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September/October 2021
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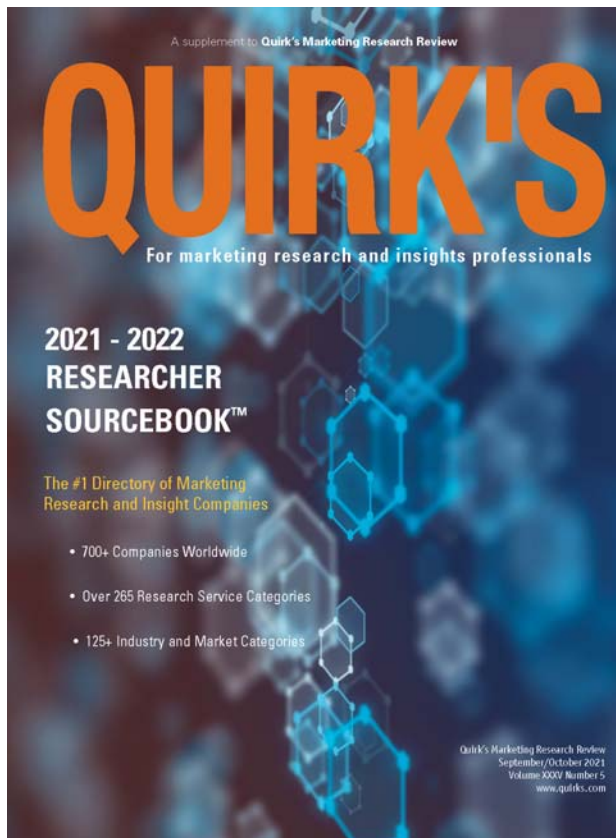
“He said it was your idea.”



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Quirk's Marketing Research Review
September/October 2021



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kindle fire

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Quirk's Marketing Research Review
4662 Slater Road | Eagan, MN 55122
651-379-6200 | www.quirks.com

Publisher • Steve Quirk
steve@quirks.com | x202

Editor • Joseph Rydholm
joe@quirks.com | x204

Digital Content Editor • Emily Koenig
emilyk@quirks.com | x210

News Editor • Sarah Freske
sarah@quirks.com | x212

Audience Development • Ralene Miller
ralene@quirks.com | x201

Directory Sales • Ilana Benusa
ilana@quirks.com | x213

V.P. Sales • Evan Tweed
evan@quirks.com | x205

Sales • Tammy Job
tammy@quirks.com | x211

European Sales • Stewart Tippler
stewart@quirks.com | +44(0)7989-422937

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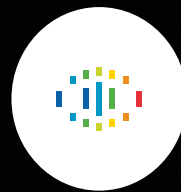
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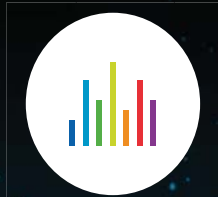
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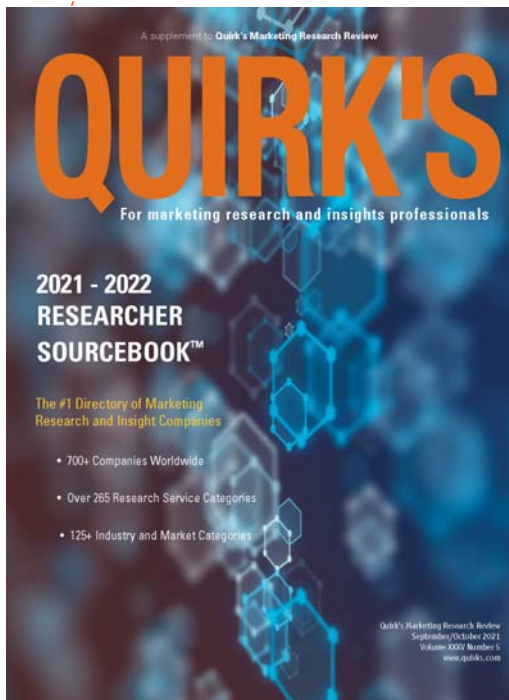
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Michigan State University

Department of Marketing
Broad College of Business
broad.msu.edu/masters/marketing-research
Degree: Master of Science in Marketing Research (See advertisement on p. 12)

Northwestern University

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

The Research Society

researchsociety.com.au/advance-your-career/qualified-professional-researcher-qpr
Degree: Qualified Professional Researcher

Penn State

Smeal College of Business
worldcampus.psu.edu/maquirks
Degrees: Graduate Certificate in Marketing Analytics
MPS in Data Analytics (Marketing Analytics and Business Analytics Options)

University of Connecticut

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

University of Georgia

Center for Continuing Education
Market Research Courses
www.georgiacenter.uga.edu/courses/market-research
Degree: Certificate (continuing education)

University of Illinois – Chicago

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

University of Maryland

Joint Program in Survey Methodology (JPSM)
jpsm.umd.edu/landingtopic/admissions
Degree: Certificate in Survey Methodology

Belgium

Universiteit Gent

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

Canada

Algonquin College

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

Georgian College (ON)

www.georgiancollege.ca/academics/full-time-programs/research-analyst-rapp/
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Degree: Master of Science in Marketing Analytics

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Instituto de Empresa

IE School of Human Sciences and Technology
ie.edu/school-human-sciences-technology/masters/master-market-research-consumer-behavior
Degree: Master in Market Rsch. & Consumer Behavior

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cpp.edu/cba/international-business-marketing/index.shtml
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cpe.ucdavis.edu/certificate-program/applied-sensory-and-consumer-science-certificate-program
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dpp.uconn.edu/survey-research
Degrees: Master of Arts in Survey Research
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Degree: Master of Marketing Research

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Degree: Certificate (continuing education) in Market Research

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catalog.depaul.edu/programs/marketing-analysis-ms
Degree: Master of Science in Marketing Analysis

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elmhurst.edu/academics/departments/business/programs/market-research-graduate-certificate
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sps.northwestern.edu/masters/data-science/index.php
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University of Chicago (IL)

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https://professional.uchicago.edu/find-your-fit/masters/master-science-analytics
Degree: Master of Science in Analytics

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siue.edu/academics/degrees-and-programs/graduate/marketing-research
Degree: Master of Marketing Research

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Joint Program in Survey Methodology (JPSM)
www.jpsm.umd.edu
Degrees: Master of Science in Survey and Data Science
Ph.D. in Survey Methodology

Michigan State University (MI)

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Broad College of Business
broad.msu.edu/masters/marketing-research
Degree: Master of Science in Marketing Research
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Institute for Social Research
psm.isr.umich.edu
Degrees: Master of Science in Survey and Data Science
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Department of Marketing
Retail Marketing Analytics Program
d.umn.edu/academics/majors-and-minors/marketing-analytics-bba
Degree: Bachelor of Business Administration in Consumer Insights and Analytics

Missouri State University (MO)

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

University of Nebraska – Lincoln (NE)

Graduate Studies
www.unl.edu/gradstudies/prospective/programs/SRAM
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Rutgers (NJ)

Rutgers Business School
business.rutgers.edu/part-time-mba/marketing-research-insights-analytics
Degree: Master of Business Administration in Marketing Research Insights and Analytics

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zicklin.baruch.cuny.edu/academic-programs/graduate/ms/quantitative-methods-modeling
Degree: Master of Science in Quantitative Methods and Modeling

Hofstra University (NY)

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

Pace University (NY)

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

Xavier University (Ohio) Williams College of Business

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

Penn State (PA)

Smeal College of Business
worldcampus.psu.edu/maquirks
Degrees: Graduate Certificate in Marketing Analytics
MPS in Data Analytics, Marketing Analytics Option
MBA, Marketing Analytics Option

Clemson University (SC)

College of Business
www.clemson.edu/graduate/academics/program-details.html?m_id=Marketing
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Texas Tech University (TX)

Rawls College of Business
depts.ttu.edu/rawlsbusiness/graduate/ms/msmr
Degree: Master of Science in Marketing Research and Analytics

University of Texas – Arlington (TX)

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

The George Washington University (DC)

Columbian College of Arts and Sciences
datasci.columbian.gwu.edu/degree-programs
Degree: Graduate Certificate, Bachelor and Master of Science, Ph.D. in Data Science

Pacific Lutheran University (WA) School of Business

www.plu.edu/msma
Degree: Master of Science in Marketing Analytics

University of Wisconsin – Madison (WI)

School of Business
A.C. Nielsen Center for Marketing Analytics and Insights
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Association of Users of Research Agencies (AURA)

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admin@bhbia.org.uk
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Broadcasters' Audience Research Board (BARB)

London United Kingdom
enquiries@barb.co.uk
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Business Intelligence Group (BIG)

United Kingdom
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info@thecma.org
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Canadian Research Foundation (CARF)

Canada
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Canada
canadianresearchinsightscouncil.ca

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C.E.K., a woman-owned full-service market research partner, helps B2B and B2C brands make smarter business decisions through designing studies that capture market, brand and customer data and provide actionable insights for complex marketing challenges. We design custom qualitative/quantitative research for a diverse range of companies providing support for positioning, branding, concepting, product development, brand identity, content creation and messaging. We provide insights on your customers' changing attitudes/behaviors for consumers, health care and B2B professionals. Expertise with leveraging the latest technology and platforms to provide safe and cost-effective research solutions including online and mobile. Our dedicated senior team is trusted by start-ups to Fortune 100's.

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Kate Krohn President

Atlanta boasts world-class businesses and attractions. As part of this growing city, Fieldwork Atlanta provides some of the most sophisticated market research opportunities available. This newly remodeled facility features five spacious conference rooms, including a large room that can seat up to 100 respondents. Fieldwork Atlanta's expansive database covers a wide region, with urban, suburban and rural consumers and professionals. Rooms include in-house HD recording and a variety of streaming options. (See advertisement on front cover)

Gatliff Brothers Insights

Atlanta, GA
Ph. 612-598-6996
info@quirks.com
Marc Gatliff Owner



Geo Strategy Partners

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Ph. 770-650-8495
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www.jacksonassociates.com
Marisa Pope President
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Our Midtown facility, located at the corner of Peachtree and 14th Streets in the heart of Midtown Atlanta, is made up of three trendy, sophisticated studios that boast the latest in technology, including "instant updates" where clients are automatically updated when respondents check in on a monitor in the viewing room. Studios are professionally decorated and include digital whiteboards in each focus room. Private second-floor access and 12-ft. ceilings make this the perfect choice for high-profile projects. Intimate and warm, this sophisticated space is just 12 miles from the Atlanta airport and surrounded by four- and five-star restaurants, hotels and the arts.



Jackson Associates Research

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Sandy Springs, GA 30328
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Cari Pirello President
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(See advertisement on inside front cover, p. 3)

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www.anthologygroup.com/research
David Pettinger APR, PRC – President
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B2B International is a specialist business-to-business market research consultancy that provides customized B2B market research and intelligence studies on a global scale from its offices across North America, Europe and Asia-Pacific. Our B2B expertise covers all industry sectors - from manufacturing to engineering, chemicals to construction - throughout the world.



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The Blackstone Group

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Ph. 312-419-0400
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Ashref Hashim President

The Blackstone Group is a marketing insights and research firm with 30+ years of experience across a range of industries including energy, finance, pharmaceutical/medical and technology. We specialize in global research covering most countries' native languages. We are pioneers in multimode methodologies, offering a full range of research options for qualitative and quantitative studies including CATI, online and in-person interviews. We have extensive online panel resources to access consumers and B2B decision makers. We are highly responsive from initial proposal through 24/7 attention to projects that deliver quality results with quick turnaround at competitive pricing.



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(See advertisement on p. 15)

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alanhale.consultant@gmail.com
www.consightmarketinggroup.com
Alan W. Hale President

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



Consumer Truth® Ltd

1536 Home Circle
Elk Grove, IL 60007
Ph. 630-643-3430 or 630-204-5270
isabelle@consumertruth.com
www.consumertruth.com
Isabelle Albanese Principal/Founder

Consumer Truth® Ltd. is a marketing research and consulting organization helmed by advertising and marketing professionals, Isabelle Albanese and Ken Quaas. With 25+ years of experience for each of us in the business of advertising, communications and marketing research, we have been branded "Masters of Moderating" and "Consumer Whisperers." In addition to an ongoing blog, articles published in "Quirk's" (among many others), we literally wrote the book on effective communication – "The 4Cs of Truth in Communications" and have conducted extensive proprietary research – both before and during COVID-19 – among Gen Z's. Celebrating our 22nd year, we have helped AT&T, Applebee's, Arby's, ConAgra, Clinique, Dove, Dunkin', MAC Cosmetics, Morton Salt, PwC, Sargento, Staples, Timberland and T.J. Maxx effectively position and market their famous brands, launch successful new brands and deliver powerful marketing and communication strategies.



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Madeline Leuby Director of Growth Strategy

At Curion, we provide world-class insights. From quantitative to qualitative product research, we apply proven industry-leading, innovative methods to service over 65% of Global 100 companies. As a full-service product and sensory insights firm, we work with our clients to determine not only what products consumers like but why they are liked and how to make optimizations. As a result, our clients mitigate risk of marketplace failure by ensuring that only products of quality and character will be introduced to the market, providing repeatable delight to their consumers. We accomplish this with our expert employees, sensory processes, fully-equipped facilities and data insights. In 2018 alone, we tested 97,000 consumers across our San Francisco, Chicago, Dallas and New York metropolitan-area facilities. The result of a merger between Q Research Solutions and Tragon Corp., our company brings a wealth of knowledge and experience to the consumer and sensory science industries and pioneered many of the sensory methodologies considered industry standards today, including Quantitative Descriptive Analysis (QDA)® and Partnership Solutions™. We're interested in partnering with in-person or online moderators. Curion's Certified Moderator partner program offers you the opportunity to work with Fortune 500 CPG brands, while working hand-in-hand with Curion's experienced client services staff. Join us, by signing up through <https://curioninsights.com/certified-moderator-program/>.



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1112 W Boughton Road
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Ph. 630-412-8989
kaferenz@customerlifecycle.us
www.customerlifecycle.us
Karin A. Ferenz Principal

CLC is a global research consultancy that works with B2B/B2C companies across multiple industries to conduct primary research to identify and measure requirements for customer acquisition, loyalty, share of wallet growth and retention. With reach to more than 3 million individuals in 160+ countries, we conduct strategic qualitative and quantitative research in multiple localized languages.



Explorer Research

720 E. Butterfield Road, Suite 110
Chicago, IL 60148
Ph. 855-251-5434 or 630-519-3486
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Explorer Research is the leading shopper research agency advising the world's largest brands. Explorer are shopper experts. With decades of combined client-side research experience at brands like Kraft and Pepsico, no one knows shopper insights better than Explorer. Explorer has the broadest range of immersive testing environments. Explorer are partners in your brand growth strategy. Some of the solutions we provide our clients include: shopper insights, path-to-purchase, packaging optimization, digital touchpoint improvement, UX and CX and product development. Our online 3D virtual reality is ideal for packaging, planogram, POSM and aisle redesign research. Our online 3D retail platform has eye-tracking and pathway measurement and is a fully interactive environment for testing. For in-person research, we have state-of-the-art shopper labs in both Chicago and Toronto. We are the leading research firm for using biometric research approaches including eye-tracking, EEG, facial coding, GSR and other techniques to measure behavior. All of our immersive testing is used to help measure, predict and influence shopper behavior.



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Kate Albert President

Fieldwork Chicago-O'Hare is 12,000 square feet of elegantly modern research space, nestled in between Chicago and surrounding suburbs. Our facility is just 3 miles from O'Hare International Airport, 10 miles from downtown and located near public transportation and major expressways. In addition to our 5 research suites, we have spacious lounges, a large kitchen and a beautiful multi-purpose space and patio. Our project managers and on-site recruiters come with a wealth of experience and a can-do attitude. Come to Chicago O'Hare for the ultimate in luxury and convenience.
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Karyn Picchiotti President

Fieldwork Chicago-Schaumburg offers over 10,000 square feet of premier accommodations. Five conference rooms seat anywhere from 12 – 40 respondents and viewing rooms up to 20. All are complimented by amazing views of the Chicago skyline, lakes and woods. Our experienced in-house recruiting team boasts a large database and a can-do attitude. Our client services and management team has over 50 years of combined experience available to assist you. We are located less than 30 minutes from O'Hare International Airport and 1 block from Woodfield Mall and numerous restaurants.
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Aryn O'donnell Director of Corporate Services

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(See advertisement on front cover)



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Karyn Picchiotti President

Fieldwork's National Recruiting Center is your trusted partner for all of your recruiting needs, with expertise in providing respondents for any methodology in health care, consumer and B-to-B research. NRC features a database of over 1 million nationally dispersed members, with a robust set of respondent information including demographics, occupation, health information and past participation. NRC uses a variety of methods to add new members daily. Our recruiters are highly trained low-incidence specialists willing to use out-of-the-box recruiting methods.
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Crystal Martinez President

Fieldwork Webwork and Anywhere provide you with the people and tools you need to take your research out of the traditional facility setting. Our Anywhere team can recruit and facilitate qualitative sessions in any venue, great for small markets and creative spaces. Anywhere setup can include: Virtual mirror, digital video recording and streaming and incentive cards. Webwork capabilities include: online groups, bulletin boards, mobile research and homework tools. All projects include hands-on technical support, one point of contact project management and Fieldwork-quality recruiting.
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Insights in Marketing (IIM) is a marketing research firm that delivers in-depth and actionable insights so you can have every confidence that your decisions are inspired by the consumer voice. IIM tackles a variety of key business challenges that keep clients up at night - better understanding consumer and shopper targets, optimizing brand strategy and positioning, elevating messaging and communication and innovating with impact. IIM's Marketing Consultants leverage their years of client-side experience along with IIM's full suite of research methodologies to deliver made to measure custom designed approaches that efficiently and effectively delivers on your needs.

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Bob Rowe Exec. Vice President
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Alexandra Howson Vice President

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Chicago, IL
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2011 W. Montrose Ave., Suite 180082
Chicago, IL 60618
Ph. 773-525-3385
steveh@mforceresearch.com
www.mforceresearch.com
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Gurnee, IL 60031
Ph. 440-893-0300
iris.blaine@opinionsltd.com
www.opinionsltd.com
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Chris Sluder Vice President
Iris Blaine Executive Director

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Harlem-Irving Plaza
4192 N. Harlem Ave., Suite 57
Norridge, IL 60706
Ph. 440-893-0300
iris.blaine@opinionsltd.com
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Matt Kleinschmit CEO & Founder

Reach3 Insights powered by Rival Technologies is a full-service research consultancy that develops scalable, conversational insight solutions for today's modern, agile enterprise. Led by CEO Matt Kleinschmit, the company uses immersive, in-the-moment research designs and dynamic digital storytelling to deliver deep experiential insights that inspire action. Reach3 is part of Reid Campbell Group and a sister company to Rival Technologies, a tech company developing chat, voice and video solutions that integrate into messaging platforms and technologies that people actively use on a daily basis.

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(See advertisement on inside front cover, p. 3)

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www.analysandresearch.com
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Ph. 410-218-0527
pam.cusick@rarepatientvoice.com
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Pam Cusick Vice President of Business Development
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(See advertisement on inside front cover, p. 3)

Massachusetts

Boston



AnswerQuest, an Insights Center Facility

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jmiller@answerquestresearch.com
www.answerquestresearch.com
Jason R. Miller CEO

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303 Wyman St.
Waltham, MA 02451
Ph. 781-250-6300
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Insights 4 Tomorrow is a WBENC-Certified Women's Business Enterprise and a Certified Women Owned Small Business market research business offering a range of both quant and qual methods to fit your needs. At I4T all our projects are managed by a Principal who provides years of knowledge and experience. Our services include survey design, programming of online/panel, phone and multimode surveys, fielding and sample management, data collection and tabulations. We work in B2B and B2C industries, no project is too big or small. Contact us today to turn your thoughts into insights for tomorrow.

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Lenexa, KS 66215
Ph. 1-816-931-7772
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Schlesinger Group is the world's most comprehensive data and research services provider delivering a broad range of qualitative and quantitative solutions. Vast proprietary panels and sampling knowledge complement unrivaled recruitment capabilities across consumer, B2B and health care worldwide. High-performing proprietary digital qual tools and advanced quant programmatic solutions make it smarter, faster and easier for you to achieve meaningful audience engagement in depth and at scale. We have you covered in-person (at our premium research, testing and strategy spaces), in-field and online at the speed you need and at a quality that stands up to scrutiny. Human-centric solutions for an exceptional client experience will always drive our uncompromising commitment to your success.
(See advertisement on inside front cover, p. 3)

St. Louis



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jsmattingly@agmetrics.com
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John Mattingly Principal

AgMetrics is a consultative marketing research firm specialized in serving the agricultural industry and non-farm rural markets. We have

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www.lucasresearch.net
Suzanne Lucas Echelmeyer Vice President

Lucas Market Research is a family owned, client focused, service driven research provider of qualitative and quantitative research. Partner with professionals for your next project so we may exceed client expectations with accurate and timely recruiting /reporting with 100% validation. Methodologies include mock trials/jury research, CLT's, qual-quant hybrids, telephone interviewing, ethnographies, in-home use tests and off-site services. We are committed to the complete success of your next in-person or virtual project.



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(See advertisement on p. 167)



RealityCheck Consulting

231 S. Bemiston Ave., Suite 800
St. Louis, MO 63105
Ph. 866-751-2094
jim@realitycheckinc.com
www.realitycheckinc.com
Jim White Co-Founder & Insights Strategist

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Jennifer Schwartz Director of Field Operations

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12020 Shamrock Plaza, Suite 310
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Ph. 402-399-8790 x101
jberigan@cspfiles.com
www.csp.com
John Berigan Exec. Vice President

Customer Service Profiles (CSP) is a premier provider of customer experience management programs and market research solutions. We are a full-service research organization with over 32 years of experience helping our clients understand and improve their customer experience which provides actionable insights and analysis. CSP provides thought leadership and innovative

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research solutions that are tailored to the unique objectives of each client. We offer multiple methodologies within our many products and services and what differentiates us from the competition is the consultation and training we provide to help our clients understand how to take action on their research results. Our mission with every client is to provide a clear road map to service quality excellence that will produce improved customer service, increase customer loyalty and promote customer advocacy. CSP's ongoing voice of the customer research includes Customer Experience programs, telephone surveys and web-based surveys. Our point-in-time assessment research includes customer relationship assessments, brand awareness studies, recently-closed relationship assessments, competition assessments and internal service assessments.



River Mist Transcription Services

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Grand Island, NE 68803
Ph. 888-490-1037
janniceroy@rivermisttranscription.com
www.rivermisttranscription.com
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. 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.

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Bids@ccmar.com
www.ccmaketresearch.com
Craig Cunningham President
(See advertisement on inside back cover)

Consumer Opinion Services, Inc. (Br.)

1860 Pama Lane, Suite 200
Las Vegas, NV 89119
Ph. 702-644-9330
Info@ConsumerOpinionServices.com
www.ConsumerOpinionServices.com
Tom Champion Vice President & General Manager



QUALITY MARKETING RESEARCH SINCE 1976

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8235 S. Eastern Ave., Suite 220
Las Vegas, NV 89123
Ph. 702-734-0757
steve.clark@ihr-research.com
www.ihr-research.com
Steve Clark, PRC CEO

I/H/R Research Group was established in 1976 and specializes in providing the highest quality marketing research data collection using both traditional and online methodologies. Our main specialties include consumer surveys, political polling, multilingual interviewing, qualitative recruiting, mixed-mode methodologies, business-to-business, executive interviewing, sampling, online survey programming, online panel procurement and management, as well as data tabulation. We offer full-service sampling services and consultation for all research projects, including consumer, business-to-business and online panel data collection. Our experienced CATI data collection team works with all types of projects, including low incidence studies conducted using pure probability RDD sampling in order to maximize representation and adhere to traditional AAPOR/government-based data collection standards. We specialize in TCPA compliant wireless data collection and believe that wireless sampling is extremely important to ensure representative results. In addition, you will find that our low prices for interviews conducted via landline or wireless sample set us apart from the rest. Our state-of-the-art Las Vegas call center currently has 52 stations and we are in the process of expanding to 90 stations. We offer live digital call monitoring and recording on all stations to ensure quality. Our seasoned team will make a success out of your next research project. We offer a turn-key solution covering all aspects of marketing research data collection from sampling through data collection and data tabulation. Regardless of the type of project, you can rely on the I/H/R Research Group team to get the job done, on-time and on-budget. Contact us today for a quote on your next project.



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Las Vegas, NV 89119
Ph. 702-650-5500
Lisabeth@lvff.vegas
www.lvff.vegas
Lisabeth Couturier Vice President/Moderator
Deborah Howard Recruiting Manager
Eric Souza President/Owner

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

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3663 Las Vegas Blvd. S., Suite 185
Las Vegas, NV 89109
Ph. 800-831-1718
crgsales@crgglobalinc.com
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Jennifer Schwartz Director of Field Operations

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Portsmouth



Op4G
93 Middle St.
Portsmouth, NH 03801
Ph. 603-766-5858
Petea@op4g.com
www.op4g.com
Pete Aitkin VP of Client Development

Op4G nurtures and maintains a quality, engaged membership panel built to support our market research clients and to benefit non-profit organizations. Our unique approach to recruiting yields a highly engaged group of people who, as respondents, are dedicated to helping our market research clients fulfill their information needs. We work in conjunction with non-profits and their resources to grow our panel. Our people join the panel to both give feedback and donate a portion of their cash incentive back to non-profits. Our unique approach was created to benefit our clients by making real, untapped people available to help them succeed in their initiatives.

New Jersey

Northern New Jersey (See also New York City and Connecticut)



Bauman Research & Consulting, LLC
44 Abbington Terrace
Glen Rock, NJ 07452
Ph. 201-444-6894
sandra@baumanresearch.com
www.baumanresearch.com
Sandra Bauman, Ph.D. Founder & Principal

Bauman Research & Consulting expertly designs and executes research for brand, marketing and business decisions. We are a full-service consulting firm that provides a range of qualitative, quantitative, hybrid and strategic solutions utilizing the most up-to-date market research methodologies. We believe in multi-modal applications to research problems, allowing more robust and creative approaches to helping companies unearth insights. We specialize in research for branding/positioning, messaging, voice of customer, naming, strategy/product development, concept testing, website usability and employee engagement. Expertise includes surveys, focus groups, in-depth interviews, online focus groups, ethnography, usability, emotional response, immersive digital and social media research.



CEC Research
16 Commerce Drive
Cranford, NJ 07016
Ph. 908-967-6790
maryana@cecresearch.com
www.cecresearch.com
Maryana Kaplan President

Located in Central N.J. within the New York Metro area, CEC Research is a premier partner in the research and development process, delivering proven research methodologies, impeccable study execution, superior recruiting capabilities and database management. CEC provides personalized solutions for product testing to meet the diverse needs of clients from the flavor, fragrance and consumer product industries. CEC's contemporary facility includes a customizable kitchen with commercial-grade appliances, a centrally located laundry facility with eight stackable wash and dryer units, a makeup-application facility with LED mirrors and sink stations, fully-equipped focus group facilities with A/V capabilities, concealed microphones and one-way observation mirrors as well as adaptable testing rooms featuring laptops, wireless internet and optional privacy dividers. Newly added to our center include a professional hair salon

fully equipped with six hairstyling stations and staffed with licensed cosmetologists to fit a wide range of hair care testing.



Fieldwork Fort Lee, NJ
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Fort Lee, NJ 07024
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Ph. 201-528-0220
GregCaruncho@focuscrossroads.com
www.focuscrossroads.com
Greg Caruncho VP/General Manager

Focus Crossroads, one of Northern New Jersey's top-rated facilities located in East Rutherford, N.J., with access to consumer, B2B and medical audiences to match any target. Our modern facility in New York has three spacious rooms: two traditional rooms (one extra large) and one living room setting, each with comfortable viewing, dedicated client lounges and the latest technology to address your qualitative research goals. We also offer a full range of qualitative services, global recruitment and facilitation and extensive methodological solutions. Specializing in recruiting hard-to-reach audiences, we have a particular strength in securing B2B and health care professionals. Committed to the compliance of best practices in research standards, Focus Crossroads is ISO-2025:2019-certified.



Focus World International, Inc.

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Bob Granito President

IVP Research Labs offers accessible, smartly packaged technology for researchers wanting to adopt innovative solutions with ease and confidence. Our MobiLAB™ portable research labs include usability, eye-tracking, neuromarketing – including facial coding and EEG – and biometrics technology. Our labs are accompanied by a full-time technician and are available on a per diem basis in any research facility, non-research

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inquiry@klcommunications.com
www.klcommunications.com
Kevin Lonnie CEO/Founder

For more than 25 years, KLC (formerly KL Communications Inc.) has connected brands with their customers through their online community and co-creation expertise, empowering clients to uncover insights that power real-time business decisions and accelerate innovation. Our online communities give brands on-demand access to their customers and create an ongoing dialog using our suite of research collaborative tools. Also, through our proprietary CrowdWeaving™ solution clients can leverage their brands while co-creating with their ideal customers. As a collaborative research firm, KLC offers both full and flexible service models and has worked with some of the world's leading brands across all industries such as Aflac, Delta, Sony, Hormel, Verizon, Nestle, Time Warner, ConEdison and more.



MarketView Research

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MarketView Research is a privately owned, full-service custom quantitative research firm located in Edgewater, NJ. We partner with our clients to provide excellence in consumer market research and always implement best in class practices. We hold ourselves and our work to the highest ethical standards and take pride in exceeding the expectations of all our clients. At MVRG we are responsive, flexible and detail oriented all while providing exceptional client services that results in strong relationships that last year after year. MVRG- Information. Insights. Impact.



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Russell Research is a full-service custom research firm which leverages consumer psychology and behavioral science principles to help organizations navigate continual change. Russell's full suite of research offerings includes brand equity, brand tracking, concept and product innovation, market segmentation, purchase journey and message and creative development. With decades of experience servicing a diverse group of market leaders and innovators, Russell Research is an excellent fit for your next custom research project.



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Jennifer Schwartz Director of Field Operations



U&I Collaboration (U&I)
11 Longview Avenue
Randolph, NJ 07869
Ph. 973-600-9196
jennifer.vahalik@uandicollaboration.com
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Trenton/Southern New Jersey (See Philadelphia/Southern NJ)

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Ameritest/CY Research
4841 Tramway Ridge Drive N.E.
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Ph. 312-636-5447
info@ameritest.com
www.ameritest.com
Emily Higgins

Ameritest is an international research consultancy that works with brands to optimize their strategic positioning, branded communications and advertising campaigns. Our practice specializes in collaborating with clients to develop their most powerful visual vocabulary, which drives the superior brand experiences that build inspiring long-term brand memories. We have worked across categories with Fortune 500 clients for the last 30 years to help them make galvanizing and effective brand stories. Our deep bench of branded communications consultants draws from our toolbox of validated research and analysis methods to diagnose the why behind communication performance, showing how their target customer processes stories, identifying what those structures are that are being activated and how the brand's assets are being triggered. We do not reward any particular formula for branded communications. We reward success and creative innovation that works to communicate against real business issues.

Scott C. Solis Market Research (SCSMR)
The Shops at Westside
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Ph. 408-834-5295
abq@scsmr.com
www.scsmr.com
Jolene Molina Manager

New York

Buffalo



The Analyst Agency
50 Fountain Plaza, Suite 1400
Buffalo, NY 14202
Ph. 716-771-0620
info@theanalystagency.com
www.theanalystagency.com
Steven Czorny President

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New York City (See also Northern New Jersey and Connecticut)



360 Market Reach, Inc.
565 Taxter Road, Suite 115
Elmsford, NY 10523
Ph. 941-376-1866
sierardi@360marketreach.com
www.360marketreach.com
Stephen Ierardi Client Relations Manager

360 Market Reach is an essential partner to brands who want to move forward in a complex global marketplace. Our multidisciplinary team blends qualitative and quantitative methods to solve our client's most pressing business problems. Our expertise allows the voice of the changing consumer to emerge, delivering powerful insights necessary for understanding brand positioning/planning, marketing/messaging strategy and product development/innovation. While we work across all industries, we have deep expertise in health and wellness, luxury and travel with proprietary research solutions.



Adience

67 West St., Suite 401
Brooklyn, NY 11222
Ph. 646 799-5020
Chris.wells@hello-adience.com
www.hello-adience.com
Chris Wells Managing Director

Adience is a business-to-business (B2B) market research consultancy. Four things make us different. We have years of B2B research experience, having delivered hundreds of international research projects in a variety of B2B markets, including: transport and logistics, IT hardware, software and services, industrial markets, architecture and engineering, financial services. Second, we are very agile, which means that we can adapt to client needs rather than being limited by internal processes. Third, we are research consultants. This means that we don't just "dump data," we use storytelling and visualization techniques to make clear recommendations and then use change-management techniques to drive actual change. Finally, we take a radically different approach to collaboration. Most agencies take a brief, then disappear until the final presentation. We stay far closer to clients throughout a research project to make sure the end result is closer to what they need.



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
Bradley Solomon President
Todd Biederman Founder and CEO
Sara White EVP

Advanced Focus is a full-service marketing research company that was built on relationships and innovation. Our state-of-the-art facilities are conveniently located in Midtown Manhattan, Westchester, N.Y., Danbury, Conn. and our newest acquisition in Stamford, Conn. Each location was designed to maximize the creative process and include the latest technology with a highly dedicated staff. Advanced Focus has four traditional facilities; one in Manhattan, one in Westchester, one in Danbury and one in Stamford. Also in Manhattan is our state-of-the-art loft which is the first non-traditional research venue designed with the researcher in mind. In addition to our regional recruiting services, we also recruit nationwide and offer field management services. This provides an opportunity for our clients to leave the management, coordination and recruitment of the multi-market studies to us.

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Advanced Focus – The Facility, Westchester

520 White Plains Road, First Floor
Tarrytown, NY 10591
Ph. 914-631-0796
saraw@advancedfocus.com
www.advancedfocus.com
Sara White EVP

Advanced Focus - The Loft

15 W. 39th St., Floor 14
New York, NY 10018
Ph. 212-944-9000
saraw@advancedfocus.com
www.advancedfocus.com
Sara White EVP



ASKIA – Automating Insight

1460 Broadway, Suite 16018
New York, NY 10036
Ph. 323-871 4811
contact@askia.com
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Woodbury, NY 11797
Ph. 516-935-3800 Ext. 222
gdisimile@betaresearch.com
www.betaresearch.com/quirks
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Ph. 631-827-2254
marketing@cint.com
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greg.spagna@targetresearchgroup.com
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Ph. 704-206-8501
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Focus Facility
31 S. Franklin St.
Chagrin Falls, OH 44022
Ph. 440-893-0300
iris.blaine@opinionsltd.com
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Mark Kikel President/Owner
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Iris Blaine Executive Director

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South Park Center
500 South Park Center Fl632
Strongsville, OH 44136
Ph. 440-893-0300
iris.blaine@opinionsltd.com
www.opinionsltd.com
Mark Kikel President/Owner
Iris Blaine Executive Director
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31 South Franklin St.
Chagrin Falls, OH 44022
Ph. 440-893-0300
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51, Alexander Malinov Boulevard, Sixth Floor
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Ph. 359-2-489-6099
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andrew.scholes@contracttesting.com
www.contracttesting.com
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190 Ravine Drive
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Ph. 250-503-2181 or 800-296-2237
cale@discoveryresearch.ca
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Ph. 800-342-1825
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cschmakies@telepoll.net
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Paris, 75012 France
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Ph. 49-6924240899
mf@igvmafo.com
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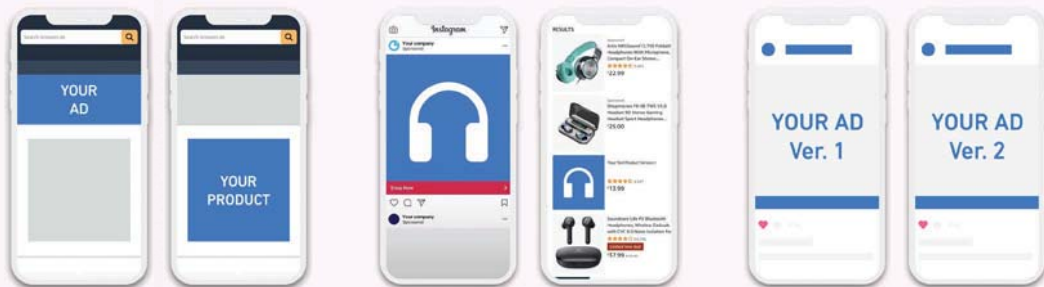
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Surrey Research Park
Guildford, GU2 7YD United Kingdom
Ph. 44-01483-409-900
infoeurope@escalent.co
www.escalent.co
Melissa Bane Managing Director
Mark Carpenter Joint Managing Director
Mick Nagle Joint Managing Director



E-Tabs
Data In Sight
The Technology Park
Colindeep Lane, Unit 2
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Ph. 44-20-3006-2393 or 312-546-4048
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Indiefield Ltd
187 Baker St.
Enfield, EN1 3JT United Kingdom
Ph. 44-208-245-8000
tara.lyons@indiefield.co.uk
www.indiefield.co.uk
Tara Lyons Director

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www.kadence.com
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Kantar Profiles Division
4 Millbank
Westminster
London, SW1P 3JA United Kingdom
Ph. 44-20-7896-1900
Caroline.Frankum@kantar.com
www.kantar.com
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4 Cam Road
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Ph. 44-20-7490-7888 or 44-20-3217-2850
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27 Provost St.
London, N1 7NH United Kingdom
Ph. 44-203-551-7070
info@LRWonline.com
www.LRWonline.com
Trish Smyth



OnePoll
The Media Centre, Abbeywood Business Park
Emma-Chris Way
Bristol, BS34 7JU United Kingdom
Ph. 44-020-7138-3053
hello@onepoll.com
www.onepoll.com
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Ph. 44-1434-611164
paul.wealleans@panelbase.com
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Ph. 44-207-490-5944
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www.perspectivemr.co.uk
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Harling House, 47-51 Great Suffolk St.
London, SE1 0BS United Kingdom
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simon.glanville@ronin.com
www.ronin.com
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Schlesinger Group UK

formerly The Research House
9 Kingsway
London, WC2B 6XF United Kingdom
Ph. 44-207-487-9220
UK@SchlesingerGroup.com
www.schlesingergroup.com/en/locations/
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SKOPOS Insight Group (Europe)

Endeavour House, Stansted Airport
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Ph. 44-20-7953-8359
Ask@Skopos.World
www.skopos.world
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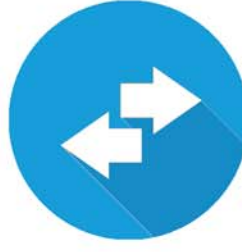
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“Discovery consists
 of seeing what
 everybody has seen
 & thinking what
 no one has thought.”

- Albert Szent-Gyorgyi



PINNACLE
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Tanya Mingione, President
 Tanya@PinnacleResearchGroup.com

606 N. Parkview Drive, Suite 105
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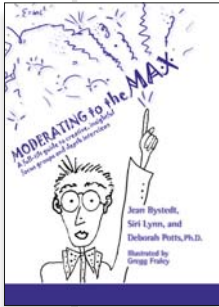
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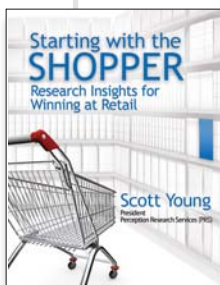


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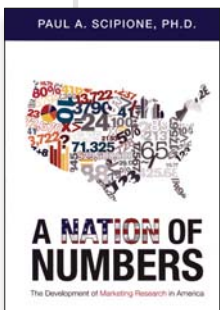


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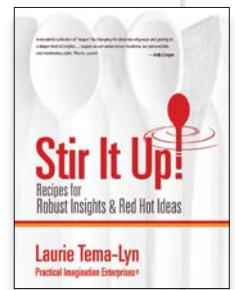
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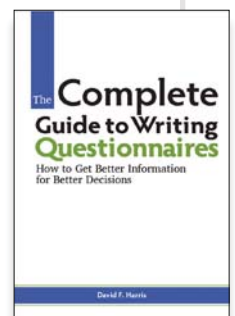


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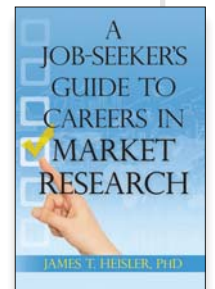


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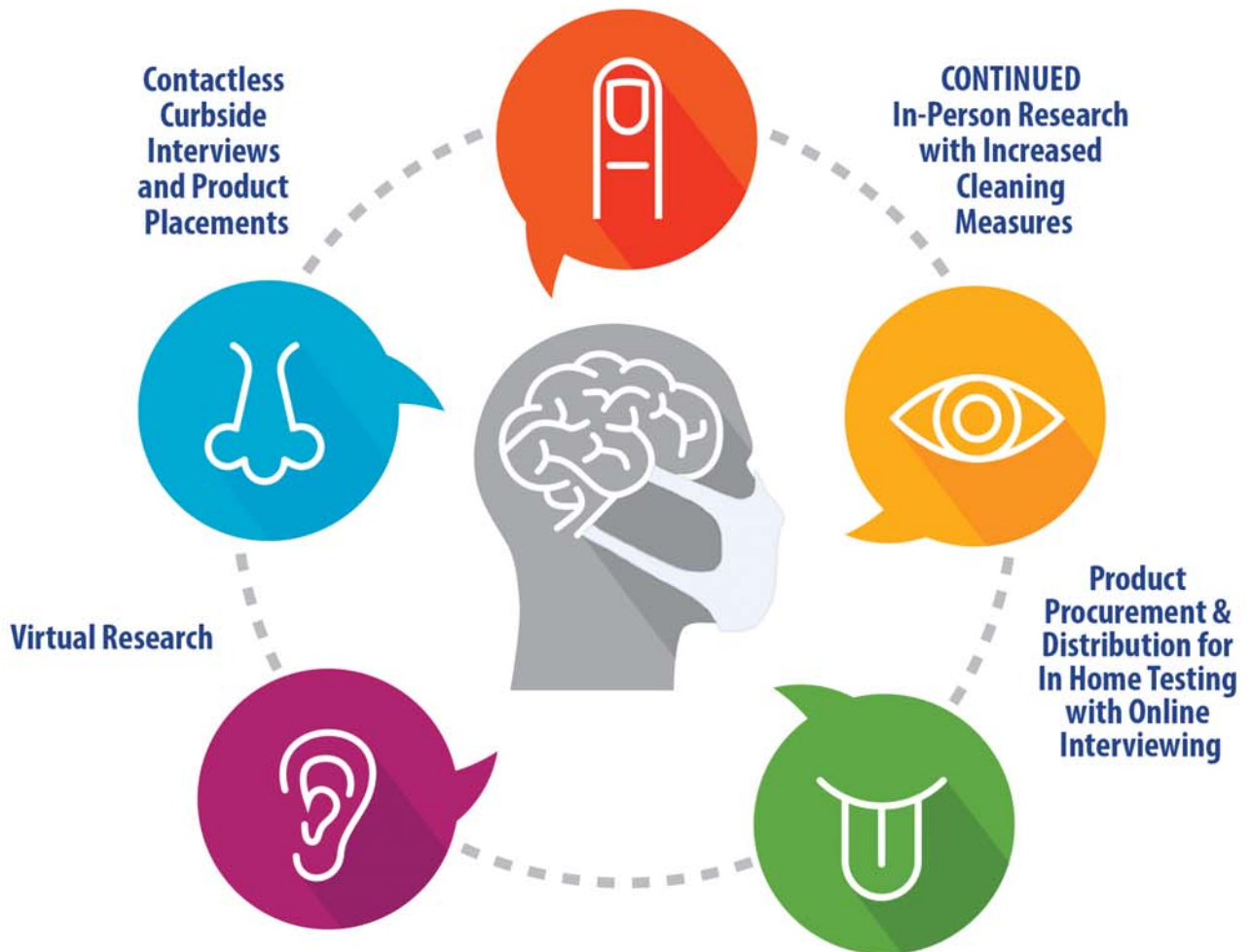


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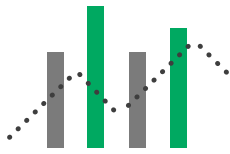
- Eyetracking
- Qualitative Research
- Quantitative Research
- On-site Interviews
- Hispanic Interviewing
- Project Management
- Programming
- Over 100 mobile interviewing devices
- 37 data collection locations nationwide
- Panel Augmentation

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To lead the future, follow the insights

Discover how our AI-powered solutions are helping decision-makers shape what's next.



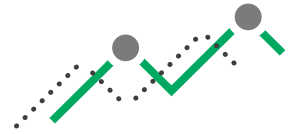
Brand tracking

Fine-tune your brand strategy with continuous insights and full-funnel metrics—including awareness, consideration, and loyalty.



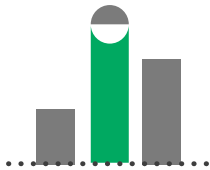
Concept Testing

Test product and feature ideas with your target buyer within hours and compare concepts side by side.



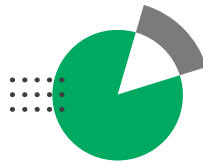
Industry Tracking

Continuously monitor buyer preferences for a specific industry over time, and understand the underlying drivers of market shifts.



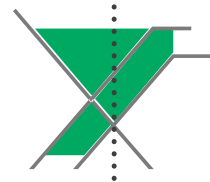
Ad Testing

Test your campaign creative for maximum effectiveness—persuasiveness, relevance, recall, and more—before you launch.



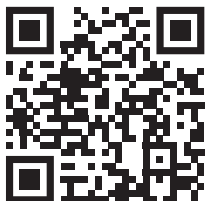
Usage and attitudes

Shape product roadmaps and marketing campaigns by learning audience preferences, habits, and purchase behaviors.



Price Optimization

Find the optimal price point for your product or service using the Van Westendorp price sensitivity model.



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