ focus which allows clients the ability to engage with their projects (focus groups, IDIs) at our facility from their place of employment or any other location. Beta Research is easily accessible from all area airports and is certified as a woman-owned business (WBENC).



C&C Market Research - Bronx

Parkchester
 1454 East Ave.
 Bronx, NY 10462
 Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com
 www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 10 miles, 30 minutes

CL, CUL, 1/1, 1/10, PTL, VC, WC	6	Conference
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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)



C&C Market Research - Long Island

Broadway Mall
 362 Broadway Mall, Suite 884
 Hicksville, NY 11801
 Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com
 www.ccmarketresearch.com

Location: Shopping mall

Distance from airport: 25 miles, 45 minutes

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



C&C Market Research - New York Metro

Palisades Center
 4711 Palisades Center Drive, Suite C 402, Fourth Floor

West Nyack, NY 10994
 Ph. 479-785-5637 or 877-530-9688

Bids@ccmar.com
 www.ccmarketresearch.com

Location: Shopping mall
 Distance from airport: 35 miles, 60 minutes
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

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



Fieldwork New York City

462 Seventh Ave., Floor 18
 New York, NY 10018

Ph. 212-675-0142
 info@nyc.fieldwork.com

www.fieldwork.com/nyc
 Becky Harrison, President

Location: Office building

Distance from airport: 9 miles
 AU, CL, CUL, 1/1, 1/10, PTL, WC

20x25	16	Conference
14x20	8	Conference
14x21	12	Conference
35x44	30	Multiple

Located in the heart of NYC and just steps away from Penn Station, Times Square, Madison Square Garden and Bryant Park, Fieldwork New York City offers the recruiting and resources to help you take full advantage of the Metro New York market. Three conference suites have capacity to seat up to 50 respondents. In addition, Fieldwork NYC offers a large creative space, with floor to ceiling windows – the ideal solution if a viewing room is not needed. Rooms include HD recording and streaming options. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)

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	Conference
15x20	20	Multiple



Reckner Facilities: Harrison

450 Mamaroneck Ave., Suite 410
 Harrison, NY 10528
 Ph. 914-696-5150 or 215-822-6220
 PGrubb@reckner.com
 www.reckner.com/facilities/harrison
 Peter Grubb, Executive Director
 Location: Office building
 Distance from airport: 20 miles, 30 minutes
 CL, PTL, TK, VC, WC

23 x 36	15	Multiple
16 x 21		Conference

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.



SCHLESINGER GROUP

Schlesinger Group New York City

711 Third Ave., Ninth Floor
 New York, NY 10017
 Ph. 212-730-6400
 NY@SchlesingerGroup.com
 www.schlesingergroup.com/en/locations/united-states/new-york
 Anna Duda, Regional Director
 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research,

testing, and strategy are located in key markets in the U.S. and Europe as well as 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 and communities; telephone interviews; 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, p. 3)

Syracuse



drive research

Drive Research
 6702 Buckley Road, Suite 110B
 Syracuse, NY 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
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The Drive Research focus group facility is located in Syracuse, NY. 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.

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.

2021 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 - Charlotte

a Schlesinger Group Company
 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
20x30	16	Conference
19x14	6	Conference

20|20 is proud to now be a part of Schlesinger Group. 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.
 (See advertisement on Inside front cover, p. 3)

Greensboro/Winston-Salem



Eastcoast Research

1118 Grecade 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



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, OH. Our team of marketing research business consultants merge into your project and use social media, virtual technology and highly skilled, trained recruiters to tackle your most difficult recruiting challenge, anywhere in the country. We have online tools for conducting virtual focus groups and expertise to execute online surveys on demand. Our national qualitative panel can be validated. Twenty years of traditional experience + technology to expedite difficult algorithms, rural areas or low incidence RFP's.



Synergy Marketing Strategy and Research, Inc.

3634 W. Market St., Suite 104
 Akron / Fairlawn, OH 44333
 Ph. 216-431-0008 or 330-576-6784
 cogden@synergyloyalty.com
 www.synergyloyalty.com
 Crystal Ogden, Project Manager
 Location: Office building
 Distance from airport: 20 miles, 25 minutes
 CL, 1/1, 1/10, VC, WC
 12x15 15 Multiple
 17x13 15 Multiple

Synergy offers full service marketing research at our beautiful, spacious research facilities in Northeast Ohio, ideal for focus groups, IDIs and mock jury trials. Each of our research facilities – in Akron and in downtown Cleveland – features videoconferencing, online focus groups, and comfortable viewing areas. We also conduct focus groups in the Youngstown area. In addition to our facilities, we provide our clients with tailored services including qualitative, quantitative and secondary research, stakeholder relationship management, brand strategy, and executive coaching and development.

Cincinnati



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.



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
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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.



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.ccmrmarketresearch.com
Location: Shopping mall
Distance from airport: 6 miles, 15 minutes
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

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



Yes...Cleveland!

Focus Groups of Cleveland, Inc.
2 Summit Park Drive, Suite 225
Independence, OH 44131
Ph. 216-901-8075
research@focusgroupsofcleveland.com
www.focusgroupsofcleveland.com
April Morris, President and Owner
Distance from airport: 8 miles, 12 minutes
AU, CL, 1/1, 1/10, TK, TKO, VC, WC

16x20	20	Multiple
12x16	12	Multiple
25x25	20	Multiple

In business 50+ years, we are Top Rated in the Impulse Survey! Featured three times on a national morning show and Northern Ohio's largest focus group facility. We specialize in on-site recruiting for consumer, litigation, executive and medical interviews, providing 6,000+ sq. ft. of comfort and technology for focus groups, IDIs, taste tests, pre-recruits and entire project management in a high-end environment. We're conveniently located only 10 minutes from Cleveland Hopkins Airport and downtown Cleveland, surrounded by excellent hotels, dining and other amenities. Pricing is competitive!



Opinions, Ltd. - Headquarters
31 South Franklin St.
Chagrin Falls, OH 44022
Ph. 440-893-0300
iris.blaine@opinionsltd.com
www.opinionsltd.com
Iris Blaine, Executive Director
Location: Free standing facility
Distance from airport: 27 miles, 30 minutes
CL, 1/1, TK, VC, WC

14x20	20	Multiple
12x20		Multiple

The Opinions LTD team will support you across a wide range of methodologies. It's our hands-on approach that ensures the people who participate in your study are present, thoughtful and helpful. You can work with us to only provide fieldwork or utilize our experience to guide your research from beginning to end. Our facilities are well equipped to handle a multitude of industries, including, but not limited to: Food and Beverage Taste Tests, Fragrance Evaluations, Cosmetic/Beauty Care, Personal Care, Product Placements/In-Home Use Tests, Alcohol Testing, Luxury Brands, Laundry and Home Care.

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.



RRD Marketing Solutions

905 Corporate Way
 Westlake, OH 44145
 Ph. 877-332-9222
 cathy.zapata@rrd.com
 www.rrd.com/services/data-insights/research-cx
 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



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/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.



SCHLESINGER GROUP

Schlesinger Group Columbus

7634 Crosswoods Drive
 Columbus, OH 43235
 Ph. 614-781-5590 or 888-873-6287
 Columbus@SchlesingerGroup.com
 www.schlesingergroup.com/en/focus-pointe-global
 Stephanie Wolf, Manager, Client Solutions
 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as 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 and communities; telephone interviews; 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, p. 3)

Pennsylvania

Lancaster



Central Focus

180 W. Airport Road
 Lititz, PA 17543
 Ph. 717-560-7842
 london@centralfocus.net
 www.centralfocus.net
 Matt London, Facility Manager
 Location: Office building
 Distance from airport: 1 miles, 2 minutes
 CL, 1/1, 1/10, TK, WC
 26x16 45 Conference

Conveniently located in central Pennsylvania's Lancaster county, we are 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.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 30 miles, 60 minutes
CL, 1/1, 1/10, PTL, TK, VC, WC
15x11 5 Conference

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



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 40 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. Trust our experienced and professional staff for field management and competitive bids. Proudly honored by the Philadelphia Business Journal as a Top Women-Owned Business.

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



Reckner Facilities: Chalfont

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 Philadelphia

Two Logan Square, Suite 500
18th and Arch Streets
Philadelphia, PA 19103
Ph. 215-701-1500 or 888-873-6287
Philadelphia@SchlesingerGroup.com
www.schlesingergroup.com/en/focus-pointe-global
Jamie Katzenstein, Regional 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)



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
Jamie Katzenstein, Regional Director
Location: Office building
Distance from airport: 14 miles, 25 minutes
CL, 1/1, 1/10, PTL, VC, WC
24x17 15 Multiple
20x17 10 Multiple

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

Pittsburgh



FCP Research Services, LLC (Pittsburgh)

102 Broadway St., Suite 302
Carnegie, PA 15106
Ph. 412-279-5900
Irosenberger@fcpresearch.com
www.fcpresearch.com
Leanne Rosenberger, Executive Director
Location: Office building
Distance from airport: 9 miles, 15 minutes
1/1, 1/10, VC, WC
22.5x13.5 16 Multiple
15x16 8 Conference

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.

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.

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.

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 facility with a test kitchen for market research, specializing in recruiting and hosting focus groups. As an established facility and recruiting business for over 35 years, Nashville Research Group prides itself on client satisfaction by an exceptional show rate and using local recruiters. Our services include handling a variety of set-ups for any industry such as product placements, CLT with seating for 30, dial tests, shop along studies, IDIs and usability lab while offering spacious focus group rooms with large client viewing suites.

20|20

Nashville | Charlotte | Miami

20|20 Research - Nashville

a Schlesinger Group Company
 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

20|20 is proud to now be a part of Schlesinger Group. 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

Dallas/Fort Worth



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)

Market **C&C** Research

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.ccmarketresearch.com
Location: Shopping mall
Distance from airport: 40 miles, 56 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)



Dallas By Definition

511 E. John W. Carpenter Freeway, Suite 100
Irving, TX 75062
Ph. 972-869-2366
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. We are implementing new guidelines, developed in conjunction with the Insights Association, local government and CDC, to help insure the health, safety and well being of all people while visiting our facility.



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, PTL, 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 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. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)



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, President
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. 105)

MURRAY HILL NATIONAL

Your FIELD experts!
Home of BEST OPINIONS

National recruiting—

- 375,000 HCP
- 250,000 Executives and Professionals
- 3 Million Consumers

All of your needs:
Focus Groups, Telephone, CATI, CAPI, Phone to Web, Mystery Shopping, Video Interviews, all methodologies

Call us: 972.707.7645
Susan@murrayhillnational.com
Dallas | NYC | Chicago | Los Angeles | Miami
40 + US Markets

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.

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



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, Regional Director
 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

Houston



RESEARCH & STRATEGY 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 smartboard, big screen, HD monitors, HD video-streaming, translation equipment, multiple cameras, overhead microphones and more. The client room is designed for ultimate privacy and comfort. It's centrally located in the upscale Houston Galleria area, close to major highways, excellent restaurants, various priced hotels and great shops. We are also a full-service research firm, Hispanic, Multicultural and General Market. Should you need services from recruiting and fielding to moderation and interviewing, and reporting and analysis, we are here to help!



Creative Consumer Research – Houston

3945 Greenbriar Drive
 Stafford, TX 77477
 Ph. 281-240-9646 or 281-804-8171

ppratt@ccrsurveys.com
 www.ccrsurveys.com

BJ Gerjes, Data Collection Manager
 Location: Free standing facility
 Distance from airport: 38 miles, 30 minutes
 CL, 1/1, 1/10, TK

20x20	12	Conference
24x26	12	Conference
20x20	12	Conference
24x24	12	Conference
49x35	12	Multiple

CCR conducts research for clients nationally, 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.

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



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, Regional 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

As the world's largest data collection company, Schlesinger Group provides a comprehensive range of qualitative and quantitative solutions, online and in-person. Our proprietary spaces for research, testing, and strategy are located in key markets in the U.S. and Europe as well as world-wide reach. We deliver high-quality, intelligent recruitment for consumer, health care and B2B markets for any methodology: qual; focus groups; IDIs; online focus groups and communities; telephone interviews; 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, p. 3)

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.

Virginia

Richmond



Alan Newman Research
MARKET RESEARCH CONSULTANTS
ANR Market Research Consultants
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
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ANR's 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 are available and the facility is FocusVision equipped. ANR's offices and facility meet CDC's protocol for Covid-19 safety compliance.

Washington

Seattle/Tacoma



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
AU, CL, CUL, 1/1, 1/10, PTL, 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. Fieldwork Seattle boasts six research suites with breathtaking views of Puget Sound, the Olympic Mountains and the city. In-house recruiting draws from a wide region of urban and suburban respondents. Rooms are equipped with HD recording and streaming options. Hotels, shopping, nationally-renowned restaurants, sights and museums are just steps from the facility. Fieldwork Facilities are adhering to all COVID safety regulations and recommendations. (See advertisement on Back cover)



Strategic Research Associates Seattle/Tacoma
500 S. 336th St., Suite 103
Federal Way, WA 98003
Ph. 509-324-6960 x203 or 888-554-6960 x203
info@strategicresearch.net
www.strategicresearch.net
Joanne Vega, Director
Location: Office building
Distance from airport: 20 miles, 25 minutes
AU, CUL, 1/1, 1/10, PTL, VC, WC

27x22	15	Multiple
24x15	15	Multiple
22x13	15	Multiple
15x10		Conference

Featuring the only full-service focus group facility in Federal Way, South King County and Tacoma! We also specialize in conducting both online and in-person research and can assist you with not only recruiting and hosting in Pierce and King Counties, but recruiting, hosting, streaming and moderation in markets throughout the U.S. Our in-house support team provides A/V, hosting, web-tools, moderating, reporting and recruiting supported by our database of over 20,000 research database participants throughout WA, ID, OR and MT 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

Featuring the only full-service focus group facility in Spokane! We also specialize in conducting both online and in-person research and can assist you with not only recruiting and hosting in Spokane and Kootenai Counties, but recruiting, hosting, streaming and moderation in markets throughout the U.S. Our in-house support team provides A/V, hosting, web-tools, moderating, reporting and recruiting supported by our database of over 20,000 research database participants throughout WA, ID, OR and MT and our dedication to a continued RDD recruiting effort.

West Virginia

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.ccmrmarketresearch.com
Location: Shopping mall
Distance from airport: 58 miles, 66 minutes
CL, 1/1, 1/10, PTL, TK, VC, WC

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

2021 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.

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 miles, 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, Healthcare, 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, 1/1O, PTL, TK, TKO

40x23	30	Multiple
20x15	30	Multiple
15x10	8	Multiple
12x8	30	Living

City Research world-class facilities allow our clients to gain fresh insights in a unique midsize

Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, multi-room client suite with adjacent work area/meeting room and a full test kitchen with viewing capabilities. Take a virtual tour of our facilities on our Web site www.cityresearchsolutions.com.

Milwaukee



The Dieringer Research Group, Inc. (The DRG)

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, 1/1O, VC, WC

27x17	15	Conference
25x12	8	Conference
10x9	4	Conference

The DRG Focus Center features two spacious focus group 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 marketing 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. Woman-owned and DBE certified.



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 & Facilitation

W166N8450 Dardis Ave.
 Menomonee Falls, WI 53051
 Ph. 414-405-3756
 kwahlgren@usrf.com
 www.usrf.com
 Kevin Wahlgren, President
 Location: Office building
 Distance from airport: 15 miles, 15 minutes
 AU, CL, CUL, 1/1, 1/1O, PTL, VC, WC

US Research Recruiting & Facilitation offers qualitative recruitment services nationwide. Based in Wisconsin, we have over 70,000 households in our local research database and over 500,000 nationwide. We also offer online platforms for remote focus groups, IDIs and Web UX Testing. All recruiting includes at least verbal touchpoints and three electronic touchpoints. Our typical show rate is above 90% for both in-person and online studies.

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

A division of Matrix Sciences
 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

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 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.



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 Eric Nalpas, Managing Director
 Location: Office building
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29 sq. meters	12	Conference
27 sq. meters	18	Conference
24 sq. meters	10	Conference
24 sq. meters	10	Conference
29 sq. meters	12	Conference
13 sq. meters	10	Conference
12 sq. meters		Conference

Our Passerelles Schlesinger Group facility features high-specification research space in the center of Paris by the bustling Grands Boulevards. Our charming, bilingual team understands international needs and expectations, and has an uncompromising commitment to your study success. Spacious, well-appointed suites are designed with flexibility for a range of group sizes, methods and technologies. Some studios include special features such as integrated shelves, dividing walls, dual perspective viewing, and a client lounge. Quant rooms and briefing rooms are available on request. (See advertisement on p. Inside front cover, p. 3)



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 mikael@puzzleparis.com
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2021 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.

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.



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 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

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 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

Berlin provides a diverse, internationally-populated urban recruitment market for consumers, business professionals, 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 sixth 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.
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Spain



SCHLESINGER GROUP

Schlesinger Group Spain

formerly BDI Research
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 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

Schlesinger Group Spain, formerly BDI Research, helps you access Barcelona's urban area with a population of around 4.7 million people and our multi-lingual team understands your international research needs. We embrace low-incidence and challenging studies and we are uncompromisingly committed to your success. Should you require full-service qualitative support, our bi-lingual Spanish-English moderators and analysts can be briefed directly by you.
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SO22

C/ Claudio Coello 22, 1ªA
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 Ph. 34-912-191-375
 info@so22.com
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 Jessica de León, Facility Manager
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 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

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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



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16x29 13 Multiple
16x29 8 Multiple
13x16 Living

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12x15 14 Conference
21x15 14 Multiple
19x14 14 Multiple
18x13 14 Multiple
15x13 8 Living

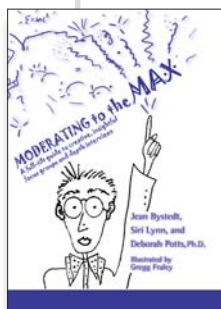
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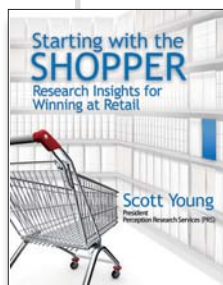


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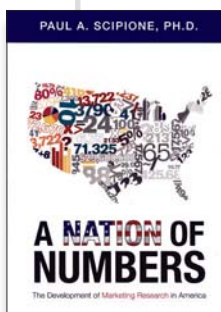


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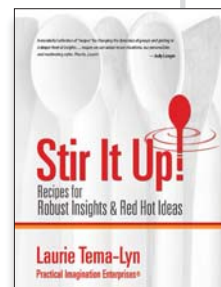
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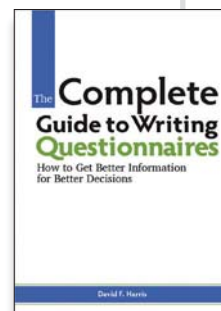


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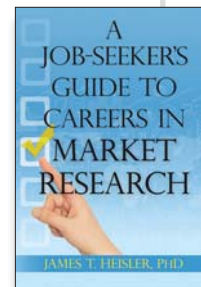


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10 minutes with...

Bernard Brenner

Senior Director, Customer and Market Research, Microsoft

Some of your research has involved spending extended time with families outside of the U.S. Could you describe one of those experiences?

Many years ago I had an opportunity to partner with a mobile phone maker's design team to research product needs for a device targeted to the 4 billion people who didn't have access to the category ... Instead of trying to force existing solutions into those markets, we decided to get firsthand knowledge of the lives of people who were in this market and we chose India as the place to invest our time.

We utilized an ethnographic methodology and immersed ourselves into the life of a family that lived in a village about four hours outside of New Delhi. And when I say immersed, I mean it. For four days, we lived under the same roof as this family. We slept in the same house. We ate with them. We ran errands and worked with them. The village wasn't modern by our standards. The home was made of wood and cement bricks. There were a few rooms with hard clay as the floor. There was no electricity or running water in the home – in fact, one of my contributions was carrying water twice a day to the home.

Our task was to live the life and assess how to create a product that would work for this family. The company I worked for made products that had sensitive and fragile electronics and through this immersion it became very clear that our traditional mobile phone design wouldn't work in the conditions in the village. Dust, dirt and moisture would be a problem. Temperature fluctuations would be a problem. Battery life would be a problem – it's hard to charge a phone daily when there is no electrical outlet to plug it into. The things we learned about what a phone had to be couldn't have been learned in a survey. We had to experience them and live them.

Do you have a favorite research technique?

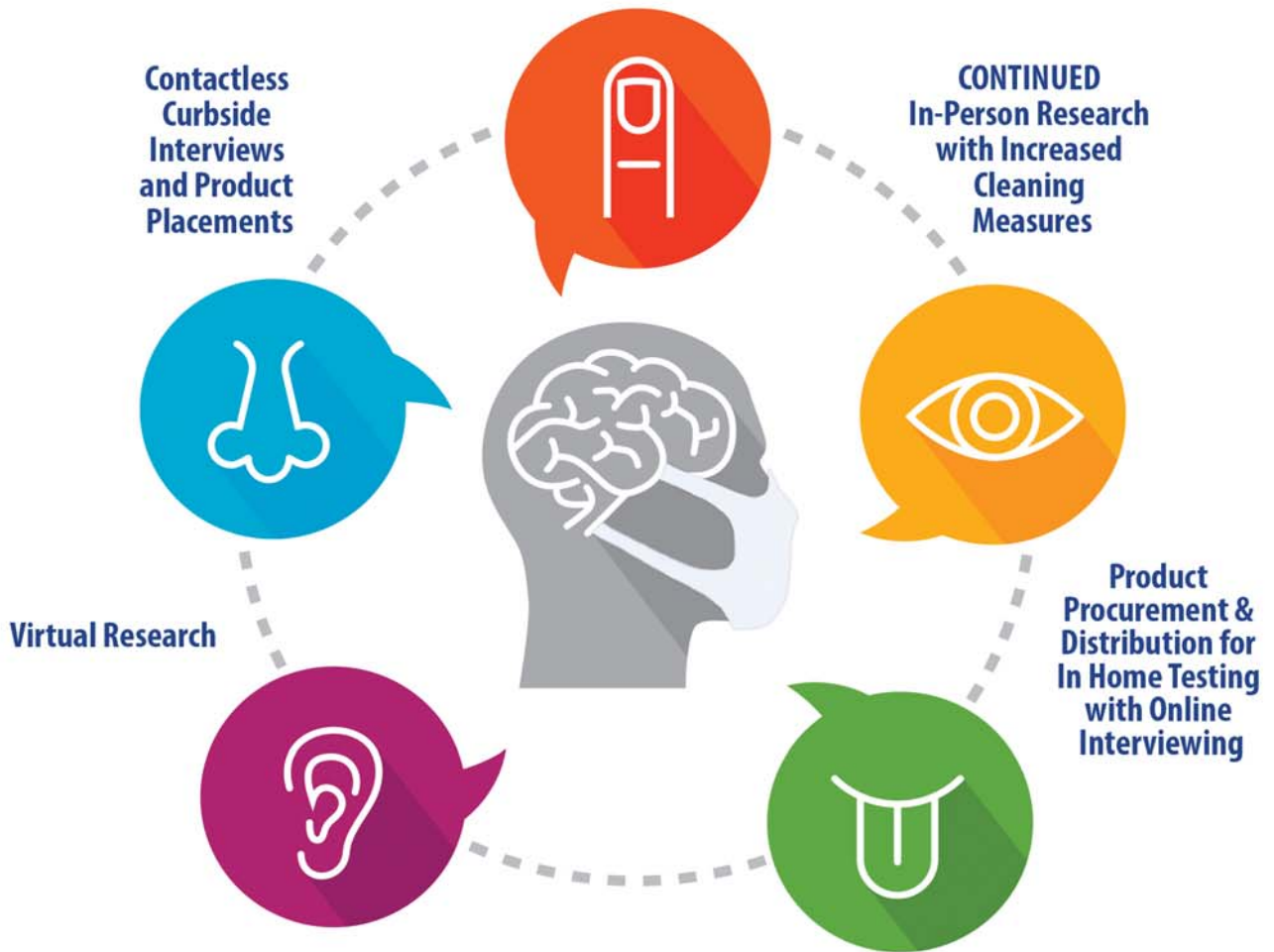
For the past few years, we've been experimenting with how to use organic social data to answer business questions. Our program started looking at the basics – social volume, sentiment and key themes surrounding topics important to Microsoft, such as Surface in an NFL game or response to stories around JEDI. But then we started expanding our capabilities to try to answer specific business questions.

One recent method I'm excited about is our social satisfaction analysis, which we recently deployed to look at Microsoft Teams. Using advanced query systems, we're able to scan terabytes of raw, unstructured social data to pick up how Teams users are talking about their experience with the product.

“The things we learned about what a phone had to be couldn't have been learned in a survey. We had to experience them and live them.”



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