

# QUIRK'S

For marketing research and insights professionals

## ASSESSING THE LEVEL OF INTEREST

FINANCIAL SERVICES START-UP  
DRAWS ON PRE-LAUNCH RESEARCH

### PLUS

Learning from doctor/  
patient conversations

RFP tips for clients  
and vendors

How to put the emphasis  
back on data quality



#### ADVERTISING SECTIONS

18 Top Online Qualitative Research Companies  
18 Top Taste Test and Sensory Research Companies

Quirk's Marketing Research Review  
November/December 2021  
Volume XXXV Number 6  
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**Matt (CRO)**

“Sue, how come Isaac has the inside cover?  
What about my ‘awesome quant capabilities’ ad?”

**Sue (CMO)**

“He said it was your idea.”



**SCHLESINGER**  
GROUP

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#### RM03 - Designing Effective Questionnaires:

*A Step by Step Workshop*  
VIRTUAL: \$2,925  
Feb 15-18 May 10-13

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#### RA01 - Applying Research & Insights: *Customer, Brand, Product*

VIRTUAL: \$2,575  
Feb 22-24 June 21-23

#### RA03 - Market Segmentation: *Designing, Implementing, Activating*

VIRTUAL: \$2,925  
Mar 29-Apr 1

NEW

#### RA04 - Fundamentals of Pricing Research: *Strategies & Analytical Techniques*

VIRTUAL: \$2,575  
May 24-25

### COMMUNICATION

#### C01 - Writing & Presenting Marketing Research Reports: *Insights, Storytelling, Data Visualization*

VIRTUAL: \$2,925  
Feb 1-4 May 17-20

### DATA ANALYSIS

#### DA02 - Tools & Techniques of Data Analysis

VIRTUAL: \$2,925  
Mar 8-11 June 7-10

#### DA03 - Practical Multivariate Analysis

VIRTUAL: \$2,925  
Apr 5-8

### QUALITATIVE

#### Q01 - Moderator Training: *Focus Groups & IDIs*

VIRTUAL: \$2,925  
Feb 8-11  
IN-PERSON (Cincinnati): \$3,175  
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#### Q02 - Specialized Moderator Skills for Qualitative Research Applications

VIRTUAL: \$2,925  
Mar 1-4  
IN-PERSON (Cincinnati): \$3,175  
June 14-16

#### Q03 - Next Generation Qualitative Tools: *Social Media, Online Communities, Virtual Research Platforms*

VIRTUAL: \$2,575  
Mar 16-17

NEW

#### Q04 - Building Better Facilitation Skills: *Activation, Innovation, Co-creation*

VIRTUAL: \$2,575  
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// Noted Posts

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- 2 SCOUR THE ARCHIVES | [quirks.com/articles](http://quirks.com/articles)
- 3 FIND OUT WHAT YOU'RE WORTH | [quirks.com/tools/salary-survey](http://quirks.com/tools/salary-survey)

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// E-newsworthy

### What you need to know about zero-party data

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

### New product development: How and where market research can be used

<https://bit.ly/3G0yHPt>

### Seasoned disruptors know preparation and research are keys to success

<https://bit.ly/3FVJZ7r>



## Quirk's Blog

### Do consumers read customer reviews?

<https://bit.ly/3pfJ4sM>

### After the pandemic: E-commerce, subscriptions and services

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

### Diversity and inclusion in research and insights

<https://bit.ly/3LU9ZZ6>

## Research Industry Voices

### Can there be more than one right answer?

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

### Attracting mainstream consumers: Smart home device trends and shopper

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

### Expert qualitative moderators explore tips for handling uncomfortable situations in research

<https://bit.ly/3n5pfS3>

## Research Careers Blog

### How a zero-sum mind-set can undermine workplace negotiations

<https://bit.ly/3lRY3qv>

### Engaging employees as brand ambassadors

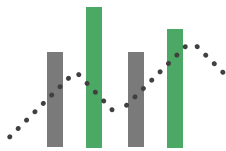
<https://bit.ly/3lS0p8Z>

### Building a team for the next generation of research tech innovation

<https://bit.ly/3vLWR1M>

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



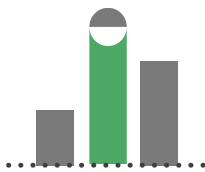
## Concept Testing

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



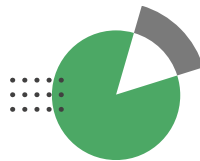
## Industry Tracking

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



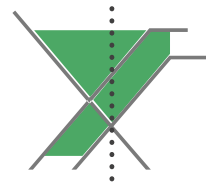
## Ad Testing

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



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## In Case You Missed It

news and notes on marketing and research

### ••• brand research

## Does it pay for brands to play nice?

Nearly a dozen experiments with almost 4,000 people show that a brand that compliments a competitor ends up boosting its own reputation and sales.

As chronicled in their paper, *Befriending the Enemy: The Effects of Observing Brand-to-Brand Praise on Consumer Evaluations and Choices*, Keisha Cutright, a marketing professor at Duke University’s Fuqua School of Business, and co-authors Lingrui Zhou and Katherine Du showed a group of consumers a fictitious tweet from Kit Kat praising Twix: “Competitor or not, congrats on your 54 years in business! Even we can admit – Twix are delicious.”

After 11 days, the researchers asked the consumers who saw the fake tweet to report any candy purchases.

People who saw the public message from Kit Kat praising Twix were 34% more likely to buy a Kit Kat compared to a control group that saw a tweet from Kit Kat about its own product.

Importantly, the authors noted, Twix sales didn’t increase, even after Kit Kat praised the candy as delectable.

The positive effects on reputation and sales were more significant for organizations that are not traditionally seen as “warm and fuzzy,” such as for-profit companies, compared to companies that seem intrinsically caring, such as non-profits.

In a surprising turn, the most skeptical consumers in the experiments were likely to have the biggest positive response to brands that tipped their hats to a competitor, the researchers found.



### ••• financial services research

## Consumer debt takes emotional, physical toll

Carrying “bad” or unsecured debt – such as credit card debt and payday loans – can be stressful and anxiety-inducing. Now, a researcher at the University of Missouri has found that doing so throughout adulthood is also linked to poorer physical health.

Adrienne Frech, a medical sociologist and associate professor in the University of Missouri’s school of health professions, analyzed data from the U.S. Bureau of Labor Statistics to examine the financial health of nearly 8,000 Baby Boomers ages 28 to 40 as well as their physical health at age 50. “Those with consistently high debt were 76% more likely to have pain that interfered with their daily life compared to those with no unsecured debt and what surprised us the most was that even the people who did pay down their debt over time were still 50% more likely to have pain interference than those with no unsecured debt,” Frech says.

Trajectories of Unsecured Debt and Health at Midlife was recently published in *Population Health*. Co-authors include Jason Houle of Dartmouth College and Dmitry Tumin of East Carolina University.



••• Insights Q&A

# Shuffling the deck: How to adapt in the evolving market research industry

Perspectives from Frank Nappo, CEO, Op4G

**There has been a clear shift in market research and consumer habits since the start of the pandemic. How has Op4G adapted its business practices?**

Since our inception 10 years ago, Op4G has primarily focused on providing high-quality sample. Our unique recruitment model, which utilizes our relationships with nonprofits, will continue to be one of our greatest strengths. However, over the last few years we've found that clients are looking for advanced methodologies to assist in their research. This insight prompted us to pivot our offerings, focusing more on a consultative approach and capabilities across all steps in the research process. We've stacked our deck of cards by including more full-service capabilities and partnering with statisticians to fill in any remaining gaps.

**What advice do you have for other market research companies?**

The market research landscape is evolving rapidly, and remaining flexible and innovative is of the utmost importance. Avoid sticking to the business practices that you've found success with in the past – don't be afraid to raise the stakes with new methods. Hire people who add a diverse set of skills to your team and sit down with each member of your organization to learn more about their strengths. For instance,



Op4G

op4g.com  
sales@op4g.com

one of our senior project managers has a graphic design background and we've learned she can utilize those skills to spearhead our new concept image enhancement offering. Play all the cards in your hand and deal in different team members when the opportunity arises. Invest in your

existing team and offer growth opportunities.

**Many companies have a high focus on price in order to remain competitive. Do you think pricing is still the highest priority for clients?**

It's important to stay within a client's budget but faster and cheaper is not always better. If you are more focused on price, what sacrifices are you making when it comes to data quality? Building trusting relationships should always be the top priority. If a client comes to us with a tight budget, for example, we take a closer look at the survey design to see what can be optimized. Reducing aspects such as unnecessary LOI can cut costs and allow for higher-quality end results.

Clients also want to work with an innovative partner capable of devising creative solutions for difficult projects. Data quality is more than sample; it starts with survey design, optimization and programming. Analyzing the data is a completely different game. Whether it's a TURF analysis, Kano, max-diff or something else entirely, focus on finding the most suitable methods for your client's study. Becoming a valued partner is more than just being budget-conscious – it's anticipating and understanding the needs of your client. After all, knowing which cards to play – and when to play them – is vital to securing a royal flush.

Want your firm to be featured in Insights Q&A? Contact sales@quirks.com for more information.



# Live and local from London

As I have noted in this space before, I'm proud of how the Quirk's staff pivoted to virtual events after the pandemic hit last year, doing two in 2020 and one earlier this year, and how we delivered learning experiences that nearly approximated the in-person events. But the goal was always to get back to in-person as soon as possible.

That has taken longer than we had hoped, thanks to a host of COVID-19-related factors, but at press time in late October, somehow we are two-thirds of the way through a six-week stretch that will see us stage Quirk's Events in Chicago (September 30-October 1), London (October 13-14) and New York (November 2-3). (And don't forget the Marketing Research and Insight Excellence awards, held virtually on November 9 at 1 p.m. ET!)

Two aspects of large-scale events that many may not be aware of are the levels of financial commitment and advance planning that they require. Contracts with venues and hotels need to be arranged years in advance and often require substantial monetary outlays on the part of event organizers. Speaker recruitment is a long and deliberate process, as is expo hall sales.

And that's in the best of times. Throw in a pandemic and you add a whole host of potential potholes on the road to success. Many large corporations are still not requiring (or letting!) their workers to return to the office and have also restricted work-related travel – meaning some client-side researchers can't potentially speak at or attend a Quirk's Event.

Our practice during the pandemic has been to follow local regulations for all three 2021 Quirk's Events. Chicago required

attendees to wear masks. London did not. (We have also made proof of vaccination a requirement to attend our events.) New York's Javits Center, site of our final 2021 event, currently has a mask mandate.

While I was not in Chicago in late September I was in London in mid-October and I can enthusiastically say Quirk's London was a hit. The energy in London seemed in many ways back to pre-COVID-19 levels. It was so gratifying to see vendor exhibitors, speakers and attendees laughing and chatting, some embracing warmly, others tapping elbows in lieu of handshakes.

## Creeping back to normal

In terms of encapsulating any trends or takeaways from London, the researchers who delivered the sessions and with whom I chatted gave the impression that things were creeping back to normal for them. Work levels are still high – such is life for those in a chronically understaffed and underfunded business discipline – but the COVID-19 crush has waned a bit and researchers no longer feel as inundated by requests from internal audiences who had previously ignored them.

But they are still busy. And in fact, Stephanie Rowley, who offers mentoring, coaching and professional development services to research and insights professionals, delivered one of the most eloquent sessions I have ever attended. In it, she cited findings from the annual Opinium/MRS Mental Wellbeing in Research survey showing that many researchers are being overworked and feel that their mental health is being sacrificed on the altar of profitability.

Worse yet, some research agen-



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cies have rolled out employee wellness programs while not taking actual steps to give workers the freedom to take a day off when they need to. Touting the value of mindfulness and deep breathing while ignoring cries for help from struggling employees is not only counterproductive but also cruel. As Rowley argued, these overworked researchers are quitting because of the strain on their lives. If an emotional appeal to a sense of empathy doesn't work (do you really want your employees to suffer in the name of profit?) then perhaps company owners should look at the bottom-line impact of training and hiring new employees to replace those who quit because of burn-out, along with the years of intellectual capital that walk out the door when an employee leaves. Rather than spending money on recruiting and retraining, isn't it better to invest in the happiness of those who are already on staff?

On a more industry-wide level, marketing research prides itself on its range of professional ethics and codes of conduct, Rowley said, so how about developing standards or guidelines for research companies to maintain a better work/life balance?

Sounds like a healthy idea to me.

••• advice for researchers

# ASK THE EXPERT

Expert answers to important research questions.

## Can surveys for market research be trusted?

For the practice of survey research, in many respects, it is both the best of times and the worst of times. Never has the world been more invested in data-based decision-making. We are addicted to data and for good reason: All else equal, the more data, the better the decision. And the more effective the intervention, the more powerful the insight. Sure, big data has (perhaps) supplanted the role of survey research for some use cases and applications. But there is plenty of data-demand to go around and surveys continue to be the best tool to uncover the attitudes, opinions and psychology that drive consumer and other behaviors.

Yet while we reap the riches of a data-driven world, we face a crisis in confidence. Survey response rates are at an all-time low and convenience (nonprobability) samples continue to display higher error properties than other data collection strategies. But more critically, the survey research field met its watershed moment in the large-scale errors experienced in the 2020 election. As they say, fool me once (errors during the 2016 election), but fool me twice (2020)?

We cannot avoid the reality anymore: survey research is experienc-

ing biases that are deeper than ever before. In the past, it was generally accepted that these were demographically driven and survey weighting took care of that. Today? We are starting to understand that biases are attitudinally driven as well. For example, people low in social capital, connectedness and/or trust appear to be missing in survey data. Insofar as what you are measuring is associated with these factors (e.g., the elections), bias is all but guaranteed.

The field of survey research is robust and adaptive. We have survived many changes in technology and culture, and many talented methodologists are making great strides to meet the new challenge head on. At NORC, where I serve as a chief scientist and SVP, we have utilized our AmeriSpeak panel and developed TrueNorth, the most effective tool available today in reducing bias in convenience samples for market research. We, along with others, have taken a long, hard look at the 2020 election and are developing tools to ensure far greater accuracy in the future.

The art of survey science is advancing and will continue to prosper, grow and, most importantly, find methods to ensure the data it produces is valid and reliable. Marketing departments and corporations are making decisions of real conse-



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Chief Scientist and SVP  
NORC at The University of Chicago, AmeriSpeak  
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quence and require the data upon which such decisions are made to be accurate and true. Survey research is up to the challenge and will serve marketers and business decision makers for decades to come.

Have a question you'd like to have answered? Submit it to [info@quirks.com](mailto:info@quirks.com).  
Want your firm to be featured as an expert? Contact [sales@quirks.com](mailto:sales@quirks.com) for more information.

# 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, methodologies and services, these are the products and service you will want to know about.



## Future-proof your business with S+R PROsician™

Despite the critical role innovation plays, the success record is dismal. A key reason is the average research respondent's inability to envision and respond to future-oriented ideas and constructs.

Introducing S+R PROsician™ Model. Inspired by the diffusion of innovation theory, developed by E.M. Rogers in 1962, our proprietary algorithm identifies four discrete segments of physicians based on their interest in innovation, openness to experimentation and commitment to staying on top of the latest developments in their field: *Forward Thinker* stay highly informed of medical research advances and use new therapies soon after they are convinced by the data; *Go Forit*

are experimenters using new therapies upon learning about them and getting access to them; *Wait N. See* are aware of new research data but prefer to wait until the new therapies become prevalent before using them;

and *Nono No* believe in the status quo and will not embrace something new until it is something old.

In traditional research projects, when *Dr. Forward Thinker* and *Dr. Go Forit*, who are critical to help frame and activate the future, are treated and questioned in the same way as *Dr. Wait N. See* and *Dr. Nono No*, the odds for success are low.

To see how S+R PROsician™ can help change the odds and future-proof your business by future-proofing your insights contact us at [communications@shapiroraj.com](mailto:communications@shapiroraj.com)!

HCP Cohort	The Insights They Can Deliver
<b>Dr. Forward Thinker</b>	Understand the latest emerging therapies and how clinical trial data will drive their usage
<b>Dr. Go Forit</b>	Provide insight into the practical and personal (less data-driven) drivers of using new therapies
<b>Dr. Wait N. See</b>	Pinpoint the barriers (other than lack of familiarity) that slow adoption of new therapies
<b>Dr. Nono No</b>	Explore ways to break through complacency and indifference toward a new therapy

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## Dare to deliver with Toluna Start

Full-service consumer research was once considered the Holy Grail. However, it would often require weeks to get answers to the questions at the heart of research studies – and those answers came at a significant financial cost.

Thereafter came the rise of the self-serve consumer insights platform, a time- and cost-effective alternative that gave research teams their answers in days or hours and at a fraction of the cost. But here's the catch: with a strictly DIY approach, researchers are alone in the wilderness with nowhere to turn when problems arise (and they always do).

Think about it: you're on your own from survey creation to analysis.

### The best of both worlds: A hybrid solution

The best solution is a hybrid one which brings the best of full-service and DIY together into one package – creating a unique, new solution.

Enter Toluna Start, the industry's first end-to-end, real-time consumer insights platform. Toluna's methodological expertise is baked into the Toluna Start platform, enabling researchers to remain agile in a fast-moving marketplace. And the DIY

aspect of our solution allows teams to stay deeply immersed in their research and constantly involved with colleagues across their business.

At the same time, Toluna Start users have real-time access to experts who can guide them through questions along the way. That expert support gives them the ultimate confidence in their survey results – a quality that can be lacking in strictly DIY platforms.

Toluna Start creates a seamless, collaborative environment that provides real-time, reliable results for your organization. That enables you to confidently move forward with product development and marketing campaigns, as well as stay ahead of the competition in the constantly shifting global marketplace. And now, you can gain limitless access to Toluna Start through the industry's first enterprise insights subscription.

[www.tolunastart.com](http://www.tolunastart.com)

## Perksy: Better experience, better data

Lack of innovation, declining response rates and poor user experience have caused a critical engagement problem in market research. Perksy, a next-gen consumer insights platform, was designed to address this engagement decline. Perksy powers real-time research with everyday consumers through an immersive mobile app, redefining data capture by making it relevant for today's mobile-first world. With response rates over 80%, our unique, gamified approach to survey design and delivery provides fun, intuitive experiences for our panelists and deep, actionable insights for our clients.

### Market research for a mobile generation

Perksy's first-party panel is diverse, representative and entirely our own. Perksy connects brands to some of the hardest-to-reach consumers, like college students, diverse ethnic audiences and Millennial parents. Our panel is pre-identified with 35+ demographic criteria, allowing for highly targeted screening and segmentation.

### One-stop shop

Perksy has an extensive suite of quantitative and qualitative research offerings. With Perksy you can:

- Rapidly assess concepts, creative and copy.
- Track and measure key brand metrics over time.
- Dig deep with digital focus groups and IDIs.



- Explore attitudes with video diaries and testimonials.
- Journey out with in-store testing and task-based research.
- Close the loop with consumers with our recontacting capabilities.

Trusted by customers like Airbnb, Target, L'Oréal and Mondelēz, Perksy is the best-in-class insights partner for the modern-day researcher.

[www.getperksy.com](http://www.getperksy.com)



## C+R Research's Illuminator® Shopper Solutions

**Illuminator Shopper Panel:** A receipt-based panel that tells you precisely what shoppers do, with expertly applied custom research that tells you why they do it.

CPG marketers and retailers have regularly sought to understand shopper purchase behavior patterns that impact sales, as well as the underlying attitudes that ultimately drive shopper choice. And to make strategic decisions, many companies have had to choose or work with two different data sources, using behavioral panel data or custom attitudinal information. And those that

chose to combine the two data sources often rely on assumptions or educated guesswork to build a shopper narrative...until now.

C+R's Illuminator® Shopper Solutions leverages our many years of shopper insights expertise and our vast toolbox of qualitative and quantitative research knowledge, along with verified shopper behavior to illuminate the most actionable insights to address your category, brand, channel/retail and shopper business issues.

At the heart of C+R's Illuminator® Shopper Solutions is the Illuminator®

Shopper Panel powered by Prodege, a consumer engagement platform with millions of verified members with proven spending histories. The panel provides unique insight into the behaviors of their shoppers via receipt, location and digital data sample that fuels our custom shopper insights solutions.

With our Illuminator® Shopper Panel, we combine the what and the why to leverage our deep perspective to provide recommendations to move your business forward.



## Votified – real-time online voter profiling!

Looking to enhance the data on your online voter project? Votified can help.

Votified is the first real-time online voter profiling tool. It allows you to combine the benefits of phone-based registered voter lists with the speed and convenience of online sample.

**How does it work?** Votified works with any online sample source, ap-

pending verified registered voter details in real time to panelist records entering your survey. This allows you to set quotas and constraints based upon political affiliation as well as voting history.

**Large voter database.** Logit has partnered with several leading third-party providers of voter profiling data, allowing Votified to match to a combination of over 500+ profile points across multiple sample sources.

**Online vs. phone.** Votified allows you to run voter campaigns in a fraction of the time compared with traditional phone projects. Studies are also more economical and when political season comes along, finding available seats for dialing is no

longer a problem.

**Versatile profiling points.** Even when it's not election season, Votified can be a powerful tool. With access to more than 500 registered profile points, you can verify panelists using a wide range of data points tailored to your study's specific needs.

**Real-time quota management.** Votified compares panelist records to registered voter lists in real time. This allows you to set up quotas based on party affiliation and likelihood to vote.

Learn more about how you can increase the quality of your project's data set.

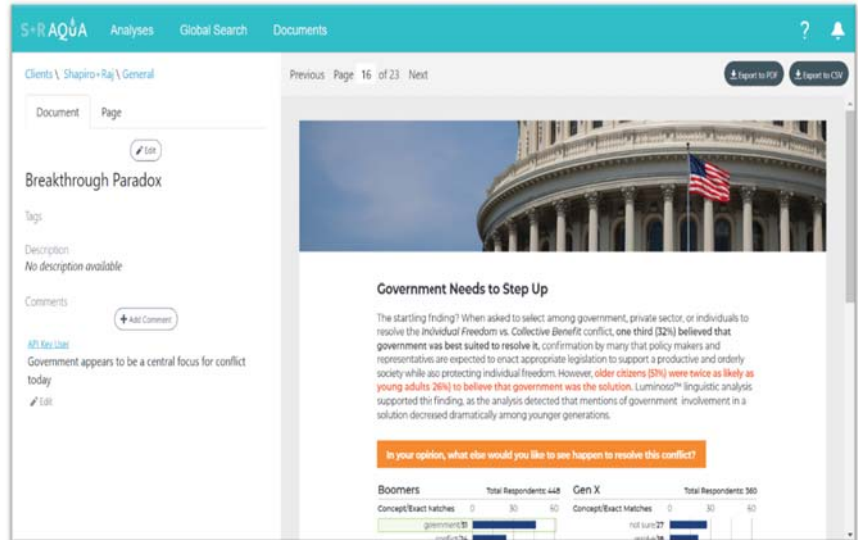
[logitgroup.com/innovation](http://logitgroup.com/innovation)



## Extract more insight in less time with S+R AQUa™

**A** wash with data, starved for time and prone to biases, we likely leave deeper insights on the table. S+R AQUa™ is our proprietary advanced qualitative analytics engine powered by machine learning and artificial intelligence to analyze natural language data via transcripts. Alone or with Luminoso™, a technology licensed from MIT, we uncover hidden connections and fresh insights with more depth and in less time than humans could alone.

Whether it's analyzing transcripts from new research or mining historical transcripts, S+R AQUa™ uniquely blends keyword search, supervised machine learning, artificial intelligence and human empathy. We can line up themes and concepts to see where patterns emerge, look at how common ideas are framed to de-



termine their true meaning, conduct sentiment analysis, put video next to themes to account for non-verbal cues (e.g., body language, facial expression, etc.) and more.

S+R AQUa™ sits atop a series of web APIs that efficiently move transcript data and provide analytics. Plus, the S+R Conversation Conversion Engine (CCE) – a blend of AWS programs and our own scripts

– enables faster raw data upload and translation, providing a complete solution that gives us more complete, nuanced and insightful answers to important business questions.

To see how S+R AQUa™ can help you turbocharge insights with agility, leveraging the combination of artificial intelligence and human empathy contact us at [communications@shapiroraj.com](mailto:communications@shapiroraj.com).



## PersonaSmart™ – an enterprise-wide segmentation tool

**P**ersonaSmart™, created by our Segmedica division, is an innovative way of linking personality to decision-making and behavior in any activity. This tool is based on a globally validated personality assessment.

A benefit to grouping audiences in this way is that personalities do not change in adulthood and are the most fundamental drivers of behavior. This approach gets at the root motivations of why consumers and professionals act, believe or buy the way they do – leading to more robust and predictive findings.

A variety of persona models are available which are applicable to different groups, general consumers, physicians, nurses, pharmacists, veterinarians, dentists and patients.



We use PersonaSmart in various ways:

- To enhance insights in any project.
- Include in quantitative segmentation surveys to enhance insight.
- Qualitative segmentation with small universes.
- Use as a segmentation in its own right.

PersonaSmart™ offers several benefits, including:

- The entire company shares a

common and profound understanding of the human dynamics of their market.

- Significant cost and time savings on segmentation projects.

When embedded in your research, these cost-effective, accurate tools provide essential and actionable insights for marketers in all industries. To optimize your market segmentation, positioning and messaging using PersonaSmart™, visit [ResearchAmericaInc.com](http://ResearchAmericaInc.com) or call 1-610-356-1800.





## Powering Your Insights With Innovative ResTech Solutions



## Innovative restech solutions

Schlesinger Group is continually responding to changing landscapes and researcher needs. We have developed new research technology and adjusted approaches to meet qualitative research objectives – online, in-person or combining methods.

Take a peek at our most recent innovations.

### **QuantText™ – Integrated qual made easy**

Add a qualitative phase to your quantitative research with speed and ease. QuantText's individual, text-based chats seamlessly integrate with your surveys to provide the "why" behind the "what."

Ideal when you need to quickly add dimension to your quantitative studies, QuantText is a straightforward, insights-driven approach that provides human depth and empathy alongside your existing quantitative precision. Without adding time or

complexity, QuantText delivers deeper perspectives to drive smart, informed business decisions.

No matter the topic or objective, the individual nature of the chats enables you to move beyond surface-level answers. Whether it's diving deeper into sentiment with a brand tracker, exploring further on a concept test or anything in between, QuantText elevates survey research outcomes with added context.

### **Moderate Anywhere™ – Conduct your in-facility research from anywhere**

Moderate your in-facility research from the comfort of your home or office using our latest high-performing digital research technology.

Schlesinger Group hosts your participants in our facilities across key U.S. markets and streams a live two-way video experience to the remote moderator.

Moderate Anywhere provides

a new solution to researchers who cannot or prefer not to travel but still want to leverage the in-facility experience for IDIs, focus groups, product and device testing and central-location tests. The solution allows you to collect the valuable feedback that researchers count on from the in-person space, such as sensory and usability, with the benefit of retaining a secure environment for sensitive products and materials.

Consolidate timelines and quickly access your target audiences across markets and time zones, visiting several Schlesinger markets on the same day to gather insights faster. Eliminate the cost of hotels and flights for your entire research team to make the most of your research budget.

Learn more at [SchlesingerGroup.com](https://www.schlesinger.com).



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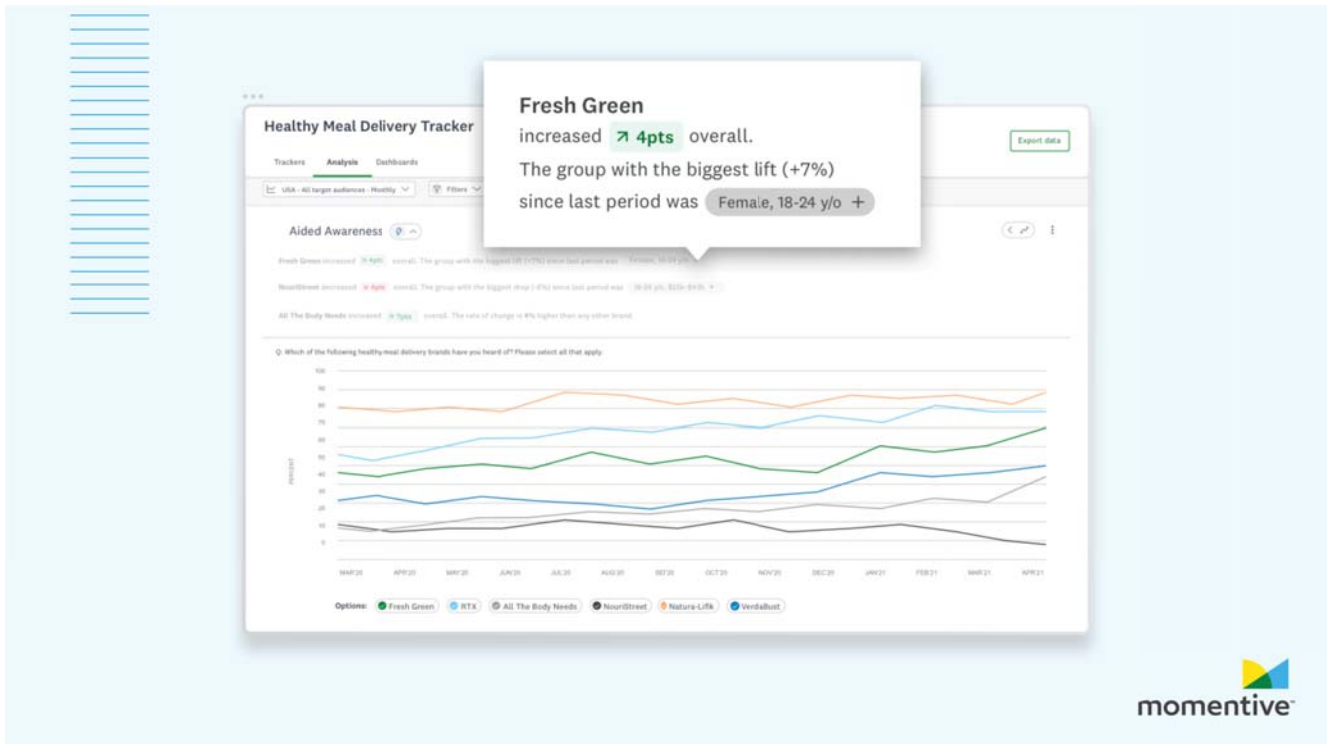


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**momentive™**

**Brand tracking built for the pace of modern business**

When it comes to adapting your brand strategy to industry trends with agility, timing is everything. Capturing data about your brand and your market over time and getting results in real time are the keys to successful brand evolution and business acceleration.

Brand Tracking by Momentive is a new approach to tracking that combines flexible services and AI-powered analysis to get you the brand insights you need, faster and more frequently.

Now, companies can continuously measure brand health, behavior trends and consumer perception across multiple markets, assessing campaign effectiveness and conducting competitive analysis.

Brand Tracking by Momentive comes with:

- Design consultation from our research experts.
- Fully managed fielding to your target audience with consistent data sources you can trust.
- Dynamic, always-on longitudinal analysis.
- AI-powered insights to surface meaningful trends and the specific segments driving those shifts.
- Custom dashboards to control the narrative you share with stakeholders.

Leading sustainable footwear and apparel brand Allbirds relies on the solution to run timely surveys on-demand at a fraction of the cost of their previous agency. Instead of receiving quarterly reports produced by a third party, Allbirds uses Brand Tracking by Momentive to continuously monitor its brand health in key markets, collecting more than 14,000 responses each year. Prior to entering

a new market, Allbirds also runs studies to establish baseline brand awareness, understand how local consumer segments perceive the brand and identify what people expect to pay for their products in that area.

“Brand awareness is a key component of our growth and expansion strategy. It’s critical we have an up-to-date understanding of our public perception and marketing funnel metrics at all times to understand our existing customers and identify new opportunities,” says Jen Jammaladaka, associate director, global brand marketing at Allbirds. “The Momentive technology empowers our teams to get the business-driving insights we need to make informed decisions quickly.”

Swap high-effort for high-tech with Brand Tracking by Momentive. Get in touch for an in-depth solution demo or to consult with our research experts.

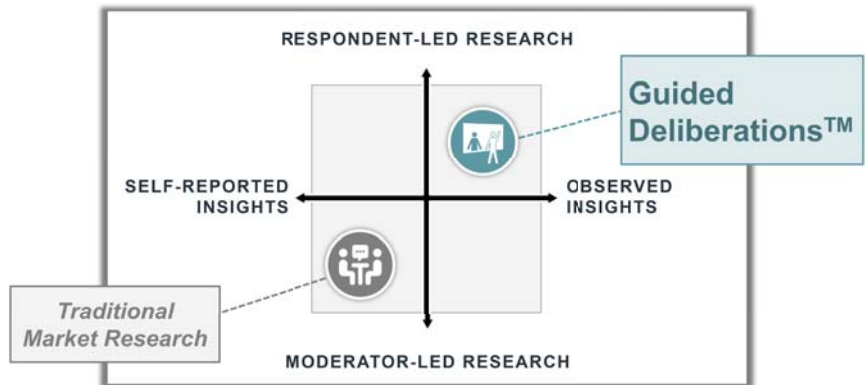
Contact [marketresearch@momentive.ai](mailto:marketresearch@momentive.ai) or visit [www.momentive.ai/solutions/brand-tracking](http://www.momentive.ai/solutions/brand-tracking).



**Finding one idea that works across diverse audiences with S+R Guided Deliberations™**

Marketing’s job is to change behavior with ideas that break through and persuade. However, it’s a complex task with many influencers, each with their own biases. S+R Guided Deliberations™ is a unique methodology designed to reveal the biases shaping each individual’s viewpoint and how they eventually get behind one core insight that inspires a unanimous verdict.

This unique and highly effective decision-making research methodology is grounded on the breakthrough work coming from our partnership with the University of Chicago Law School. The jury room is a microcosm of decision-making on steroids, in a very diverse group. By integrating social science principles, we deconstructed the jury deliberation process – how the hu-



man mind processes information in high-stakes situations, how each jury member collaborates with others and how they make decisions that are true to their sensibilities but in agreement with the rest of the group. We have also perfected the execution of this method in a virtual context, leveraging a powerful set of technology solutions.

S+R Guided Deliberations™ has been a powerful tool in helping clients

identify compelling ways to frame messages, inject “nudges” into their creative and customer experience and effectively preempt objections, resulting in a positioning or messaging platform that works effectively across highly diverse constituents.

To see how S+R Guided Deliberations™ can help you chart the best path forward contact us at [communications@shapiroraj.com](mailto:communications@shapiroraj.com).



**Traditional surveys are dead**

For far too long, surveys have only provided heaps of quantitative data – leaving you with reliable findings but only half of the story. The qualitative insights that bring respondents’ feedback to life were missing. Researchers have often relied on focus groups or interviews to fill the gap but these methods require even more time and effort. *It’s time to evolve.*

At GroupSolver®, we provide the same features and benefits of traditional survey platforms but with a new open-ended experience. Our AI moderates an interactive process that cleans, codes and quantifies open-ended data in real time. From there, businesses can listen to those who matter most – the customers – and use their natural language to answer those burning “why,” “what” and “how”



questions. Think of it as mini automated focus groups embedded within a traditional survey flow that are asynchronous and do not require a moderator.

We’re reinventing what’s possible with online surveys – putting actionable insights and a holistic view of your audience at your fingertips.

We work with a range of clients including small and large brands and agen-

cies. Find out why companies like Amazon, adidas and IRI trust GroupSolver® to help make important decisions, ranging from branding, product testing and customer segmentation to pricing and much more. Whether it’s a small pulse check or a global study, we have it covered.

[www.groupsolver.com](http://www.groupsolver.com)



# Foresight 50+

BY AARP & NORC

A New Generation of Research

[Foresight50.NORC.org](https://Foresight50.NORC.org)

# Foresight 50+

BY AARP & NORC

## A new generation of research

**F**oresight 50+ by AARP and NORC offers deep insight into the views and behaviors of Americans 50 and older. We work with researchers and decision makers to survey older Americans on everything from what they buy to what they think. We're the largest high-quality survey panel on this demographic, combining the consumer expertise of AARP with the scientific rigor of NORC to amplify the voice of the fastest-growing age group in the country.

### Why choose Foresight 50+?

**Size:** Foresight 50+ is the largest high-quality research panel of Americans aged 50 and over. Researchers know that insights are only as good as the quality of the data they are based on. The dramatic decrease in telephone landlines makes it harder to create truly representative, high-

quality panels. But Foresight 50+ combines proven sampling methods, such as mailings and phone calls, with in-person recruitment of participants. This ensures we're reaching all corners of the nation.

**Accuracy:** NORC's scientific rigor delivers reliable, actionable insights to decision makers who can't afford to be wrong. Much of the other research done on 50+ adults is based on skewed opt-in samples or very low response rates, which results in a distorted picture of this population.

**Representation:** We go the extra mile during recruiting to make sure every segment of the diverse 50-and-over population is represented on the panel. Foresight 50+ also engages its panelists online and on the phone, so that everyone has an opportunity to share their opinions regardless of whether, or how often, they go on-

line. This intense focus on accurate representation means clients won't miss out on the thoughts of harder-to-reach audience segments – and won't make bad business decisions based on bad data.

**Expertise:** Foresight 50+ combines the consumer expertise of AARP with the trusted science of NORC to amplify the voice of this influential group of Americans. Americans 50 and older have demonstrated that they have significant buying power and political power. For instance, even though the 50-and-over population was less than 40% of the country in 2020, it was 52% of registered voters. Knowing what this group thinks is business-critical.

### Foresight 50+ Omnibus

For clients who need rapid research results, Foresight 50+ Omnibus is a high-quality, cost-effective option. Omnibus clients receive survey results from 1,000 adults within two weeks of submitting questions. Omnibus is an affordable option for measuring brand awareness, tracking consumer sentiment or testing messaging or ad campaigns.

Interested in learning what makes this dynamic and influential group of older consumers tick? Reach out today at [Foresight50-BD@norc.org](mailto:Foresight50-BD@norc.org).

[Foresight50.norc.org](https://Foresight50.norc.org)



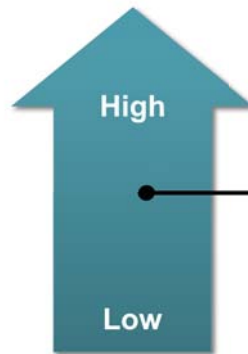
## Why settle for an X-ray when you can get an MRI with S+R Relationship Monitor™?

Marketing science has clearly shown that strong relationships result in strong brand resonance that leads to customer loyalty and advocacy and delivers profitable growth.

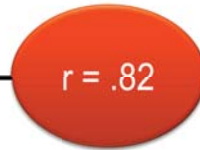
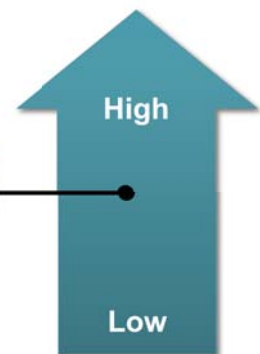
S+R Relationship Monitor™ is our proprietary quantitative study that in a matter of weeks can tell you where you stand and what you can do about it. A critical difference between the X-rays that are the research industry norm in brand studies versus S+R Relationship Monitor™, the MRI, is that the latter digs deeper and addresses symptoms that others do not.

There are two key ingredients at the heart of our approach: (1) The actionable structure that classifies relationship grades across a transactional

### BRAND RELATIONSHIPS



### FREQUENCY & LOYALTY



to bonded spectrum; (2) the critical drivers that underpin each relationship type. These robust and dynamic data serve as the staging ground for deeper analysis.

S+R Relationship Monitor™ is like the Swiss Army knife of brand studies. In one fell swoop, it gives you everything you need to understand the current status of your brand's relationship health, pinpoint the direction to

improve its standing, highlight the relationships you must defend, define a roadmap to expanding opportunities with less committed customers and reveal diagnostics that can clarify patterns in other data sets.

To see how S+R Relationship Monitor™ can turbo-charge your brand's relationship and illuminate new paths for growth contact us at [communications@shapiroraj.com](mailto:communications@shapiroraj.com).

## E-mail surveys are dead tech

Traditional market research feels more like a test than a meaningful brand engagement – which is what your customers crave.

At Rival Technologies, we're reinventing the way market researchers engage with their participants on mobile. We blend best-in-class digital experiences with sophisticated market research to uncover deeper, richer insights – fast.

### Four reasons to use Rival

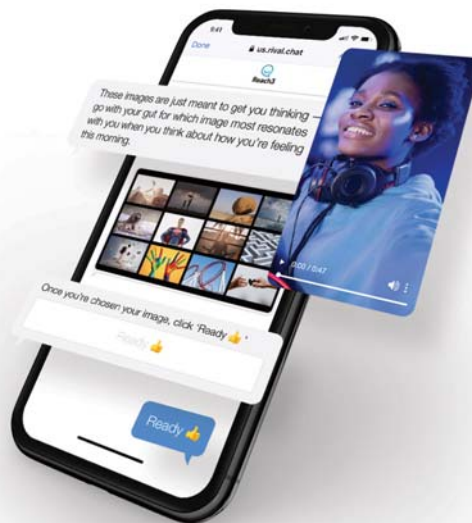
#### Superb respondent experience:

Increase your response rates and drive brand loyalty by engaging consumers in a way that feels organic, familiar and fun.

#### Sophisticated tooling:

Harness the power of quant and qual on one robust platform.

#### Make video the standard:



Punctuate quant with video feedback in one friction-free learning stream.

**White-glove support:** Succeed every step of the way with the help of our team of research experts.

### Trusted by researchers who rival the status quo

Talking about the Rival platform, Dana Wade, vice president of creative strategy and cultural intelligence at ViacomCBS Velocity, says, "I can't imagine life without this tool available to us because we've gotten such great traction in the use of our studies and with our team using it."

Rival is sister company to Reach3 Insights – an award-winning full-service consulting company using innovative tools and approaches to reinvent and reinvigorate research for maximum business impact.

For more information, check out [www.rivaltech.com/quirks21](http://www.rivaltech.com/quirks21).

# Fill your innovation pipeline with a Trends Prototyping Sprint



When the pandemic hit, all in-person meetings ground to a halt – and that included innovation meetings. But innovation pipelines couldn't stop just because in-person meetings did.

Our team at Ebco has designed a fast-paced, highly immersive virtual innovation process that brings the best of in-person meetings without getting everyone in one room. After months of video meetings, we know that many people have started to dread them. That's why our Sprint is built to be highly engaging, with a well-choreographed and highly customized agenda, small-group engagement and real product materials for your team to build prototypes at home. Through three, three-hour workshop sessions, your team will come away with hundreds of new ideas for your innovation pipeline.

Before the Sprint, we conduct extensive research that uncovers trends in your industry to determine what consumers are interested in and where the industry is headed. That means that every idea generated during the Sprint has already been directly connected to the trends impacting the category, putting you one step closer to bringing new products to life. Your team then comes together virtually, where we share our research and guide your team through a series of brainstorming exercises both as a large group and in smaller breakout groups focused on prototyping and ideating together. On the final day of the Sprint, you get to experience your new ideas hands-on as each member of your team builds a prototype using the materials we send them. By the end, you have hundreds of ideas, prototypes and concepts for strategic planning, concept testing and development –

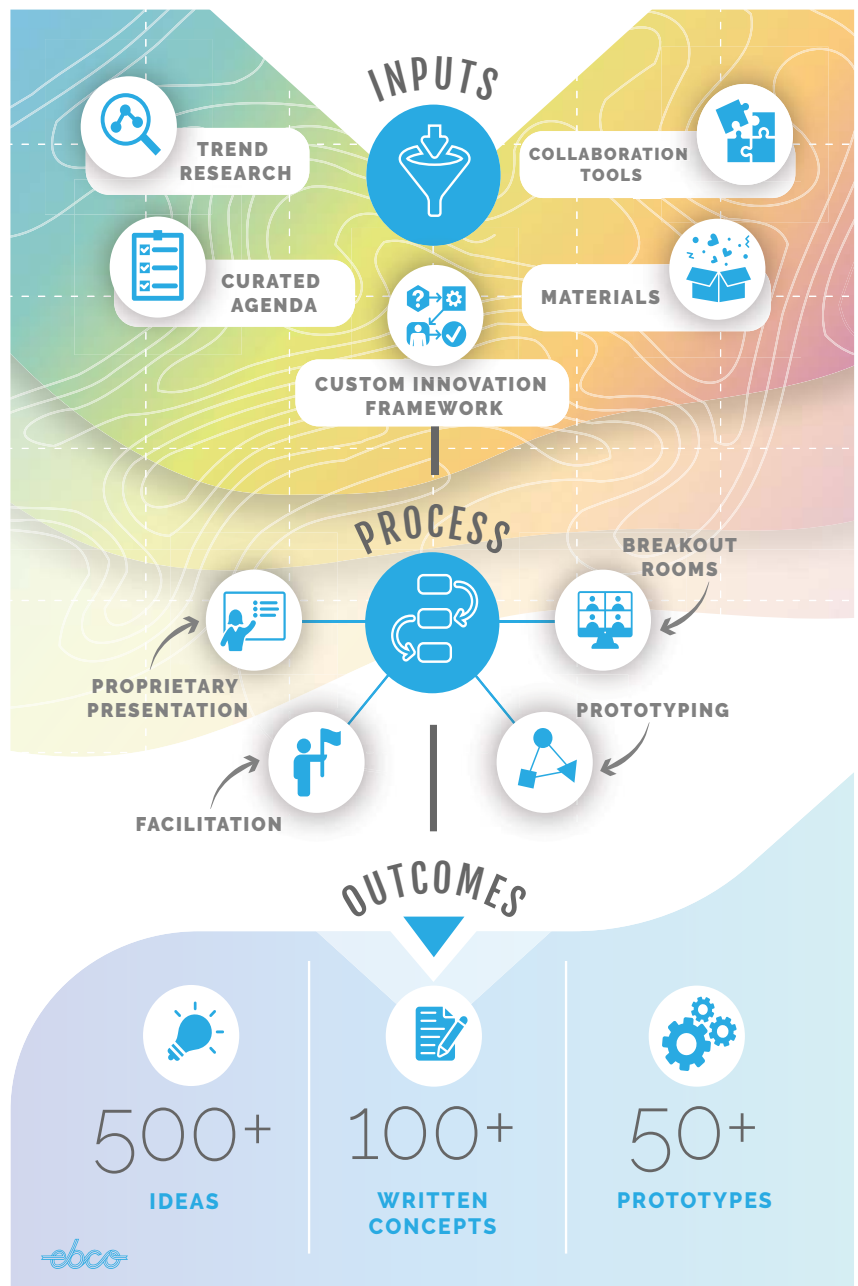
and ultimately your pipeline.

During a recent Sprint, we brought together our Fortune 1000 client's 60-person innovation team in what the client described as "the best workshop" he had ever attended. He said his team had never been so invigorated, with high retention from session to session as they eagerly developed and shared new ideas. After only three sessions, the client walked away with more than

550 ideas, 125 written concepts and 40 prototypes built by their team during the sessions. Because these ideas have already been validated by trends research, the client is quickly moving into concept development to bring these ideas to life.

Whether you're at home due to the pandemic or your team is spread all across the globe, you don't need to be in one room to develop the next big idea. Reach out to start your own Trends Prototyping Sprint.

[theebco.com](http://theebco.com)





## SyncSupport: Bridging the gap between transcript and final report

Rooted in service, with an unquenchable thirst for excellence, SyncScript was founded with a singular goal: help our clients work more efficiently. SyncScript is the go-to transcription and translation firm for market research. When the pandemic hit, we looked internally and realized the strength of our company lies in our people. Research professionals, helping other research professionals.

We're offering an innovative approach that gets you to insights faster. Our research colleagues are being tasked to do more, faster – stretching resources, adopting new methodologies and delivering immediate insights.

Introducing SyncSupport, curated back-office administration, project management and analysis when it's needed most – customized for you. We're nimble, knowledgeable and friendly! SyncSupport is an on-demand team of analysis and administrative support curated to fit your needs.

**Excel analysis grids:** Is there an accelerated way to review your transcripts? There really is! Audio files are transcribed into Excel offering an easy way to view data in one spreadsheet. Matrix grids created from discussion guides foster quicker analysis, offering sleek, catalogued insights. This is graduate-level transcription.

**Topline updates:** Need insights in real time? We've created a summary report, customized and curated to your research. Toplines include identification and highlight of specific themes, verbatim quote complements, number of keyword mentions, and high-level points.

**Pulling quotes:** Already begun your detail-laden report? We can help by isolating verbatim quotes organized

by theme, objective or goal. Unpretentiously presented in a simple guide – simplicity at its finest.

**Proofreading:** Not sure if a semicolon or comma is required? Our quality assurance team is. From delivering top-notch transcription and translation, our team would love to review your deliverable to ensure an error-free product.

**Link testing:** Love spending time testing quantitative links? We do! Our team of link-lovers takes the pain out of this administrative task.

**Virtual concierge services:** Utilizing a DIY platform? Video platforms have challenges. Let our team provide a knowledgeable, friendly, virtual hostess to help with link distribution, tech issues, show rates and pay-and-sends. We'd prefer not to boast, but we're pretty cute too.

*Curated support – research is never one-size-fits-all.*

www.syncscript.com  
hello@SyncScript.com  
610-340-1165



## How Does the Implicit / Explicit Test™ Work?

### 1 Calibration



Complete a series of tasks which assess how fast of a reaction is an implicit reaction

### 2 Priming



Focus the brain on a topic / subject / memory / experience and provide the stimulus

### 3 Projection *(if needed)*



Project complex experiences (like emotions) to an object

### 4 Assessment



Complete a series of assessment tasks for the stimulus or the projection of the stimulus

insightsNOW

# insights NOW

## Six ways to use implicit testing

Using implicit testing in market research projects creates deeper insights, uncovering the true “whys” behind consumer behavior and preferences. But there are probably more ways than you realize to get better answers using implicit testing. In our recent e-book, “Six Ways to Use Implicit Testing,” we explore unique applications using The Implicit/Explicit Test™ – a patent-pending market research methodology from InsightsNow.

### Why use The Implicit/Explicit Test?

By studying implicit and explicit reactions, researchers are able to gather the insights needed to impact future consumer behavior – either by nudging current behaviors along or disrupting behavior to drive new choices. The test assesses reactions and provides calibrated classifications for each person. This shows the exact percentage of people who are reacting a certain way, allowing a quantifiable forward path for products, projects and plans

and creating realistically achievable metrics for all key stakeholders and for the supply chain.

### How The Implicit/Explicit Test works

Study participants begin with a calibration exercise that both familiarizes them with how the questions work and identifies where to set a cutoff time to identify an implicit response from an explicit response. Then, priming prepares the brain to have context at the ready to allow measurement of whether the association or memory is implicit or if the brain is working to solve an incongruity. Typical priming examples include storytelling, presentation of concepts and videos.

After priming, researchers can use projection. This is typically used when the associations or reactions you want to measure occur quickly or in a context where it is not possible for the person to complete the usual reaction test. In the assessment stage, the primed question is shown and a

series of words, phrases or pictures are flashed quickly. The participant simply selects the positive or negative response. The moment they make a selection, the next word appears. The implicit score is a calculated score based on the speed (fast or slow response) and the positive or negative reaction from a study participant.

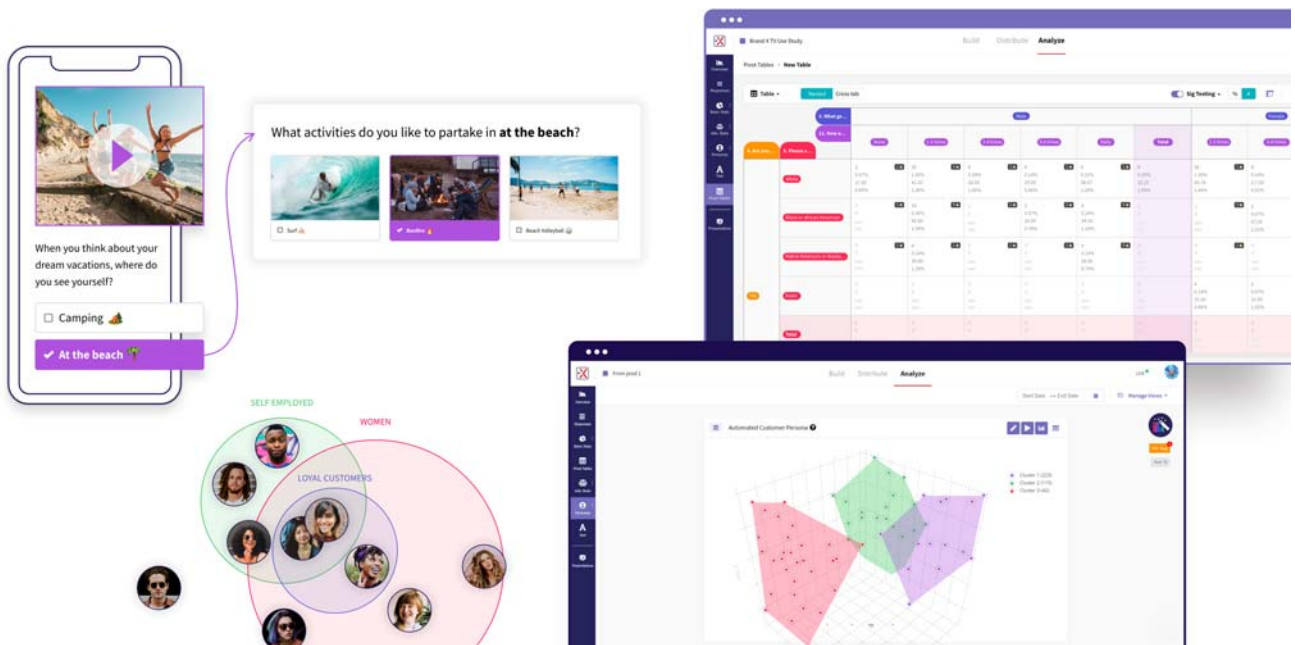
### Ways to apply implicit testing

So what are the ways The Implicit/Explicit Test helps researchers go deeper? We talk about six in our e-book:

- Claims testing to achieve behavioral impact.
- Ingredient scoring to build clean-label products.
- Ingredient benefit associations for functional product design.
- Message testing for media targets.
- Emotions testing to understand product experience.
- Concept scoring to uncover category lift

So when you need to truly understand human behavior, it is essential to build implicit testing into your next project. Find out how by getting our new e-book, “Six Ways to Use Implicit Testing.”

[www.insightsnow.com](http://www.insightsnow.com)



# sight·x

## SightX: Automating curiosity

It's no secret. There are a lot of ways to conduct market research.

There are tools that can help you create surveys, others to analyze the results and even more that improve data visualization. There are tools to help you test your ads, some for advanced experiments and others still for collecting basic feedback.

While many of these tools serve specific niches within the consumer insights space, they have only further siloed data and fragmented knowledge within companies. But that doesn't have to be the case, thanks to SightX, the only insights platform you'll ever need. Build projects, distribute surveys, conduct experiments, collaborate with your team and analyze the results all in a single, unified hub.

### Save time and add efficiencies

For those in the insights space, it should come as no surprise that the average research analyst wastes 45-70% of their time on repetitive manual tasks. SightX was built for those who'd rather use that time diving into the meaning of their results instead of cleaning, formatting or restructuring data.

With SightX you can own the entire research process from start to finish; we call it end-to-end for a reason. Design studies as simple or advanced as your use-case requires, with the ease provided by a user-friendly interface. And automate your most time-consuming projects like concept testing, conjoint analysis and maxdiff to accelerate your studies.

The SightX platform puts a wide range of advanced analysis capabilities right at the users' fingertips – allowing them to gather actionable insights in real time, with just the click of a button.

Need access to consumer panels? SightX has you covered, with direct access to over 70 million people worldwide. Each respondent profile is equipped with over 200 unique attributes for pre-screen criteria, allowing for more precise audience targeting.

And through multiple layers of rigorous cleaning, tracking and vetting measures, we work to ensure our users only receive the highest-quality data.

But SightX isn't just for market research and insights pros. The user-friendly UI makes it easy for anyone – no matter their level of expertise – to field surveys, concept tests, market segmentation experiments, brand trackers, conjoint studies and more.

### Taking the burden off of the 'Y' in DIY

Despite the self-service label, SightX users have access to the best thinking in the insights field through supported research services. The in-house team of consumer research experts can guide users through every step in the research process, from scripting to full-service development and everything in between.

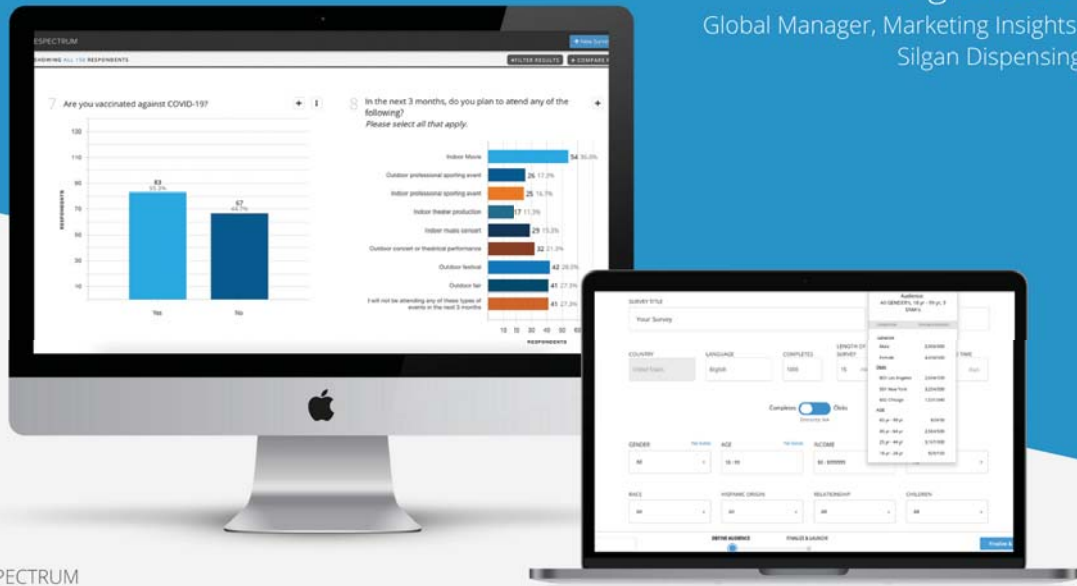
The SightX platform is the next generation of insights tools, aiming to make research accessible and, dare we say, fun for everyone. By providing customers with the most robust yet flexible research platform in the world, SightX enables anyone to impact their organization with just the click of a button.

sightx.io

"Using the [PureSpectrum] dashboard was easy and intuitive: I could check in during my surveys, view the data as charts and graphs, and help visualize the numbers. The platform is reliable, nimble, and efficient."

Olga Bates

Global Manager, Marketing Insights  
Silgan Dispensing



 PURESPECTRUM



## PURESPECTRUM

### PureSpectrum: The future of quality insights

PureSpectrum combines proprietary measurement tools and third-party data validation to quickly collect high-quality insights. With PureScore™, the industry's first and only respondent-level scoring system, researchers receive unparalleled quality data. The multi-source supply offered in the PureSpectrum Marketplace platform means researchers can instantly connect with respondents from 50+ countries and target niche B2B and consumer audiences.

#### Introducing PureSpectrum Insights Platform

Built to make researchers' jobs easier, PureSpectrum recently introduced the PureSpectrum Insights Platform to work in tandem with the quality-first

PureSpectrum Marketplace Platform. This innovative synergy provides researchers the ability to program studies, quickly source respondents within a global marketplace and analyze data all on a single dashboard.

#### The industry's most user-friendly survey creation

Developed for cutting-edge research, the PureSpectrum Insights Platform offers simplified survey configuration, real-time results and an easy-to-use analytics suite. Skip logic and advanced piping capabilities are included in the questionnaire design as well as a multitude of different question types for both screening and primary survey questions. Age, gender and location data are also automatically collected.

The state-of-the-art insights platform provides a comprehensive experience for users to analyze data, including the ability to create crosstabs and data cuts and run significance tests. Data is easily visualized with the ability to create different variables that are exportable for inclusion in presentations

and reports. In one dashboard, trackers and projects with multiple collection periods are effortlessly viewed.

#### Today's research shouldn't require subscriptions

Unlike its predecessors, the PureSpectrum Insights Platform is available without licensing fees or commitment to a fixed subscription. Researchers now have the power to access the largest consumer dataset available and only pay for the research they need. The PureSpectrum account and service teams provide world-class customer support for every project, ensuring guidance at any level.

PureSpectrum, offering an innovative and seamless research experience from project inception to final reporting. Make decisions more efficiently and faster than ever before with the Insights Platform.

Ready to learn more about PureSpectrum? Schedule a demo today.

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## // Survey Monitor



### ... employee research

## Burning bright, burning out

Workloads impact worker well-being even more than COVID-19

As the pandemic closes out its second year, many businesses have had to work harder than ever to continue to be successful or regain losses. And this means that workers, who already bear personal stress from the pandemic, are continuing to grind in the strange new work world that has asked many employees to do more with less.

A recent survey by the Conference Board reveals that 57% of workers say their mental health has degraded since the start of the pandemic. The driving factor behind this decline: their workload. In fact, work pressures are so great that half of respondents say work demands are taking a bigger toll on their mental health than COVID-19.

What's more, the survey reveals a stark gender divide. Women are disproportionately suffering from work-related pressures – at more than 1.5 times the rate of their male counterparts. This

is likely due to the combined pressure of work and home life.

More than three quarters (77%) of respondents list concerns like stress and burnout as one of their biggest well-being challenges at work; that's compared to a little over half (55%) reporting mental well-being concerns six months ago. Despite the long-lasting pandemic, concerns over mental health are nearly double those of physical health (77% vs. 40%). And substantially more women (82%) than men (68%) report mental health as their biggest concern.

Half of respondents (50%) report that “pressure related to workload” harmed their mental health. Women (56%) and Millennials (60%) report their mental health suffered from workload pressure compared to men (37%), Gen X (53%) and Baby Boomers (39%).

This difference is in part due to blurred boundaries between work and

personal life, which were more frequently reported by women (48%) and Millennials (54%) than men (34%), Gen X (47%) and Baby Boomers (32%).

But worries over COVID-19 itself also persisted. Thirty-seven percent of overall respondents reported that fear of exposing loved ones to the virus substantially impacted their mental health, with Millennials (50%) leading this group followed by women (41%), Gen X (35%), Baby Boomers (33%) and men (29%).

Overall, more than half (57%) of respondents feel their mental health has deteriorated to some degree during the pandemic. More women (60%) report this deterioration of mental health than men (48%) and more Millennials (63%) report the same than their counterparts (Gen X, 59%; Baby Boomers, 47%). The mental health of Baby Boomers is the most unchanged, with 41% saying their mental health remained the same, followed by 29% of Gen X and 21% of Millennials.

Nearly half (49%) were able to keep up their regular physical health regimen during the pandemic, compared to only 30% who were able to keep up a regular mental health regimen. More than a quarter (28%) don't have a regular mental health regimen, compared to those who lack a physical health regimen (4%).

So what can supervisors do to take care of the mental health of their employees? It's clear they care but how far will they go to support them? Most respondents (75%) feel their supervisor genuinely cares about their well-being. But significantly fewer (only 55%) think their supervisor would change their workload to address their mental health concerns. Half of respondents (54%) feel that their organization's initiatives to support their well-being were either not helpful (18%) or slightly helpful at best (36%).

What does help? Workers value support balancing their workload, staying social and being healthy. Some resources to support well-being were more avail-

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able than others: programs that support emotional well-being (82%); online resources and tools on well-being (79%); formal policies that support work/life integration (78%); and programs for well-being education (74%).

Of those for whom it was available, “formal policies that support work/life integration” were considered the most effective, with half of respondents (50%) reporting them helpful. Also helpful were “activities for social wellness and belonging” (48%) and “incentives for healthy habits” (41%).

There are gender and generational differences in program usage and effectiveness, with women and Millennials currently taking advantage of formal policies that support work/life integration more than their counterparts: women (39%), men (30%), Millennials (46%), Gen X (38%) and Baby Boomers (27%).

Women and Millennials were also more likely to find these policies helpful, and women also found online resources more helpful than men (32% vs. 21%). Across generations, Baby Boomers found online resources more helpful than Millennials (26% vs. 21%) but Gen X were the most likely to find these helpful at 31%.

The survey was conducted by The Conference Board and surveyed 1,800 U.S. workers.



••• consumer research

To buy or not to buy?

A brand’s politics might make or break a sale

It’s hard to miss – we’ve become increasingly tuned into the political views of others and how those views do



••• health insurance research

Communicating the benefits

Employers face challenges when using benefits vendors

Despite 93% of employers finding it important to be part of their employees’ long-term financial wellness through the health and retirement plans they offer, only half currently offer a high-deductible health plan (HDHP) option paired with an employer-sponsored health savings account (HSA) program.

Benefits education is an issue that impacts employees and employers alike. In a recent survey commissioned by HSA provider Bend Financial, 1,000 benefits decision makers at American employers ranging from two to 5,000+ employees were asked to describe their feelings about being part of their employees’ overall financial wellness, provide their thoughts on benefits vendors and test their current base of knowledge surrounding HSAs.

Nearly half cited educating employees as their biggest challenge when using benefits vendors. Unsurprisingly, only one-third rated their current employee benefit communications as “excellent.” And confusion seems to especially loom around HSAs, with 56% not knowing an employee needs an HDHP to be eligible for an HSA and 50% not being aware an HSA stays with an employee even after they lose their job or insurance coverage.

Despite continued confusion surrounding HSAs, three-quarters of employers would still be likely to offer an HDHP option with an employer-sponsored HSA program if employees requested it.

When selecting health-related benefits vendors, employers prioritize cost (48%); user experience (44%); how well their tech works for/integrates with company systems/processes and other benefits already in place (40%); and how well their tech works for employees (35%).

Employers encounter a variety of challenges when using health-related benefits vendors, including educating employees (47%); educating HR/internal staff (35%); enrollment (35%); and initial integrations (29%).

When it comes to health savings accounts, employers were subject to a variety of misconceptions. Fifty-six percent didn’t know an employee needs an HDHP to be eligible for an HSA (56%). Fifty percent weren’t aware an HSA stays with an employee even after they lose their job or insurance coverage (50%) and 43% didn’t know HSAs can include investment options and be beneficial in saving for retirement.

The survey was commissioned by Bend Financial and polled 1,000 benefits decision makers at American employers ranging from two to 5,000+ employees.

or don't align with ours. But what implications might this have for companies who wish to attract consumers across the political spectrum? Digital.com surveyed 1,250 Americans ages 18 and older to gauge the influence of political and social issues on the purchasing process.

Overall, 47% of Americans say they are unlikely to patronize a business with opposing political views. Forty-nine percent of independent voters, who don't necessarily align with one of the country's dominant political parties, are unlikely to patronize businesses with opposing political leanings. Sentiment among Democrats and Republicans isn't far behind. Forty-six percent of Democrats and 45% of Republicans say they are unlikely to purchase products or services from businesses that have political views that do not match their own.

When asked why they pay attention to a company's political and social views, the plurality of Democrats (34%) and independent voters (28%) say it's because they want their money to have an impact beyond their purchase. Meanwhile, 26% of Republicans say it's because they don't want their money supporting candidates or causes with whom they disagree.

A company's political leanings are more likely to influence women than men. Fifty-three percent of women say they are unlikely to buy from a company with a different political view, compared to 38% of men. Women are split on why a company's political and social stances are meaningful to them. Twenty-nine percent say it is because they don't want their money being funneled to causes or candidates they do not support, while another 29% want their money to have an impact beyond their purchase. This reason was also cited by 28% of men as to why they consider these factors when choosing which companies to patronize.

Generational differences arose in the survey results as well. Fifty-two percent of people 55 and older and 48% of people ages 25-34 aren't likely to buy from a company with a different political alignment. By comparison, 46% of 35-44-year-

olds, 44% of 45-54-year-olds and 41% of 18-24-year-olds feel the same way.

Excluding Americans ages 55 and older, the main reason respondents gave for considering a company's political and social stances is that they want their money to have an impact beyond their purchase. The plurality of Baby Boomers (34%) don't want their money going to support candidates or causes they oppose.

A slightly smaller percentage of U.S. shoppers, 45%, are unlikely to purchase products or services from companies that don't have a stated sustainability policy. Fifty-five percent of respondents ages 18-24 say they're unlikely to buy from a company that doesn't have a published sustainability policy. Among other age groups, the likelihood that they would not buy from a company without a stated sustainability policy ranges from 41% (25-34-year-olds) to 47% (45-54-year-olds).

When looked at through the political lens, the survey found 49% of Democrats and 43% of independent voters are unlikely to buy from companies without sustainability policies, compared to 39% of Republicans.

Men and women are aligned in their feelings about the need for sustainability policies. Forty-nine percent of both genders say they are unlikely to patronize a business if it doesn't have a stated sustainability policy.

Lastly, the survey found that among all U.S. shoppers, 40% are unlikely to buy from businesses without stated diversity, equity and inclusion (DEI) policies. Women are less likely to patronize a business without stated DEI policies. Forty-four percent of women are unlikely to buy products or services from a business without DEI policies, compared to 34% of men. Among ethnic minorities, 50% of Hispanic/Latino respondents say they're unlikely to buy products or services from a company if it doesn't have stated DEI policies, compared to Asian (43%), Black (40%) and white (38%) respondents.

The survey was conducted on behalf of Digital.com by Pollfish and polled 1,250 American adults on July 21, 2021.



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••• sustainability research

## New consumer expectations

Teens look to businesses to tackle climate change



Teens have no problem putting pressure on companies to make necessary change in the world and this is particularly true when it comes to climate change. According to a survey of 1,006 teens conducted for Junior Achievement by ENGINE Insights, most teens (73%) agree that business innovation will be required to slow or stop global warming and climate change. However, only a third (33%) believe it is businesses' responsibility compared to "all of us as individuals" (69%). A slight majority (52%) agree that businesses act more responsibly toward the environment today than they have in the past.

Most teens (75%) believe global warming and climate change are happening as the result of human activity, while far fewer (10%) believe they are happening but not as the result of human activity. A small percentage (3%) say global warming and climate change aren't happening at all. Sixty-five percent of teens agree that they are worried about the impact of global warming and climate change on their future quality of life.

The survey was conducted by ENGINE Insights on behalf of Junior Achievement and surveyed 1,006 13-17-year-olds from September 21-26, 2021.



••• restaurant research

## Hungry for help

Restaurants still lack critical employee numbers

Although the restaurant industry added back many of the jobs lost during the early months of the pandemic, a majority of restaurants remain understaffed. In a September 2021 survey fielded by the National Restaurant Association, 78% of operators said their restaurant did not have enough employees to support existing customer demand. Restaurants continued to have difficulties boosting staffing levels in September, as job growth slowed significantly from recent months. Eating and drinking places added a net 29,000 jobs in September on a seasonally adjusted basis, according to preliminary data from the Bureau of Labor Statistics.

September's modest gain followed a revised decline of 24,700 jobs in August, which means overall employment levels were essentially unchanged between July and September. The last two months represented a sharp deceleration from the average monthly gains of nearly 200,000 jobs during the first seven months of 2021. As a result, eating and drinking places remained more than 900,000 jobs below pre-pandemic staffing levels.

A solid majority of both full-service operators (81%) and limited-service operators (75%) said their restaurant did not have enough employees to meet customer demand in September. For most restaurants, staffing was significantly below necessary levels. Among restaurants that were understaffed in September, 83% of operators said their restaurant was more than 10% below necessary staffing levels. Thirty-nine percent of understaffed operators were more than 20% below necessary staffing levels. Thirty-seven percent of understaffed full-service operators and 43% of understaffed limited-service operators said their restaurant was more than 20% below necessary staffing levels in September.

As a result of being understaffed, 68% of operators say their restaurant reduced hours of operation on days that it is open for business. Forty-six percent of operators cut back on menu items, while 45% closed their restaurant on days that it would normally be open. Forty-four percent say they reduced seating capacity as a result of being understaffed. These practices were much more common in the full-service segment, with a majority of understaffed full-service operators saying they took each of these four actions in recent months.

The National Restaurant Association surveyed 4,000 restaurant operators during September 2021.



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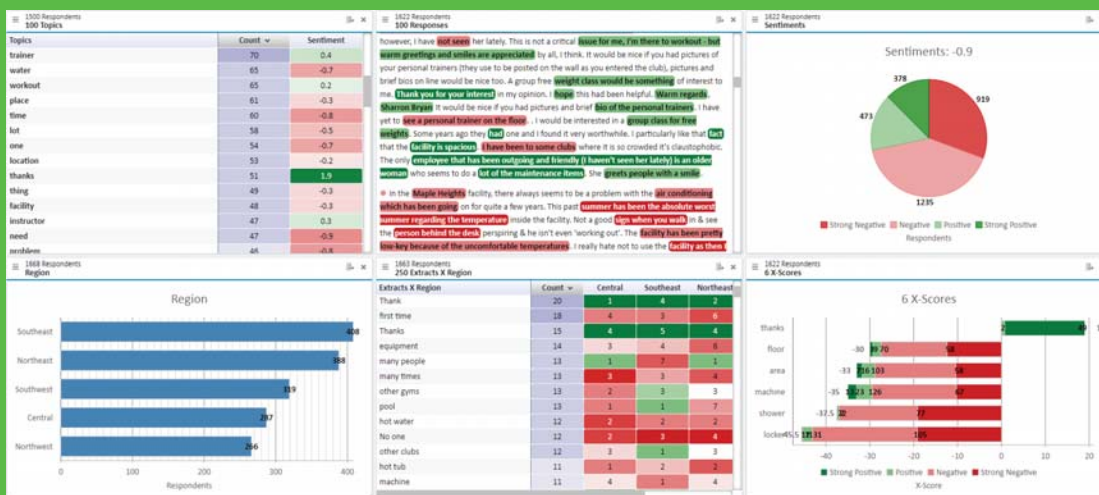
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# 18 TOP TASTE TEST/SENSORY RESEARCH COMPANIES



It's a matter of taste – and that's why it's important to choose the right partner when conducting taste tests and sensory research. Whether you're introducing a new product or improving an existing one, this research provides an opportunity to better understand both your product and consumers and ensure a successful launch.

These companies specialize in a range of taste and sensory solutions for both in-person and virtual needs, from fully stocked test kitchens to remote moderation and observation tools. Whether your research needs require home-use tests, in-market environments or extensive in-facility work, the following companies are equipped to meet the specifications of your next project.



## AOC Marketing Research

Founded 1980s | 25 employees  
Cathleen Christopher, Director of Operations

You need more than a fully equipped kitchen; you need an experienced and professional staff who know how to execute



your test. With 30+ years of experience recruiting and implementing taste tests, AOC will take the worry out of your project so you can focus on the results. Our fully equipped test



## Blending Views

Founded 2018 | 32 employees  
Brian Styx, CEO



Here's the truth...we just do it better. Decades of research experience conducted with several Fortune 500 companies powered the formation of Blending Views. We are a small business with massive capabilities in the Chicago market. We create a seamless testing experience for our clients and respondents, yet always strive to be better. Our commercial kitchen is upgraded regularly, has an open layout and is so clean that it shines! Blending Views' facility is eco-friendly and full of smiles.

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kitchen has ample dedicated circuits, product-prep tables, large and small appliances, cookware and utensils. Our testing rooms feature hardwood floors and seating for 32 with laptops and dividers. Visit our website to find out what researchers are saying about AOC and why our clients consider us their preferred research partner.

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an intimate few to many hundreds. Recruiting low-incidence? That's when we do our most creative sourcing! For central-location tests, we staff and manage the entire process seamlessly. Onsite, enjoy classroom-style or individual booth configurations, ample free parking directly outside our door to ensure on-time starts and a stocked kitchen with two fridges, two freezers, four microwaves, four ovens and its own viewing room. Plus, our building is privately owned. No product, from cigarettes to alcohol, is off-limits!

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# AREA WIDE

## MARKET RESEARCH

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Ann Weinstein, CEO

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## Civicom CCam® focus

Founded 2000 | 500+ employees  
Irene Bocca, Business Director, CCam® focus



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## CSS/datatelligence

Founded 1987 | 200+ employees  
Carolyn Corbett, Vice President



CSS/datatelligence is a global consultancy for sensory and consumer research. We articulate the product and packaging experience through the touchpoints of the five senses. We offer sensory and consumer insights to optimize the consumer experience through innovation to empower our clients with recommendations to drive growth. Our research expertise focuses on food and beverage taste tests, personal care, fragrances, cosmetics and home care with CLTs, HUTs, consumption and satiety methods. Partner with our sensory scientists or our behavior psychologist to design and execute your next project! Test Studios offer sensory booths, fragrance chambers, laundry, residential and a commercial kitchen, CLT/FG space and client viewing rooms.

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Consumer Insights. Delivered.

## Curion

Founded 2017 | 300 employees  
Sean Bisceglia, CEO



Curion provides world-class insights. From quantitative to qualitative research, we apply proven, industry-leading, innovative methods to service over 65% of Global 100 companies. A full-service product and sensory insights firm, we work with clients to determine not what products consumers prefer, but why they are liked and how to make optimizations. Clients mitigate risk of marketplace failure by ensuring only quality products are introduced, providing repeatable delight for consumers. We accomplish this with our expert employees, sensory processes, fully equipped facilities and data insights. In 2019 alone, we tested 105,000 consumers across San Francisco, Chicago, Dallas and New York. The result of a merger between Q Research Solutions and Tragon Corp., Curion pioneered many sensory methodologies considered industry standards today, including Quantitative Descriptive Analysis (QDA)® and Partnership Solutions™.

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[www.curioninsights.com](http://www.curioninsights.com)





## Decision Analyst

### Decision Analyst Inc.

Founded 1978 | 150 employees  
Jerry W. Thomas, President and CEO



Decision Analyst offers an array of research and analytical services to help our clients improve products and create new products. Decision Analyst is a global leader in iHUTs (in-home usage tests), central-location taste tests and product optimization techniques. We have conducted over 2,000 product tests over the past four decades. We operate our own consumer panels and have labeling, packaging and shipping capabilities to support in-home usage testing. We conduct central-location taste testing (or onsite taste testing) on a global scale. Optima®, our product testing system, predicts consumer acceptance, determines the optimal set of ingredients or features and optimizes pricing.

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[www.decisionanalyst.com](http://www.decisionanalyst.com)

## DIRECTIONS

### Directions

Founded 1988 | 200 employees  
Carley Metsker, SVP, Group Director

Directions is a Top 50 U.S. insights and analytics company and authority in taste testing and sensory research. We support some of the world's



most recognized brands in packaged food and beverage; tobacco and alcohol; and fast-casual and quick-service restaurants. As a full-service partner, we manage all aspects of product testing research, tapping into our wide network of facility partners to meet unique requirements. Our experience spans small ad hoc projects to large ongoing programs, using custom quantitative, qualitative or hybrid approaches across in-home (HUT), controlled facility (CLT) and in-market testing environments. Our extensive menu item testing experience allows us to provide proprietary industry norms for competitive context. The bottom line: You won't find Directions' combination of aptitude, attitude and agility anywhere else.

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### Fieldwork

Founded 1980 | 250+ employees  
Steve Raebel, President



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## Focus & Testing – An Insights Center Facility

Founded 1995 | 35 employees  
Spence Bilkiss, CEO



Focus & Testing – An Insights Center Facility has skillfully executed food and beverage research through CLTs and focus groups for over 26 years. Since our inception, sensory testing has been our focus, allowing us to emerge as the prominent sensory center in Los Angeles. The 12,500-sq.-ft. facility features the ultimate commercial-grade kitchen for everything from CPG to restaurant menu testing and anything in between. The facility also includes a residential kitchen, an observable CLT suite with 44 respondent stations and three focus group suites. Our tenured and ServSafe-certified team sets us apart, enabling Focus & Testing to execute projects like a well-oiled machine.

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## FoodView Inc.

Founded 1971 | 50 employees  
Rich Tucker, President



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## Herron Associates Inc.

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Sue McAdams, CEO



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## Krämer Marktforschung GmbH

Founded 1986 | 51 employees  
Michael Krämer, Markus Albrecht,  
Christoph Rogl, Managing Directors



Krämer Marktforschung GmbH, ISO 20252-certified, is one of the leading German data collection institutes in quantitative as well as in qualitative market research since 1986. With our professional recruiting staff we manage to reach your respondents for your requested screening criteria to provide you with the most meaningful insights for your online projects or taste tests. Our teams of experienced moderators and interviewers ensure a smooth project flow for group discussions or one-to-one interviews either in one of our five fully equipped studios throughout Germany or online. Krämer – The most trusted partner in MR data collection.

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## Murray Hill National

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Susan Owens, COO

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## National Field & Focus Inc.

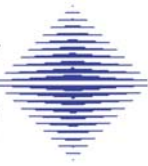
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Vinny Stolo, Director of Operations



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# reckner facilities

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Founded 1991 | 225 employees  
David Reckner, President

Celebrating 30 years of market research excellence, Reckner provides state-of-the-art taste test and product testing facilities, located



in the Milwaukee, New York City and Philadelphia MSAs. Spacious, fully equipped test kitchens offer ample refrigeration and freezer space, microwaves, ovens, abundant counter space and more. Highly tenured staff are fully trained in food service and well-versed on the detailed protocols of product preparation and testing. We have experience in all food and beverage categories including alcohol, confectionery, dairy, frozen foods and more. Focus group rooms, multipurpose space, product testing rooms and sink booths are also available. Project management staff are highly experienced with CLTs, home-use-tests, large quotas and complex designs, all with quick turnarounds and competitive pricing.

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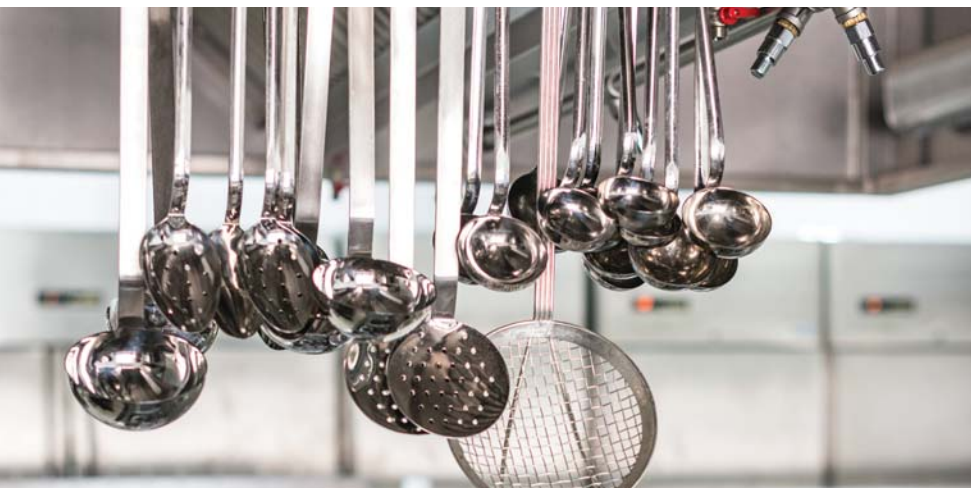
Founded 2010 | 10 employees  
Andrea Poe, CEO

TasteMakers Research Group is a next-generation market research company founded in 2010 with the purpose of provid-



ing agile, authentic and data-driven consumer intelligence to clients. Our high-performance consumer product testing solutions are built for CPG innovators, strategic marketers and venture capitalists who demand fast, flexible and affordable results. Our proprietary PopUp CLT™ (Consumer Location Testing) methodology achieves real-time quantitative results, with qualitative insights, at typically twice the speed and half the cost of current taste-test and sensory field methods. TasteMakers Research is a member of ASTM's Standard Guide for Sensory Claim Substantiation committee. When it comes to the "new normal," be assured that the PopUp CLT™ (Consumer Location Test) has been safeguarded to meet the challenges of this remarkable time. TasteMakers Research has invested in and implemented the highest industry standards for the safety, health and wellness of our clients, participants and staff.

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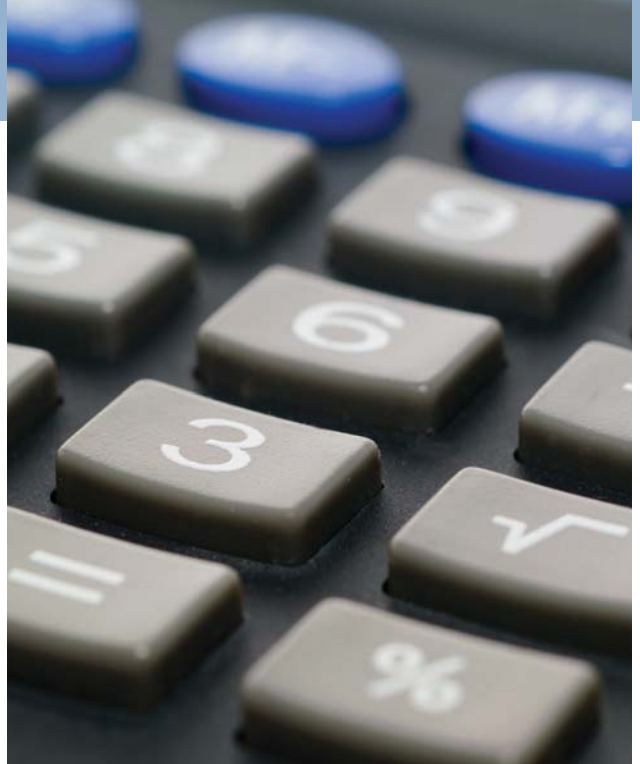
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# Hit? Stand? Double? Master 'likely effects' to make the right call

| By George Terhanian

## snapshot

George Terhanian offers a guide to reporting likely effects in probabilities or percentage points.

**I**n May this year I flew to Las Vegas after Nevada lifted its COVID-19 restrictions. For 10 days, I played blackjack at Aria, Bellagio, Red Rock and Circa, hoping the endless hours I spent honing my skills during lockdown would bear fruit. I don't mind losing when I play perfectly. But I prefer to win – it's a great buzz. I know I'm not the only market researcher of that opinion.

I once asked the owner of a phenomenally successful company if he felt better about the multimillion-dollar profit his company netted that month or the \$300 he made that day at Treasure Island's blackjack tables. It was no contest: the \$300 sparked more joy.

I lost more hands than I won but still came out ahead. Did I play perfectly? No – but I came close. My betting (e.g., \$25, \$50, \$100) and playing (e.g., hit, stand, double) decisions maximized my probability of winning as much money as possible with only a tiny "risk of ruin." (That's the term blackjack players use to describe the mathematical chance of losing their entire bankroll.)

A perfect blackjack game demands a deep understanding of likely effects, or the change in the hand win probability associated with any playing decision. Let's say the card count is zero, which means the same number of high (10 through ace) and low (two through six) cards are in the shoe. I'm dealt an eight and four while the dealer shows a two. If I stand (i.e., draw no cards), my win probability is .35; I can expect to win 35% of the time under identical conditions. But if I hit (i.e., draw a card), my win probability, excluding

ties, rises to .37 for a two-point "likely effect" or two more wins in 100 hands.

I follow the math, hit and draw a nine for 21. (Foolishly, I thought the right play was to stand before I upped my game during lockdown.) The dealer turns over her down card – a king – so she has 12 and must take another card. It's a jack; she exceeds 21 and busts. I'm fortunate considering the .37 win probability but I'll take the victory because I know I'll lose many hands when the probabilities suggest I'll win.

## Core functions

A win probability (number of wins/number of hands under identical conditions) is a score – a proportion like a top two-box percentage in a concept test, copy test, customer experience survey or brand tracker. In political polling, it is analogous to an approval rating or a candidate's expected vote share in an upcoming election. Producing scores is one of market research's core functions. Whether that's a good thing depends on who you ask. It's been that way forever.

In a 1976 *People* magazine interview, pollster and consultant Lou Harris derided peers, whom he dubbed "political eunuchs," for believing their job was done once they tallied scores, such as presidential approval ratings (Friedman, 1976). He directed his criticism at George Gallup, who had argued that pollsters should be "fact-finders and scorekeepers, nothing else" (Spartacus Educational, no date). Like Gallup, Harris took great care to gauge opinions, attitudes and experiences. In contrast to Gallup, who coined the term "scien-

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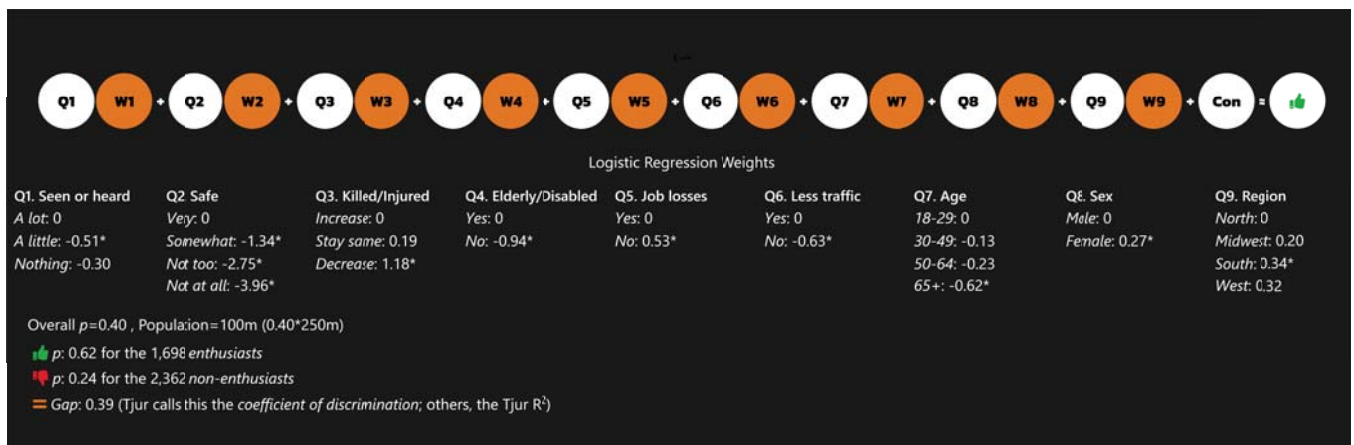


Figure 1: Predictor variables and weights

tific polling” decades earlier, Harris believed that all social scientists and all pollsters had a fundamental duty to uncover cause-and-effect relationships. Scorekeeping was a step in that process (Harris, 2007).

Throughout his career, Harris advised clients, including John F. Kennedy, on how to raise scores on crucial measures. For JFK, Harris had to estimate the vote-share bump – the “likely effect” (as in blackjack) – JFK would earn if he emphasized specific issues in the run-up to the 1960 presidential election. To be effective, Harris had to transform typical scorekeeping surveys into platforms for prediction. It was a massive, mathematically intensive challenge and a reason he worked “until 3 or 4 a.m.” (Friedman, 1976).

Harris’s approach did not scale easily – he began his career when the computing equivalent of a modern laptop weighed more than 25 tons. That made it difficult to carry out logistic regression analysis, though it was, and is, “the standard way” (Gelman and Hill, 2009, p. 79) to predict binary outcomes like vote choice (e.g., JFK or Nixon). Nor did Harris receive helpful advice from academic researchers – they lacked enthusiasm for reporting likely effects in the form JFK (or a blackjack player) expected: probabilities or percentage points (Harris, 2007). Why? According to sociologist Richard Williams, academic researchers were and still are more interested in the sign and statistical significance of logistic

regression coefficients (i.e., logits) than in “the substantive and practical significance of the findings” (Williams 2012, p. 308). Put more bluntly, reporting likely effects in plain language has never been a priority.

For reasons too numerous to describe here, market researchers have followed suit – rarely are likely effects reported in probabilities or percentage points (Terhanian, 2019). Instead, they are in logits, odds and odds ratios. This is what a market researcher might say to a hotel client after using logistic regression to analyze its customer data: “If all 5 million of your guests check in remotely, their logit of recommending the hotel will increase by 0.51.” Or perhaps that researcher would say: “Guests who check in remotely have 33% higher odds of recommending the hotel than those who check in traditionally.” Both statements would leave most people scratching their heads. That is probably why DeMaris (1993) observed “...there is still considerable confusion about the interpretation of logistic regression results” (p. 1057). And why Gelman and Hill (2009) asserted “... the concept of odds can be somewhat difficult to understand and odds ratios are even more obscure” (p. 83).

Had the researcher reported likely effects in plain language, it would have gone something like this: “If all 5 million of your guests check in remotely, the percentage who recommend the hotel will rise from 20 to

24, for a four-point likely effect. That translates to an increase of 200,000 guests (from 1 to 1.2 million).” The researcher also could have predicted remote check-in’s effect on critical segments (e.g., business travelers) and individual guests. Most people want and need clear information like that to make excellent decisions.

Reporting likely effects in probabilities or percentage points is not difficult. It is standard in blackjack, so it should be possible in market research. But examples are hard to find (Terhanian, 2019). To complicate matters further, most statistical software packages (e.g., SPSS, SAS) do not include the capability in prepackaged procedures. The good news is that the nine steps involved are not proprietary, though they take some effort to understand and absorb. This guide should make things easier.

**Step 1.** Apply logistic regression to your data to build a model that predicts the binary outcome of interest. Binary outcomes (which are ubiquitous in market research and the sole focus here) can be events, like wins or losses; groups, such as customers or non-customers; or nearly anything with a yes-or-no interpretation.

Logistic regression produces a weight – a logit coefficient – for each level of each predictor variable. In an optimal model, those weights maximize the predicted probability gap between the respondent groups that selected the mutually exclusive outcomes (e.g., “recommended the hotel [Group 1] or “did

## Who is Respondent 1? Can You Influence Her?

Here's some of what we know about **Respondent 1**:

Enthusiasm Predictors	Her Survey Responses
Q1. Seen or Heard?	"A little"
Q2. How Safe?	"Not too safe"
Q3. Deaths & Injuries?	"Increase"
Q4. Elderly & Disabled?	"Yes, likely"
Q5. Job Losses?	"Yes, likely"
Q6. Less Traffic?	"No, not likely"
Q7. Age?	"65+"
Q8. Sex?	"Female"
Q9. Region?	"Midwest" (Stanton, NE)

Her **probability: 0.08** (8% of adults just like her are *enthusiastic*).

Is she *enthusiastic* about driverless vehicle development? **Nope:** 🙅

Would it make sense to try to (further) influence her given her **0.08** probability? **Possibly** but it would be better to focus on people with probabilities closer to .50—they're more malleable.



Figure 2: A survey taker's responses

not recommend the hotel" [Group 2]).

Logistic regression also generates a constant representing the predicted probability of respondents who selected the lowest-coded value of each predictor variable. For a variable with two response options (e.g., "agree" and "disagree"), the lowest-coded value would be the first: "agree."

**Step 2.** To calculate a single respondent's probability, sum the weights corresponding to that person's responses, add the constant, then apply this formula to the result:  $\exp(\text{sum of logit coefficients} + \text{constant}) / (\exp(\text{sum of logit coefficients} + \text{constant}) + 1)$ .

**Step 3.** Do the same for all remaining respondents (or units, when not dealing with people), then take the average. With a nationally representative survey, the result is the binary outcome's population probability – think of it as the starting probability for subsequent simulation (i.e., if-then analysis). You might find it illuminating to convert it into a population size estimate. For instance, if 70% of respondents support legalizing marijuana (i.e., a .70 probability for a random adult), it translates to about 175 million adults.

Now for the tricky part.

**Step 4.** Develop an algorithm, using JavaScript if you want your simulator to work online or through a mobile app, to let users see how changes in the values of the predictor variables affect the starting probability.

**Step 5.** Design a user interface.

**Step 6.** Keep things simple at first

– permit users to change only one value of one predictor variable. If it has two response choices like "agree" and "disagree," let the user change every "agree" response to "disagree" or vice versa. Think of this as the all-or-nothing option.

**Step 7.** Behind the scenes, change the corresponding weights for all respondents to align with the selection, recalculate each respondent's predicted probability, sum those probabilities, take the average, then report the new probability and population size. The difference between the new and starting probability (and the new and starting population size) is the likely effect associated with the user's selection. It is just like the two-point likely effect of hitting on 12 when the dealer showed a two.

**Step 8.** Follow the same process to let users change the values of several variables simultaneously – the process will work because the predictor variables are independent.

**Step 9.** Now go a step further and allow users to change any response percentage of any variable by any amount – think of this as the fine-tuning option. You will need to create rules in your algorithm for aligning users' changes with the changes you make (after that) to the original percentages.

### How it works: driverless vehicles case study

In its study, *Automation in Everyday Life* (2017), Pew reported that 40%

of U.S. adults (100 million of 250 million) were enthusiastic about the development of self-driving vehicles. Thus, a randomly selected adult's probability was .40. Pew noted Americans strongly favor policies including "requiring driverless vehicles to travel in dedicated lanes" and "restricting them from traveling near certain areas, such as schools" (p. 36).

But Pew did not model how responses to its survey questions predict enthusiasm. Unanswered were questions like this: If all 250 million adults, rather than 27.5 million (11%), felt "very safe" on the road with driverless vehicles, how would that affect the percentage (40%) and number (100 million) of driverless vehicle enthusiasts?

A skilled blackjack player would require a precise answer. So would a company like Tesla.

In line with the nine-step guide, I downloaded the Pew data, built a logistic regression model to predict enthusiasm, then packaged it in a fully functioning simulator to help users determine how to move those numbers.

Figure 1 shows the weights (W1-9) corresponding to each value of the nine (of a possible 250 or so) predictor variables (labeled Q1-9); the green thumbs-up icon represents enthusiasm for driverless vehicles (per Pew). Figure 1 also provides select diagnostic information.

As mentioned earlier, logistic regression produces a predicted probability for each respondent. Figure 2 illus-

Table 1

ID	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Q8	Q9	Con	Sum	Prob
1	-0.51	-2.75	0	0	0	-0.63	-0.62	0.27	0.20	1.65	-2.39	.08
1a	-0.51	0	0	0	0	-0.63	-0.62	0.27	0.20	1.65	0.36	.59

trates this for a single respondent, with advice on her appeal as a marketing target given, as well.

To complete the picture, Table 1 reports the weights corresponding to Respondent 1's survey responses (see ID=1) and, for illustrative purposes, the effect of a single change (see ID=1a) on her probability (see the column "Prob") of being enthusiastic. Had she responded to Q2 that she would feel "very safe" rather than "not too safe" on the road with a driverless vehicle, her logit (see the columns Q2 and Sum) would have increased by 2.75 and her probability by 51 points from .08 to .59.

Figure 3 depicts an all-or-nothing simulator. The first column contains the predictor variables and Pew survey response options. The probability and population size resulting from the user's simulator choices and a "Highlight" are at the column's base. Column 2 shows the Pew survey frequencies for each question, while the third column reports the changes (in blue) the user made to those frequencies. The last column provides space for "Comments." Here are two tips on how to use the simulator:

Tip 1: If users select "hold constant" for a single question, they keep every Pew survey-taker's response choice for that question. If they choose "hold constant" for every question, the simulated probability of being enthusiastic will still be .40 (because they made no changes).

Tip 2: If users select different values, the simulator assumes every Pew survey-taker chose those same ones. It is the all-or-nothing option.

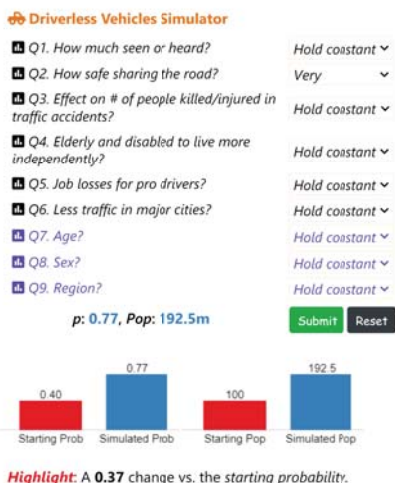
Notice in Figure 3 that the user changed the value of one predictor variable (Q2: "How safe would you feel on the road with a driverless vehicle?") from "hold constant" to "very safe." The likely effect is a 37-point rise in the probability and percentage of respondents (and U.S. adults) enthusiastic about driverless vehicles. That translates to an increase of 92.5 million people.

Finally, Figure 4 shows a fine-tuning simulator, where a user can change any value of any predictor variable by any amount and see the effect. Here, the user changed the Pew responses (in parentheses) for Q3 ("As driverless vehicles become widespread, how will

it affect the number of people killed or injured in traffic accidents?") and Q5 ("Will there be job losses for people who drive for a living?"). The likely effect is a 10-point rise in the probability and percentage of respondents (and U.S. adults) enthusiastic about driverless vehicles. That translates to a 25 million-adult increase.

### Crucial to their success

Elite blackjack players know that mastering likely effects is crucial to their success. Anything less would be like flinging thousand-dollar casino chips into the famous fountains of the Bellagio. Blackjack, of course, is not the same as market research. In blackjack, the player's decision (e.g., hit or stand) is the action. In market research, the values a simulation user chooses are often more comparable to targets than actions. But that may be a trivial point. What almost certainly matters more is this: if a company like Tesla relied on Pew data, predictive modeling and simulation, it would know that a key to boosting enthusiasm for driverless vehicles would lie in reducing or eliminating safety



**Comments**  
 You can regard your selections as *targets* to hit for **192.5m** adults (**77%**) to be **enthusiastic** about driverless vehicle development because you *held constant* the Age, Sex, and Region variables  
 Now imagine you invest **\$1 million** in marketing, hit those targets, and see the **0.77** and **192.5m** predictions materialize. Your cost per percentage point change would be **\$27,027 (\$1m/37)**; your cost per million adult change would be **\$10,811 (\$1m/92.5)**.  
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Figure 3: "All-or-nothing" simulator

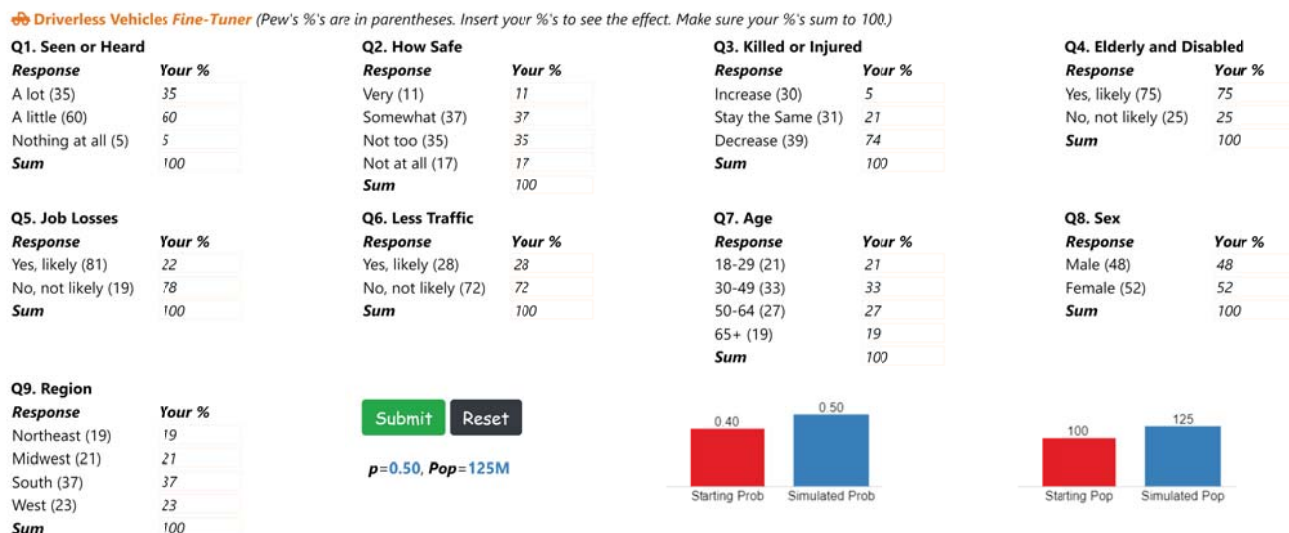


Figure 4: Illustrative “fine-tuning” simulator

concerns. Tesla also would understand that it can't snap its fingers or wiggle its nose to make that happen instantly – it would take time, work and investment. But as in blackjack, the likely effect of Tesla's efforts, if successful, would be clear: a 37-point increase in enthusiasm and 92.5 million more enthusiastic people (as Figure 3 showed).

Market researchers and other insights professionals should seriously consider reporting likely effects in probabilities or percentage points. Any investment they make to develop the necessary skills should pay off immediately considering the size and scope of the opportunity. Within the Pew dataset, several questions identify “growable groups” important to companies like Tesla and it is just one dataset covering one topic. As the illustrative list below suggests, group-growing opportunities abound in market research.

- Market size and share tracking: buyers (rather than non-buyers)
- Customer experience monitoring: promoters
- Brand tracking: brand lovers
- Concept testing: definite/probable buyers
- Ad testing: ad lovers
- Political polling: approvers

### Tap its potential

Although the ideas and suggestions given here may seem new or novel, the concept of reporting likely effects in probabilities or percentage points (in market research) is not. Lou Harris, an elite player in his own domain, took steps to tap its potential decades ago though he had almost no access to high-powered computers and received little guidance from academic researchers.

It was not easy but Harris served JFK and many others well. The challenges facing contemporary market researchers and insights professionals, particularly those committed to growing key groups, pale in comparison. Times have changed, technology has evolved and so will they if they learn to report likely effects in probabilities or percentage points. As a bonus, they will leave behind their less-proactive counterparts, the so-called “mere order-takers” (Poynter, 2021) who probably would stand on 12 when the dealer showed a two – assuming they were brave enough to take a seat at the table in the first place. <sup>11</sup>

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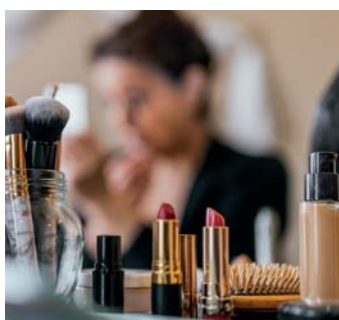
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# Let's avoid these statistical sins of the past

| By Jerry Thomas



## snapshot

From top two-box to semantic differential scales, Jerry Thomas argues that researchers should move on from some long-used data analysis tools.

**T**he founders of marketing research invented a number of extremely powerful and valuable tools, methods, questions and concepts that we all use and benefit from every single day. We are indebted to their originality, inventiveness and pioneering genius that founded and shaped our industry and its culture. Much of this founding work took place during the 1920s through the 1960s and some of the research inventions occurred during the 1970s through the 1990s. But no one is perfect and our industry fathers and mothers committed sins that blight our industry to this day.

The first great sin is the top two-box percentage. Somewhere along the way, a founder developed the top two-box concept for questions with multiple positive responses. A good example is the five-point purchase intent scale: definitely buy, probably buy, might or might not buy, probably not buy, definitely not buy. If only the “definitely buy” answers are counted, the founders reasoned, information is lost.

What about the “probably buy” answers – shouldn’t they be counted, too? Hence, the top two-box solution came into being and the custom is to present the “definitely buy” percentage, followed by the top two-box percentage (“definitely buy” plus “probably buy”). Sounds perfectly reasonable, so where is the sin and shame?

The top two-box percentage counts a “definitely buy” the same (i.e., gives it the same weight) as a “probably buy,” when it’s blatantly obvious to everyone that a “probably buy” is not nearly as good as a “definitely buy” answer. For the five-point purchase scale above, the sin of counting a “definitely” and “probably” as equals is, no

doubt, a cardinal sin. If we were working with a nine-point, 10-point or 11-point scale, the top two-box percentage might only be a minor transgression. That is, on a longer scale, the difference in meaning between a top box and the second box is relatively small, so no great harm in adding the two together. On shorter scales, however, the distortion (and the sin) is usually much greater.

Back to the five-point purchase intent scale. A better solution is to count all of the “definitely buys” and then discount the “probably buys” by 40 percent, or 50 percent, or 60 percent, and add the “definitely buys” to the discounted (or down-weighted) “probably buys,” creating a weighted average that provides a more accurate measure of the results.

For example, if the “definitely buy” answers equaled 32 percent of respondents and the “probably buy” answers equaled 20 percent of respondents, a best practice is to count all of the top box (the 32 percent who said “definitely buy”) and let’s say 50 percent of the second box (the 20 percent who said “probably buy”). That yields a purchase intent score of 42 (32 percent plus half of 20 percent). The result is called a score (not a percent) since we have created a hybrid number.

The second great sin of our industry founders involves significance testing. There is little doubt that significance testing of critical decision statistics is valuable. For example, determining whether product blue is better than product red is a good application of significance testing. In the beginning, significance tests had to be calculated by hand, so only the most important results were subjected to significance testing. But the growing power of



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computers and the expanding availability of statistical software led to the automation of significance testing in crosstabulation tables. Thus, with a few programming scripts, thousands of significance tests could be automatically run on a set of crosstabs.

You could easily test rows of percentages against the adjoining rows, or test Column A against Column B. You could even determine if the differences between statistics in rows and/or columns were significant at the 90%, 95% or 99% level – with some type of code letters, symbols or colors. The resulting significance assertions could then be incorporated easily into charts, graphs and written reports.

Some might hail the exhaustive use of significance testing as a great advance in our craft. However, I would argue that willy-nilly significance testing is a great waste of time and effort. Overuse of significance testing adds costs to the preparation of written reports, adds extra time in quality-assurance verification and actually increases the risks of errors in interpreting the survey results. If every number in a set of tables or a report is significance-tested, the analyst might avoid looking at the non-statistically significant results and thus overlook important findings and patterns in the data. If the analyst is overly focused

on statistical significance, he or she often overlooks other types of significance or other signals in the data.

Mass use of significance testing adds a hodgepodge of confusing symbols and potential bias into survey results. Also, many of the “significantly different” indications will be false, based purely on chance variation. I have personally watched analysts overlook almost everything of importance in survey results because they were so focused on statistical significance that they were blind to everything else. A best practice is to use significance testing only on the one or two most important questions in the survey data.

The third great sin comes from type I and type II error in hypothesis testing. You can easily argue that the founders of the research industry stole type I error and type II error from the statistics or the academic world (and should, therefore, be blameless) but why on earth would our industry founders steal something as confusing as type I error and type II error? Couldn't they have stolen something more useful?

Can anyone remember which is which (false positive versus false negative) and exactly what the heck type I and type II mean? Maybe I'm just old and over-the-hill but I have to do a Google search and study type I and type II error

before ever attempting to actually use these concepts. And, why are we only focusing on errors and not on truths?

If there are two types of error (false positive and false negative), then there must be two types of truth (true positive and true negative). Or are there more than two types of error and more than two types of truth? My head hurts. Let's move on.

The fourth great sin is the so-called semantic differential scale. It was no doubt stolen from the psychology or sociology world, but again, why did our founders not have better judgment? Now, I'm not against stealing if you can do it in the dark of night and if it's profitable but I am firmly opposed to dumb stealing. Semantic differentials are usually some type of numeric scale (five points, seven points, nine points, 10 or 11 points) with the endpoints anchored by two words with opposite meanings, such as love/hate, fast/slow, modern/old-fashioned and so on. The two words with opposite meanings are okay. It's the long number scale in between that bothers me. What the heck does a 7.3 mean on a 10-point scale, or what does a 3.8 mean?

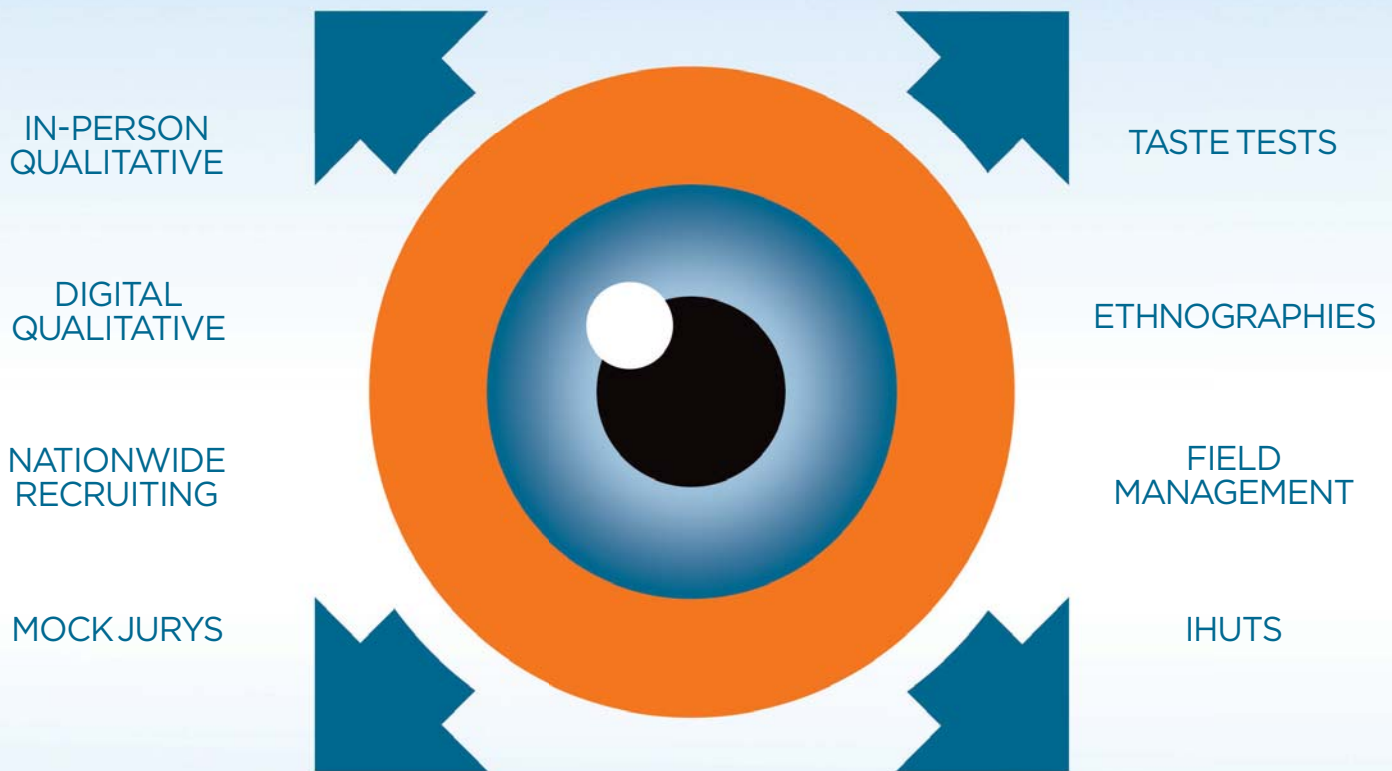
A better practice is short scales – true-false, yes-no, excellent-good, fair-poor and so forth – where each answer on the scale means something. It is much easier to explain true-false or yes-no answers to high-level executives than to explain 7.2 on an 11-point scale. In general, the higher the executive's level, the shorter and simpler the research results must be; and that is where the simple, short answer scales are at their very best. The older I get, the shorter my answer choices become.

Our research founders did not stop with the aforementioned sins but I do not wish to punish their collective reputations any further – since I'm one of them. They were a well-intentioned, studious lot and the useful tools they handed down to the current generation surely counterbalance some of their sins. <sup>①</sup>

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••• financial services

# Assessing the level of interest

Pre-launch research helped financial services startup Auden hit the ground running

| By Bri McIntosh and Sophie Jenkins-Anderson

## snapshot

U.K. firm flipped the script and used an insight-led approach at the outset.

*“Just last month, the financial service provider Auden published its Pandemic Penalty report...Some 50% of its clients now have savings of less than £100... single-parent families are the most likely to resort to short-term loans and a third of them rely on food banks [yet]...only half those in financial difficulty have actually made contact with money advice providers. All those statistics show just what an endemic problem debt is in this country as we reach, I hope, the end of the COVID-19 pandemic. It is no wonder that people find themselves in financial crisis when the unexpected strikes – from a fridge no longer working to a family bereavement.”*

The above is part of a speech given by U.K. MP Paul Maynard during a debate in the U.K. Parliament on the impact of COVID-19. Maynard drew on primary data from Auden to make the connection between the financial impact of the pandemic and the wider problem of “endemic debt” in the U.K., as well as highlighting how the most financially vulnerable have suffered a “pandemic penalty” as a result of the virus. While the story of the data may have a historically familiar ring to it, the source of the data is less well-known. In fact, as Auden has only recently been soft-launched in the U.K., it is unlikely that the population will have any real awareness of the company. How did a brand which is very much within its infancy get itself into a position whereby it is informing debate in Britain’s highest political institution?

Few startups begin from a customer-first position. Typically, the priority is the product or service and getting it to market as soon as possible. For others, there is a perception that market research is out of their league, as highlighted by Buckingham and Webb, who have noted, “Although smaller companies – those with fewer than 250 employees – account for 99% of U.K. businesses in the private sector, many of them think market research is only for giant businesses and big budgets.” (Buckingham and Webb, 2020)





In other words, building customer insight into a business from the start is less of a norm and more of an anomaly.

This article tells the story of how fintech startup Auden bucked this trend by adopting an insight-led, customer-first approach from the outset. Not only did this enable the brand to disrupt and reframe the market, it also allowed it to position itself as an expert in understanding the real needs of its target audience(s) and very quickly helped establish it as a credible and authoritative voice to influential bodies both within and outside the U.K. financial services sector.

### Underserved and overcharged

Auden is a socially responsible consumer finance fintech company headquartered in Manchester. Its first product tackles the high-cost-short-term credit (HCSTC) market. It won't be surprising if this raises a few eyebrows, given that this U.K. sector is still suffering the reputational costs caused by the behavior of early (now defunct) brands such as Wonga and their irresponsible and exploitative lending practices. While significant regulatory progress has been made, many customers accessing HCSTC still remain underserved and overcharged. Auden's aim is to positively disrupt this market by better serving customers through a commitment to responsible lending. This commitment runs through the business, and the appointment of the well-respected Victoria Gosling OBE as chief strategy officer is one particularly visible symbol of a brand ready to make a lasting, positive difference.

As new market entrants, Auden's first challenge was to identify who its core customers are. The emphasis on "who" is very much deliberate, as one of the early observations made by the brand was the predominance of quantitative, demographic-led profiling. While useful in signposting where these customers were likely to come from, there

was virtually no equivalent research that brought to life who these customers actually are. What is the wider context behind those who have accessed HCSTC? How do they think and act with credit? How do the challenges they face become challenges in the first place? What matters to them? If Auden did not know who these people were, how could it properly service their needs and claim to be a customer-first business?

This market deficit led to Auden taking the first of several decisions to positively disrupt the status quo. First, it would remeasure the target audience from a customer-first perspective and create a solution that would bring this audience to life. The team at Auden partnered with InSites Consulting and commissioned a blended quantitative and qualitative approach to look at the market through a clean, alternative lens.

The first stage involved a market-mapping survey with 2,000 users and considerers of short-term loans (defined as being typically between £100-£1,000, having a repayment window of two to 12 months, with a typically higher than 100% APR and offered from a provider rather than a bank). To maintain robustness and comparability, the survey replicated the sample frame used by the Financial Conduct Authority (FCA) mapping report. Once this initial stage was completed, 25 week-long digital ethnographies were undertaken with short-term loan users to deep-dive into their attitudes and perceptions about credit, as well as into financial management more broadly. The data from both stages was thoroughly analyzed and scrutinized, generating four key personas. These personas were then exposed to measurement by media specialist Media-Com, with the personas in total accounting for much of the market.

Auden now had a clear idea of who these different customer types were. The next challenge involved understanding their needs, wants, challenges and barriers through their lived realities.

## Engage and observe

Auden required a solution that would allow them to “live with” their target audience, being able to engage and observe on a regular basis to fully understand the world through their eyes. The team again partnered with InSites Consulting to create an online, long-term Let’s Talk Money community made up of 500+ users and considerers of short-term loans. This provided the Auden team with several areas to explore, ranging from those with a more tactical focus (such as the appeal of different

first insights provided a robust platform for Auden to develop, refine and optimize its initial suite of products to best serve these customers.

## A wealth of knowledge

By embedding evidence-based insight into the business from the outset and drilling deep to flesh out and identify the core needs of its target customer(s), Auden has assembled a wealth of knowledge and understanding about customers who, up until that point, were hidden behind data sets and demographics. The brand

had truly broken new ground in bringing to life those who are most often underserved and overcharged by the credit market.

Positioning the brand as a thought leader in this space did not go unnoticed by influential bodies within the sector, with the business being invited to present research findings to the FCA as well as the Money and Pensions Service. It also opened doors that enabled the team to make significant representations to the

Woolard Review – a report focused on highlighting change and innovation in the unsecured credit market – while also being invited to share their thoughts with politicians about the financially vulnerable. Auden has also been recognized as a responsible lender by national body Responsible Finance.

The commitment to a customer-first approach allowed Auden to be thought of as a leader when it came to understanding the impact of the pandemic on financially vulnerable members of society. This was underlined by the release of the Pandemic Penalty report – a study based on the experience of 1,150 users and considerers of short-term credit during the pandemic – which found that those already struggling financially were penalized disproportionately. As Chief Strategy Officer Victoria Gosling noted, “When there is no safety net,

accessing finance and support is harder – it simply costs more. That’s the pandemic penalty...[and this] disproportionately affected women, single parents and key workers in retail and health care.”

The impact of this report brings us back to where our story started, with Paul Maynard MP citing these findings within Parliament and making the case for tackling the wider issue of debt in the U.K. and, by proxy, the need to better assist those who are overcharged and underserved by the current market.

## The case for insight

Auden made the anomalous decision to prioritize understanding its potential customer base before developing products and services that best suit their needs. This contrasts with the many startups that try to walk and run at the same time. Some manage to do this but for others, the outcome is an attempt to manage what might be called operational chaos as they settle and find their true customer base.

The aim of this article is not only to showcase how a brand can harness insight to optimize market readiness but also to reassure other startups that insight is not the sole preserve of bigger businesses. Further, putting customers at the heart of a business from the start significantly accelerates the chances of success ahead of launch-to-market. 📌

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# This commitment to customer-first insights provided a robust platform for Auden to develop, refine and optimize its initial suite of products to best serve these customers.

financial tools and aftercare comms preferences), through to much more substantial strategic pieces that explored links between finances and wellness, the relationship between faster and slower thinking, as well as journey mapping the experiences of consumers who have found themselves in arrears.

This success of the online community meant that, within just over a year of Auden existing (and not yet in-market), the brand had a deep and rich understanding of its potential target customers. Insights gleaned from the Let’s Talk Money community allowed the InSites Consulting team to identify eight deep truths that exist across the short-term loan audience, which, in turn, provided Auden with a clear understanding of the core needs that sit behind attitudes and behaviors towards money management. This commitment to customer-

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●●● health care research

# Uplifting conversations

Pharmaceutical firm H. Lundbeck A/S gets insights on doctor/patient relationships

| By Lynn Clement and Johan Auning



## snapshot

Audio-recorded conversations inform efforts to maximize outcomes for patients with major depression disorder.

For some health care researchers, it can feel like standard qualitative interviewing techniques (even the more cutting-edge projective ones) miss the mark in uncovering the true dynamic between a doctor and her/his patient when discussing treatment options and making decisions. In-office ethnography, while considered the gold standard, has become increasingly complex and cost-prohibitive due to regulatory and privacy concerns. In addition, the speed with which health care clients need insights to inform decision-making has accelerated, placing an even greater burden on qualitative methods that weren't designed (or intended) to quickly produce findings.

How many times have we all thought, "If only I could be a fly on the wall and have access to that dialogue!"? With a deeper understanding of this dynamic, we could be more relevant in our communications, employing language that patients both use and understand. We could ensure the right patients get access to the best diagnostic tools and treatments, improving patient outcomes and quality of life.

In this article you'll see how pharmaceutical company H. Lundbeck A/S partnered with research firm KJT Group to uncover the nuances of the doctor/patient relationship utilizing a method developed by KJT Group several years ago. This approach simulates the in-office ethnography experience using, of all things, an age-old technology: the audio recorder!

Prior to partnering with Lundbeck, KJT launched its first study, gambling that physicians would be willing to participate and patients would consent to be part of the study. Other issues to be determined at the time: Would the audio recorder interfere with the natural cadence of the conversation? How much direction should the agency provide regarding patient selection criteria to ensure a comprehensive recording that provided insight into the dialogue? How long would it take to execute a study like this?

The idea was simple but ensuring KJT was meeting all compliance and regulatory requirements was incredibly complex. The solution included developing a study protocol and submitting for institutional review board



(IRB) approval, following strict GDPR protocol and client-specific adverse-event reporting processes to gain IRB-approved consent of patients for participation. This idea, along with a willingness to take a risk in the spirit of innovation, has since morphed into a multiphase solution that KJT has executed over the past several years in the U.S., Europe and South America.

To be clear, in-office observation is not for the faint of heart, is not suitable for all disease states or treatment decisions, nor can it be executed quickly! The legal and compliance challenges are significant but manageable with the appropriate IRB-approved protocol and processes in place. Protecting patient privacy is at the heart of each engagement and is the most important component for the success of this type of project. Both physicians and patients must be confident they are being protected at every turn of this voluntary research and that their identity will not be revealed through the research process.

As it relates to the current study focused on the treatment of patients with major depression disorder (MDD), both KJT and their partners at H. Lundbeck A/S view confidentiality, compliance and data security as the project's topmost priorities.

The goal of this type of research project is to elicit a holistic view of the patient office visit (either virtual or in-person) through the three-step approach (shown in Figure 1): in-office observation, patient diaries and physician telephone in-depth interviews.

### Address challenges

When we, your co-authors, first met we talked extensively about the challenges patients face in treating their MDD, particularly the extremely confusing world of treatment options, the complex and interconnected web of depressive symptoms and patients' engagement with their health care professionals (HCPs). Against this backdrop, H. Lundbeck A/S sought a deeper understanding of the dialogue between

patients and their physicians in the examination room, how this conversation is transpiring in different countries and the patient experience of living with depression. In that initial discussion, it became clear to both parties that KJT's in-office observation approach was well-suited to address these challenges.

While H. Lundbeck A/S has done extensive market research to support its MDD portfolio, the missing piece has been the company's ability to investigate the disconnect between what patients and HCPs say in traditional research settings versus what actually happens. The KJT approach provided an intensive look into that interaction to ensure H. Lundbeck A/S was adequately supporting both patients and physicians to guarantee the best patient outcomes.

As both parties worked through the project plan collaboratively, several key research objectives were developed:

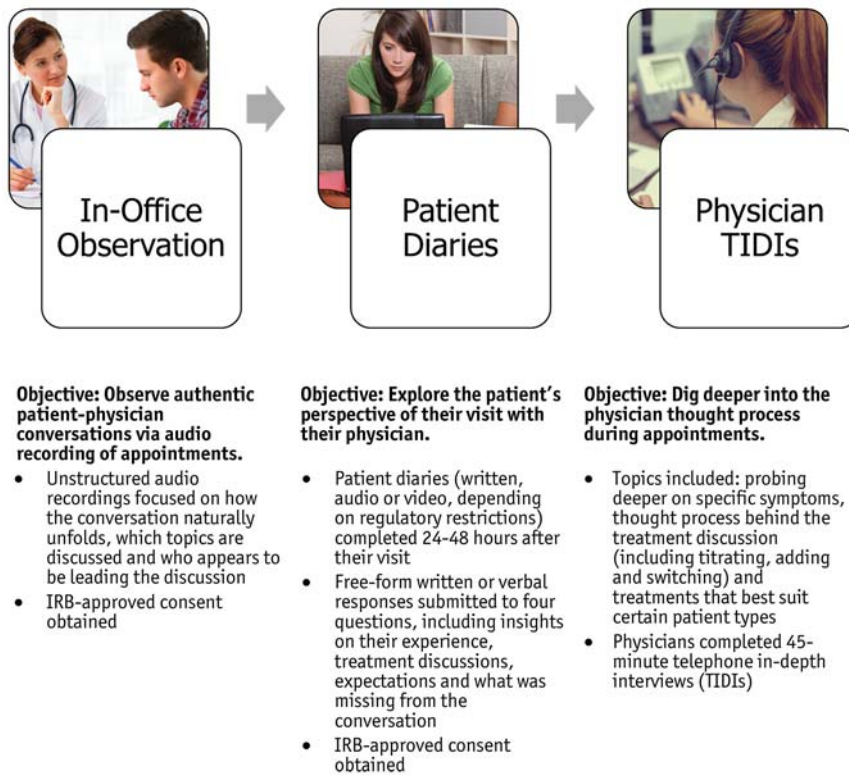
- Identify key discussion points in a typical appointment. What words/phrases do patients use to describe their symptoms? How does the HCP respond?
- Capture the sequence and rationale of treatment initiation, adjustment and changes to treatment.
- Identify triggers/reasons for choosing specific treatments.
- Understand the presentation to the patient of their treatment once prescribed. How is the product presented? What are the treatment goals and how do they align to overall patient functioning? How does this differ based on the symptoms the patient presents with?

In total, 120 office dialogs were recorded, alongside a robust number of diaries and follow-up interviews across North America, Latin America and Europe (see Table 1).

How is this different from existing approaches?

**Custom HCP recruitment:** These are not professional survey respondents nor are they pre-recruited to participate in this type of research as needed. These doctors are custom-recruited to

Figure 1



the client's specifications (in this case, specifications from H. Lundbeck A/S). The research team at KJT then recruits specific physician segments, physicians who prescribe particular therapies or practice in a particular setting.

**Target patient visits selection criteria:** Similarly, through the development of patient selection protocols that are clearly communicated to HCPs, KJT has the ability to control the type of visits that are recorded. This allows the collaborative research team to focus on data collection efforts, ensuring that targeted patient visits and relevant dialogue are gathered for analysis.

**Flexibility:** The ability to capture both in-person and virtual visits is critical. As the health care delivery model continues to evolve, dynamics from both remote and in-person exchanges can offer valuable insights to the client. (This particular project kicked off at the beginning of the COVID-19 pandemic, so execution of the project needed to

evolve to reflect the changing care-delivery landscape.)

**Global reach:** Diligence must be applied to ensure compliance and adherence to privacy regulations in the U.S. and key markets of interest. KJT's team of compliance experts helps ensure clients are protected and the appropriate protocols are followed in each country.

**Holistic view of the office visit:** Follow-up patient diaries and in-depth telephone interviews with participating physicians allow for the thorough exploration of patients' perceptions of their physician interactions, physicians' thought processes as they consult with patients and the importance of the nonverbal assessments done in the examination room.

### Inform brand planning

Given the scope and criticality of this research project, H. Lundbeck A/S asked KJT to facilitate an in-person workshop to immerse its extended

cross-functional team in the results of the research to inform brand planning. The workshop comprised an in-depth review of the results, including listening to selected excerpts from the office recordings, followed by a deep-dive discussion on the implications for the 2022 global brand plan.

Actions taken as a result of the meeting included:

- augmenting specific messaging and communication tactics and strategy to incorporate research findings;
- informing the continuous evaluation of the patient profile that is leveraged in HCP communications to better reflect actual language and symptom expression among patients; and
- confirming an early hypothesis regarding dosing barriers and the need to proactively address these barriers with providers.

Many additional areas of analysis were noted in the workshop and the rich data set that has been collected will continue to be leveraged to inform strategy and tactics for years to come. With its primary focus on helping patients with their brain health, this research will continue to be important in crystalizing the H. Lundbeck A/S plans for 2022 and beyond, including updated messaging that represents the company's true understanding of how patients articulate the key symptoms of MDD.

### Not a typical project

As stated earlier, this project is not a typical market research project and before you consider undertaking this engagement there are a few important things to keep in mind:

**Not all therapeutic decisions are appropriate for this type of engagement.** This project is best suited for a chronic condition, where the doctor has an existing relationship (and therefore trust has been established) with the patient. This aids in gaining consent and also ensuring the doctor has enough information to select the right type of visits for recording. It should not be considered for a situation where a patient is receiving a difficult diagnosis, such as cancer.

**This is not a quick project to execute and should not be viewed with**

Table 1

Region	North America	Latin America	Europe	Total
In-Office Recordings	39	28	53	120
Patient Diaries	23	6	24	53
Telephone In-Depth Interviews	20	10	20	50

**standard market research timelines in mind.** The project highlighted in this case study took ~eight months to execute; the timeline will vary depending on the number of countries selected for inclusion. In order to do this correctly, adequate preparation and fielding time is necessary.

**This cannot be executed in all countries due to feasibility and compliance concerns.** We explored certain European markets (e.g., Germany, France, Russia) and were not able to complete the research due to legal requirements or willingness of patients to consent to having their interviews recorded. Cultural considerations are very important when undertaking a project of this nature.

**The data provided is extensive.** Homing in on key areas of interest with direction from the client team is critical to ensuring the initial analysis meets the market need. KJT tightly managed the analysis through an analytic plan co-created with H. Lundbeck A/S. The rich database can be mined for years to come.


**Collaboration between the**

**firm's project team and the client is critical.** High engagement from client partners is required to ensure success. For this particular project, an incredibly inquisitive client team at H. Lundbeck A/S remained engaged with weekly touchpoints to drive this project towards successful completion.

**This is a multiphased project, with each phase building off the last to ensure learnings are optimized.** The study was designed to allow for mini analyses at each research milestone. KJT and H. Lundbeck A/S were able to regroup at several different stages of the project's lifecycle. In doing so, we could challenge each other's hypotheses, make updates to the analytic plan and co-create the design for subsequent stages to distill the most salient data to support the overall objective of improving patient outcomes.

**A privileged opportunity**

Being given access to these patient/doctor dialogues is a privileged opportunity that has garnered previously unseen insight. Both KJT and H. Lundbeck A/S are thankful to all the

participating physicians and patients who have granted us a front-row seat to these discussions as we seek to better understand all aspects of living with a chronic condition. The research captured the empathy displayed by these providers and the vulnerability of the patients. Both parties expressed a shared desire to find a treatment solution to return the patients to higher-functioning, better-quality lives. It has truly been an enlightening experience for all involved, from the research team to the marketing and medical affairs stakeholders. For H. Lundbeck A/S the most important outcome of this project is to utilize these insights to support health care providers in their effort to return MDD patients to optimal functioning. 

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# Stimulating simulations

Strategies for conducting global device testing

By Tom Donnelly, Michael Gundrum and Samantha Swanson



## snapshot

The authors explore how to set up wet labs for medical device research.

When simulating procedures with medical devices it is important to keep as close to reality as possible, whether you are gathering insights for commercial teams or performing human factors studies for R&D teams. Reading a description of a device and seeing an image can be useful for some marketing research but it does not provide the same level of feedback as hands-on testing in the use environment by the intended end user.

How do you conduct such projects? This article will describe tips and tricks in conducting simulated medical device procedures by providing: an overview of human factors and the use of wet labs; guidance on logistics for global projects; and advice on data collection, analysis, reporting and deliverables.

### Market understanding

Most readers are focused on helping commercial teams with marketing research, such as gathering market understanding, communications testing and brand-growth research. Such work is done for different types of industries, including consumer brands, finance, business-to-business and health care. When gathering insights for medical devices and technology (medtech), human factors (HF) studies may also be done to help guide their design for R&D teams.

Human factors focuses on the interactions between end-users and medical devices in the intended use environment. FDA guidance says that many use errors cannot be anticipated until the device is used in simulated and observed situations.<sup>1</sup> While HF should be conducted in as close to the real procedures as possible, sometimes it is not ethical or possible to conduct device testing during the real procedure. In such cases, you might opt to do a simulated procedure instead.

There are different types of human factors studies, such as aiding the iteration of the design of a self-injection device, examining the





There are a few reasons when you might want to use a wet lab for research:

- there is no other way to simulate the procedure;
- the feel of the device or procedure is dramatically different between artificial and animal models;
- the outcome of the procedure differs when animal tissue is not used.

There are different approaches to conducting wet labs and it is important to consider the logistics of each when doing global research. Should you conduct research in a lab/office setting or at a research facility? Research in a R&D lab or office setting has certain advantages (Table 1). It is convenient to be at the manufacturer's location. You save money by not having to rent space. Access is easy because you are in control of the space. The research can be conducted more quickly because travel and shipping of equipment are not needed.

However, there are important disadvantages. There is no viewing room behind a one-way mirror. It is not double-blinded research, which can cause privacy and/or bias issues. Observers are obvious so respondents might be less candid than they normally would be. The client team chatter may be overheard by respondents. A higher incentive may be required for respondents to come into a place that they normally are not used to for research studies and recruitment would be constrained by the geographic location of the office.

Conducting the research in a standard central-location viewing facility offers several advantages. There is a viewing room with a one-way mirror. The research can be double-blinded. Respondents are more candid and less biased. The team can discuss findings in the background and suggest adjustments. The geographic region(s) can be selected to meet recruitment needs and research can be conducted in multiple locations if desired.

Of course, there are some disadvantages. The

Table 1: Advantages and disadvantages of using a R&D lab/office vs. a research facility

	Advantages	Disadvantages
R&D Lab or Office	<ul style="list-style-type: none"> <li>• Convenient: manufacturer's location</li> <li>• Easy access to space</li> <li>• Lower cost (no travel, no facility)</li> <li>• No need to coordinate shipments</li> <li>• Research completed more quickly</li> </ul>	<ul style="list-style-type: none"> <li>• No unobserved viewing</li> <li>• Not double-blinded</li> <li>• Possible bias</li> <li>• Client discussions overheard</li> <li>• Higher incentive</li> <li>• Recruitment limited to the area surrounding the lab/office</li> </ul>
Research Facility	<ul style="list-style-type: none"> <li>• Room with one-way mirror for unobserved viewing</li> <li>• Double-blinded</li> <li>• Less bias</li> <li>• Team can privately talk</li> <li>• Lower incentive</li> <li>• Ability to select geographic region(s) based on recruiting needs</li> </ul>	<ul style="list-style-type: none"> <li>• Longer research due to travel</li> <li>• Costs for travel, shipments, facility</li> <li>• Logistic challenges to secure facility and shipment</li> </ul>

safety of medication storage, usability of an electronic health record system or ways to make operating rooms safer.

### Wet labs

Conducting a medical procedure that is close to real life is called a simulated procedure. If you are using an artificial model of a human organ (e.g., eye, brain), it is a dry lab, whereas if you are using real animal tissue or hazardous material, it is a wet lab. Wet labs are conducted for a variety of reasons. Surgeons need hands-on training before they operate on a patient. When a new device is approved for use, companies set up exhibitions at conferences to allow surgeons to try it in a simulated setting. In the context of this article, we are focused on gathering feedback on a device either for marketing or R&D.

Figure 1: Wet-Lab Setup



Figure 2: Wet-Lab Equipment For Ophthalmology Study

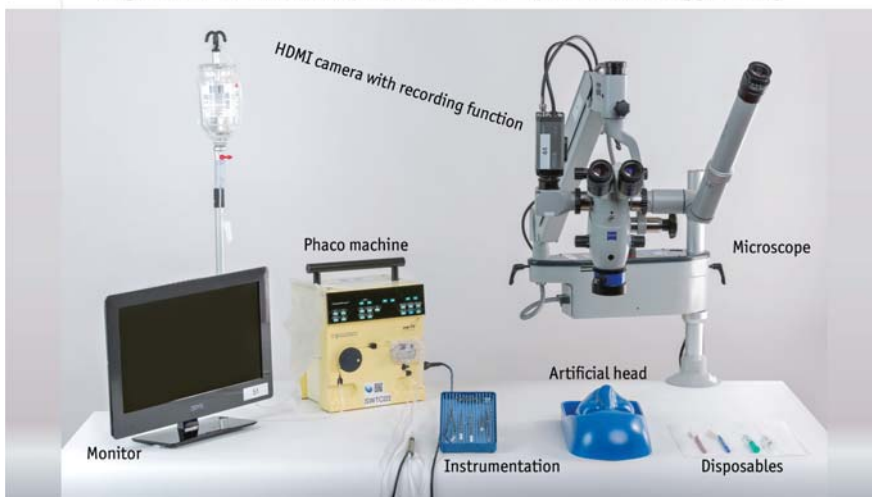


Figure 3: Retrofitted Standard MR Facility



research will take longer due to time for travel and shipping equipment. The costs are higher because you have to rent the facility, ship equipment and the team has travel expenses. There are also logistical challenges securing the facility for the desired research dates and coordinating shipments.

### HF lab vs. standard MR facility

There are two types of research facility you could choose: a specialized human

factors lab or a standard marketing research facility. A specialized lab may provide an easier venue for the research. In some cases, the facility is already set up for a configuration of a hospital room, an operating room or a doctor's office. The disadvantage is that when you go from location to location, the setup may not be consistent. In addition, you still need to set up any special equipment that you are testing. Such facilities can be more expensive

and harder to find than standard marketing research facilities.

Another approach, which has several advantages, is retrofitting standard central-location facilities. You can use any central-location facility and duplicate your setup across all markets, not just domestically but also globally. The setup can be customized to your project needs. Important disadvantages include: the research preparation (getting furniture and equipment set up as needed) can be more extensive; and the needs may vary by location, so researchers need to know the configuration of each facility to be prepared for customization.

### Setting up wet labs

Figure 1 shows one way a wet lab may be set up. In this illustration, there is a surgeon providing her qualitative feedback. The moderator is conducting the interview and making specific observations of the procedure. The moderator might take pictures at select moments. There is a wet-lab technician helping during the interviews to make sure that all the materials (e.g., animal tissue, microscope, surgical equipment) is managed properly. In addition to the camera that records the entire room, you can use a second video camera to zoom in to get a close-up of the procedure.

Figure 2 shows equipment used for a cataract study, including a phacoemulsification machine (phaco), a monitor, surgical instruments, an artificial head to hold the eye model and disposables needed for the procedure. Of course, a microscope used in the OR is too large to transport. Instead, you can use a smaller version with the same-quality microscope that can attach to a normal table. You can get one that has a HDMI camera which allows a video feed. A monitor in the room allows the moderator to see the same view as the surgeon. The same feed can be viewed in the backroom, as well as recorded for later analysis.

Figure 3 shows an example of a retrofitted standard viewing facility for a simulated brain surgery. The surgical instruments are set out on the table. The surgical device is connected to a monitor that the respondent can watch while doing the surgical procedure.

### Animal tissue vs. artificial model

One key decision is whether an artifi-



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Figure 4: Advantages and Disadvantages of Porcine vs. Artificial Eyes

Porcine Eyes – Wet Lab		Artificial Eyes – Dry Lab	
			
<b>Advantages</b>	<b>Disadvantages</b>	<b>Advantages</b>	<b>Disadvantages</b>
<ul style="list-style-type: none"> <li>• Most Realistic                             <ul style="list-style-type: none"> <li>– Outcomes</li> <li>– Feel</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>• Freshness Critical: Cloudy</li> <li>• Storage Is Important</li> <li>• Acquisition Challenging Outside U.S. and EU5</li> </ul>	<ul style="list-style-type: none"> <li>• No Logistic Problems                             <ul style="list-style-type: none"> <li>– Acquisition, Storage</li> </ul> </li> <li>• Individual Production, Custom</li> </ul>	<ul style="list-style-type: none"> <li>• Less Realistic                             <ul style="list-style-type: none"> <li>– Outcomes/Feel</li> </ul> </li> <li>• MD May Not Adapt</li> </ul>

cial model or animal tissue will be used in the simulated procedure. There are advantages and disadvantages of each, which are easier to articulate using a specific example: cataract surgery.

Wet labs in ophthalmology tend to use porcine eyes because they are very similar to human eyes. The advantages of using them are that the surgical outcome and the feeling of the surgery are very similar to surgery on the human eye. There are disadvantages that need to be considered. The freshness of the tissue is critical because the eyes become cloudy over time. Also, they need to be kept cool in transport and refrigerated at the facility. In addition, the acquisition can be challenging, especially outside the U.S. and EU5. The advantage of the artificial eye is that there are no logistic problems in terms of acquisition, shipment and storage. You can have them individually produced so they can be customized to the study. Some clients like to have artificial eyes specially made for their device. However, the essential disadvantages are the less-realistic outcomes and feel. In fact, surgeons may refuse to simulate surgery with an artificial eye because they are not used to using it.

### Logistics

There are many factors to take into account for the logistics of conducting simulated surgery, especially wet labs. It takes substantial time, money and upfront planning. Researchers must consider the geographic locations (e.g., U.S., EU5, other), equipment needed,

type of model (i.e., animal vs. artificial). The research team has to determine if it is better to try to source things locally (e.g., animal tissue, surgical equipment) or ship globally. Some countries (e.g., Brazil and Japan) require at least 30 days to get through customs. You need detailed documentation with the shipment explaining what the contents are; that it is for market research or human factors testing and is not for sale, etc. In some countries or regions (e.g., Latin America) it is difficult to transport devices and equipment with you given that it may be seen as potentially sold for human use. If multiple team members are going to the research location, consider having each one carry the devices so that there are backups if an individual is not permitted to bring the device in transport.

The research team should create a master list of everything that is needed, taking into account how many respondents there are, how many times the procedure is performed, who is sourcing the item and how these may differ by geographic location. You should include who will be at each location, what the dates are and what the facility needs are.

In some cases, the tissue needs to be ready for the part of the surgery when the medical device will be used. In the example of cataract surgery, there are multiple steps in the procedure. If the device you are testing is needed at a later step in the surgery, you have the option of limiting the research to that step. As shown in Figure 5, there are different approaches to the preparation of the

animal tissue for conducting wet labs with this example: ship pre-prepped, prep on-site or respondent preps.

With the first option when you ship pre-prepped, the animal tissue is sourced and one surgical technician can perform the initial steps of the procedure. The tissue can then be packaged with ice packs and shipped to the research facility overnight.

Advantages to shipping pre-prepped:

- You do not need the equipment used for preparing them (e.g., phaco) at each research location.
- Interview time is reduced because you are focused on only one part of the procedure.
- There is a standardization of the tissue which is prepared by one surgeon.

Disadvantages to shipping pre-prepped:

- There will be tissue degradation over time.
- Typically, international shipping of animal tissue is not possible.
- It takes time to get and prepare the tissue.
- Logistically, it is challenging to coordinate the research times with the preparation and shipment times.

With the second option when you prep on-site, you have the prepping equipment at the research location as well as the animal tissue. A surgical tech preps just before the research takes place.

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Figure 5: Advantages and Disadvantages of Different Approaches to the Preparation of the Animal Tissue for Conducting Wet Labs

	Technician Prefers	Researcher Prefers	Respondent Preps
Advantages	<p>Ship Pre-Prepped</p> <ul style="list-style-type: none"> <li>• No Prep Equipment</li> <li>• Reduced Interview Time</li> <li>• Standardized Tissue</li> </ul>	<p>Prep Onsite</p> <ul style="list-style-type: none"> <li>• Fresh Tissue</li> <li>• Reduced Interview Time</li> <li>• Standardized Tissue</li> </ul>	<ul style="list-style-type: none"> <li>• Fresh Tissue</li> <li>• Most Realistic</li> <li>• Additional Insights</li> <li>• Respondent Technique</li> </ul>
Disadvantages	<ul style="list-style-type: none"> <li>• Tissue Degradation</li> <li>• Internationally Shipping</li> <li>• Time to Get &amp; Prep</li> </ul>	<ul style="list-style-type: none"> <li>• Need Prep Equipment</li> <li>• Adds to Research Time</li> <li>• Separate Prep Room?</li> </ul>	<ul style="list-style-type: none"> <li>• Need Prep Equipment</li> <li>• Longer Unfocused IDI</li> <li>• Challenging Recruit</li> </ul>

Advantages to prepping on-site:

- Allows for the tissue to be fresh, which is ideal for the outcomes.
- Reduced interview time because the work is done prior to the interview.
- You have standardized tissue because one surgical tech prepares all of the tissue consistently.

Disadvantages to prepping on-site:

- Although it saves on interview time, it adds to the total research time.
- You need an extra room at the facility where the surgical tech does the prep work.

With the third option, the respondent preps the tissue as part of the research interview. There are advantages to this approach. The tissue is fresh. It is most realistic, as the surgeon performs surgery as usual, from beginning to end. You may gain additional insights from this part of the procedure, even if it is not directly relevant to the device being tested. The surgeons use their own surgical technique, which can make the next step in the procedure more in line with their standard surgeries vs. starting midway with another surgeon's setup.

There are some disadvantages. You need the prep equipment, which increases costs and increases the logistical burden. The interview is longer and less focused on the part of the procedure of interest. The recruitment can be more challenging due to the

need for a longer interview.

While all three approaches are viable, wet-lab technicians prefer shipping pre-prepped because there is less equipment to manage on-site and the procedure is more focused. Researchers prefer prepping on-site with one surgical tech because there is consistency, the tissue is fresh and the research is focused. The third approach is most realistic when the respondent performs the entire procedure. The outcomes are closer to what would happen in an actual surgery.

### Selecting respondents and method

Who is interviewed and how the research is conducted will depend on the study objectives and the device being tested. For health care practitioners (HCPs), example criteria might include current users of the device, perhaps with different levels of experience, and/or potential users of the device with no prior experience. For example, when testing a cataract surgery device, criteria would include the number of cataract surgeries performed in a given time period, as well as availability and willingness to participate in a wet-lab study. If the part of the procedure being studied includes a surgical technician (tech) or a nurse, you might consider having a duo interview that includes both respondent types. In fact, you might recruit a surgeon-tech pair who work together so that the interaction is more realistic.

If the device is used by the patient, it will not typically be conducted as a wet lab. Instead, you might perform

a usability study with a model of the body part that involves the device or use some other type of simulation, such as injecting an orange. As with the HCP example, you could include current users with varying experience and/or potential users with no prior experience. You might also be interested in patients who are willing to pay for a premium vs. only for the basic products.

### Tips on data collection, analysis, reporting and deliverables

When designing HF studies, you must prepare a rigorous study protocol that includes the objectives, study requirements, methodology details, analysis details, reporting of results, study material, all of the equipment and the animal tissue/artificial models used. This is standard for HF work with the R&D team but differs from the type of work done for a commercial team. When thinking about the data collection, you also must consider various control parameters that might affect the procedures, such as the lighting, the temperature, the type of model (i.e., animal vs. artificial), the research approach (e.g., pre-prep vs. respondent prep) and the instruments used (e.g., familiar vs. novel to respondent). Typically, we're striving for a double-blinded study. It is advised that you scrub logos on equipment. You can request that respondents do not show their name or institution (e.g., on their scrubs or their badge). Having the research at a third-party location helps make the research double-blinded and minimizes bias.

During the research, there are different types of data collected. The moderator makes specific observations and can provide ratings. There may be a knowledge task for the respondent after they have learned a new procedure. Respondents can provide qualitative feedback and ratings during the interview. All of this information can be included in the analysis and reporting.

One important aspect of device research is recording the procedure and allowing the research team to view live remotely. On a recent medical device testing project for brain surgery, Curator Video was used, which includes an iPad and tripod. Unlike standard video, which provides a bird's-eye view, this enabled a close view of the device use. The videos are stored on a platform for easy search via AI transcripts. Videoclips can be captured for later reporting and the team can provide tags for later searches.

In a recent project, we used two Curators. One was focused on the hands of the surgeon and the other was focused on the display that they were watching. The video can be up close and is high-quality, which is important for analysis and reporting.


As with all qualitative research, moderation skills are key. Questions should be properly framed so you are not leading the respondent. When interviewing surgeons, you also need a soft touch, especially asking about errors. Sometimes respondents are unaware of their errors. As always, you have to carefully consider your use of ranking and rating scales (e.g., even vs. odd). You should consider if the respondent should rate each device individually vs. making comparison ratings between two devices. A moderator sheet is recommended, to make it easy to jot down ratings and notes live for quicker reporting. Having team instructions is helpful when you have multiple teams going out to different locations. These might include a schematic of the lab layout, instructions for how to use the equipment, tips on how to ensure recordings are done and parameters for backroom conduct.

Reporting style is typically tailored to the individual client's need. In insights work, the norm is marketing-style PowerPoints, perhaps with video clips and infographics. For R&D teams,

you might provide more formal reports and protocols that are very detailed in Word. The analysis described in an R&D report may seem more like a quantitative research report vs. the standard MR qualitative report.

### Close to reality

When conducting research with medical devices, it is advised to simulate the procedure as close to reality as possible. Getting hands-on feedback in the use environment by the intended end-user is vital to gathering insights for commercial teams and performing human factors studies for R&D teams. Doing so is often more time-consuming, more expensive and more logistically challenging. Is your goal a medi-

cal device that is safe and effective and which meets the end-users' needs better than your competitors? If so, this added effort and cost can result in a highly valued medical device. 

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# Maximize the wins, minimize the losses

Best practices for navigating the client/vendor RFP process

| By Elissa Moses



## snapshot

Elissa Moses offers battle-tested tips to make sure an RFP meets everyone's needs.

When Joni Mitchell sings, “I’ve looked at life from both sides now” she could easily be describing my career as both a client and a research vendor. I have written the RFPs and awarded millions of dollars in research and I have answered the RFPs and won millions, not to mention lost millions, as well.

Research can be a high-stakes endeavor with brand positioning, new product introductions and major ad campaigns hanging in the balance. And if you are the head of a client research function, it is critical to get the most out of your budget with a push toward guiding your company to the best-in-class new techniques and innovations, while keeping an eagle eye on quality and ROI.

What are the best practices in being a client and a vendor in the RFP or design and bidding process? Well, no one teaches this unless you learn from a good boss and I was fortunate enough to be schooled by some of the greats! But overall, both sides need to understand the process so that they can get the best deal, protect their interests and act with honor and integrity.

### If you are a client...

**Be specific.** Which countries? What incidence? How are you defining your target? (Last week I got asked to provide a bid for one of the biggest global studies ever and when I asked which countries we should go to for the qual portion out of those listed, the answer was, “You decide.”) All of the details impact pricing and you may get much more attractive estimates if you can provide the givens upfront. Otherwise the bid will rest on assumptions and the reality could provide surprises such as an incidence assumption of 85% that turns out to be 25%.

**Lead with objectives (not methodology).** I always tell my teams, if you start with clear objectives, the study designs itself. An astute and skilled researcher has a large tool chest full of methodologies and





understands what it will take to get at the goals of a study request with the most efficiency, reliability and insight. And it may not be what you are initially asking for as the client. Too many times we get requests for specific methodologies and they don't fit the challenge. Before you send the e-mail or make the call, if you give thought about what you really need to know or understand, you are likely to get more actionable answers – and for less money.

**Be realistic.** What is your budget? It's usually impolite to ask. Clients get suspicious and think the vendor is trying to spend all the money allotted. And yet it is not uncommon for an inexperienced client to call asking for the moon, letting the vendor wax poetic for an hour about the perfect design and then saying, "Oh, I only have \$X." If you are a startup/ad agency in a pitch/a company who never does research, let the vendor know you are on a shoestring budget so they can recommend a viable design accordingly. You can quote my former mentor, who used to say, "I only want a Volkswagen, not a Mercedes."

**Understand what is involved in requesting a bid.** Some clients have no clue what is involved in the research bidding process. There are many moving parts. For a quantitative study, there need to be estimates for sample, scripting, cleaning, length of interview, closed vs. open-ended questions, tabulation, table creation, analysis and reporting by cell, target and market. For qualitative research, there is consideration for the cost of recruiting, incentives, the number of recruits, inclusion of extra recruits for no-shows, moderator fees, type of analysis and report and qualtech platform and/or facility rental, number of clients attending, markets and possibly refreshments. Both types of study need to be assessed for timing and deliverables. And if you are doing specialized or ad hoc studies, for instance, which require ethnographic market immersions, semiotic analyses, neuromarketing lab work, etc., there are even more considerations. The quality of

your design and results will rely on thinking through all of these details to have the best elements in the mix.

**Make sure you get a commitment on who will be doing the work.** This is critical if experience and brainpower are to be taken into consideration. And as an insider, I can tell you that the bigger the research company (same with ad agencies) the more likely you will be talking to and paying for senior people, while junior people actually do the work. Insist on getting who you want on the project.

**Allow enough time for a proper bid.** Proper bidding takes time. For a standard study or service it is a matter of checking a price sheet and can be accomplished instantly. But for the custom studies, multinational studies and research with multiple phases, there are many e-mails to be sent, conversations to be had and negotiations to be made on your behalf. If subcontractors are used for sample, moderating, etc., there are often ways to save you money that the research vendor can achieve for you, but it takes time. Even the studies that are handled internally by one vendor often require internal negotiation, with your account person arguing on your behalf to give you a sweet deal because you are a great client with a lot of potential. You may never know, but good vendors work hard for you.

On the flip side, if you ask for a bid and say you need it right away, it might mean them giving up their weekend, holiday or vacation just to come through for you. Are you even really considering this vendor for the project? Or are you reaching for another competitive bid at the last minute because it would be nice to have? I remember giving up attending a jazz festival in Bucharest on my vacation so I could get a huge bid out to a prospective client because they needed it "Urgently!" I gave it to them and they went radio-silent.

**Make the vendor care.** If you treat the vendor as your partner, someone you are counting on to help you reach your goals, they will usually jump through hoops for you and

give your project priority over others. It's simple human nature. Of course, vendors need to make money but they are also driven by pride in their work and helping clients achieve success. Recently I helped a client achieve a huge promotion by providing the insights our studies brought to her company using our methodology. She thanked us profusely and rewarded us with another large project.

**Show respect.** So often the RFP process takes hours upon hours of work, pulling the bid together and writing the proposal, getting everyone's internal weigh-in. Let the vendor know what you decide, even if it is disappointing news. Enable them to get your prospective project off their status sheet and move on with a simple "not this time – thank you" or better yet, with some candid feedback on why they were not chosen (your bid was too high, we liked another's approach, etc.). It will benefit both the vendor and you for next time around if you let them know how they can improve. As a client, I make this a common practice.

### If you are a vendor...

**Go the extra mile.** Give the client more than they ask for. Extra analyses, special charts, a video from the groups, whatever makes the deliverables more insightful and come to life. On a brand strategy project, our art director gave the client a new logo variation emanating from the research findings and it is now the brand's logo with rave reviews. Needless to say we are now a favorite repeat vendor.

**Be your client's champion.** Find them a better, faster, cheaper way to do the study. Negotiate within your company on their behalf and with your subcontractors and then let them know what you saved them. I found myself, in response to a client thank-you note last week, writing, "It's because we care." And it's true. Use your client's products, talk to people about them to learn how the target feels, write your questionnaires and discussion guides like an insider, not a robot.

**Protect yourself.** Not all clients have scruples, I hate to say. They

may think nothing of having you work the weekend on a proposal you never had a shot at, taking your original inventive design and giving it to their favorite vendor or having you invest startup dollars to prove yourselves when they don't have the authority to make the choice. This is where your native research skills come into play. Ask questions. Here are some favorites:

- What will the RFP decision be determined by? Do we have an equal chance?
- If the bid requester is an unknown research company or agency, ask if they have worked with the end client before.
- If being asked for a big bid on a rush timetable, how many other bids does the client have already? Why is this such a rush? Chances are you are an afterthought for a competitive bid with no chance of being awarded the study.
- Who is the decision maker? This reminds me of a \$300,000 investment that a startup I was part of made for proof-of-concept under the promise of, "We want you to scale for us globally." It was a large, reputable company everyone has heard of and uses its products. But in the end, the client was a big talker with no authority.
- Red flags: sketchy on the details; no interest in who you are as a company or consultant (they're just after your bid); in a big rush; not knowledgeable about marketing research.

**Manage client expectations.** Clients can work with disappointments and possible schedule delays. It's not good to miss a deadline but it's unforgivable not to let the client know there's a problem or something is late. Try to beat deadlines when you can.

**Be prepared for change.** Projects fall through. Clients (or their bosses) change their minds. Problems arise. A good vendor is a good partner. Be empathetic and adapt to whatever comes your way. Your clients will remember you for it favorably.

**Honor your commitments.** Stick to the original price. Deliver what

you promise. Keep things confidential and show you really care. If you are a quality researcher, you will go far and enjoy not only great client relationships but true, lasting friendships.

**Stay current.** Technology is driving rapid change in the marketing research industry, from artificial intelligence and virtual reality to neuroscience and big data. If you want to stay competitive, go to webinars, attend industry events, take courses, build expert or academic advisory boards, innovate, conduct research on research and stay out in front!

### Travel as partners

As researchers, we all have the privilege to create knowledge that was not there before. How people feel about issues, brands, advertising, packages, experiences – you name it – we are building understanding that is new, unique and actionable. For many of us, it takes us to the four corners of the world, either on Zoom or by plane, making us adventurers into the human psyche and culture without bounds. The best way to travel into these uncharted waters is as partners. For clients and vendors alike, the journey is so much more enjoyable when we go together, partnering as explorers. Hopefully these true-to-life guidelines will make for better experiences between clients and vendors all around. 📌

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# Vigilant against the virus

COVID-19 may fade but home-cleaning habits  
will remain

| By Nihal Advani



## snapshot

A qualitative research study found consumers still focused on sanitizing surfaces, whether they're inside or outside the home.

The last two years have been transformative for this country. Pandemic-related restrictions created seismic shifts in consumer behavior, interrupted daily routines and forced consumers to suddenly develop a heightened sense of awareness regarding home cleaning and germ elimination. As the U.S. gradually adjusts to a new normal, consumers are cautiously deciding which pandemic-related cleaning habits they'll retain for the foreseeable future and which habits they'll abandon once it's safe to do so.

To uncover and understand the implications of these shifts in cleaning habits, the QualSights team conducted their own home-cleaning research project. The goal of this study was to identify how cleaning habits and routines had changed since the pandemic and whether those newly formed cleaning routines were permanent. This study also explored the product messaging that best resonated with consumers as well as the prevalence of hand sanitizer and cleaning wipes.

The QualSights Pandemic Home Cleaning Study surveyed 63 men and women, ranging in ages from 18 to 65, who reside across various areas in the continental United States. QualSights asked participants to complete a series of activities, designed to assess their thoughts and feelings regarding home cleaning. They followed a pre-programmed guide featuring a mix of open-ended and closed-ended questions, all recorded on video and audio.

Leveraging a blend of quantitative questions embedded within the video-recorded responses allowed for authentic insights backed by data regarding the participants' thoughts on pandemic-related home cleaning. For example, while over half of participants felt "extremely concerned" about the pandemic in the spring of 2020, their concern was downgraded by the summer of 2021 as most participants were "very/somewhat concerned" about the pandemic. The results from the study also indicated that participants' initial concern was rooted in their daily life being interrupted and constricted by the fear of the unknown. Their current



concerns center around well-being for their children and family, as well as the unknown timing of returning to their pre-pandemic lifestyle.

### Here to stay

There were several key takeaways from this study for B2C marketers within the household cleaning products industry. The research indicates that while concerns about the pandemic are waning, the new cleaning habits that consumers developed in response to the threat of COVID-19 are likely here to stay:

- Consumers say they have more things to clean: Light switches, door handles and our groceries are still getting wiped down daily as part of the cleaning routines.
- Cleaning products don't live under the sink anymore: Clorox and Lysol cleaning wipes are standard staples in homes across the country and they are prominently displayed on counters and in entryways.
- Buying in bulk is standard practice: More than half of participants said they're buying in bulk now to avoid added shopping trips, while one-third of participants conserved products to reduce the need to replace them.
- Product claims on stronger protection are prioritized: "Kills 99.9% of viruses and bacteria" and "antibacterial" claims really matter to consumers. People have switched cleaning products to ensure they are getting this type of strong protection.
- Consumers will bring their own cleaning products on public transportation: Use of public transit is down, as many are wary of cleanliness, but 71% of participants said they're bringing their own cleaning products if they need to use public transportation.
- Consumers want to keep their new cleaning habits: 94% of participants say they are "extremely likely" to continue using the new products they have adopted.

The overall theme in responses was that consumers are content to stay home more often than they used to. For example, for those people who worked remotely during the pandemic, a return to the office five days a week is not guaranteed. In fact, if anything, those participants may adopt a hybrid schedule where they would only be in the office a few days a week. The only exception to this new way of life is the way groceries are purchased. Trips to the grocery store remain higher than trips to bars, restaurants or visits to friends and family homes. Additionally, with more time spent at home, 84% of participants claim they are "more mindful" of cleanliness at home than before the pandemic started.

The impact of such findings is especially important for insights professionals who work in the home-cleaning category. Even though some have reported a decline in cleaning product sales, the study implies that consumers still have an unwavering commitment to keeping their home clean and germ-free.

### Delve deep

The QualSights team collected approximately 40 hours of video footage and used AI tools to identify recurring themes and keywords in participant feedback. These qualitative research techniques and analysis tools enabled the team to delve deep into consumer motivation and observe in-the-moment emotional reactions. For any brand interested in conducting similar research, harnessing the power of qualitative data collection centers around these three necessary areas:

**Participation from engaged consumers.** Qualitative research presents the opportunity to speak directly with your target audience, either bringing your actual customers to a research project or tapping one of the many firms recruiting willing consumers to share their time. Identifying the right audience ensures the team can weed out the professional survey-takers to speak with brands and allow them to secure meaningful data.

**Mixed-media collection for flexible data capture.** From ethnographies, digital inter-

views, concept tests, screen recording and more, research and marketing teams can modify their qualitative methods to connect with consumers and collect research data through smartphones, laptops, hands-free cameras and more.

**Analysis that goes beyond surface numbers.** Insights teams can extrapolate findings from hours of video or transcribed feedback. Analysis of responses includes identifying keywords, themes, sentiment and emotion. The ways consumers shop, use and think about the products in their home and the products they purchase begin to emerge.

### An emotional connection

The home-cleaning study showed that consumers now have a keen awareness of cleaning standards and have also developed an emotional connection to chores that were otherwise considered mundane. Tasks like disinfecting counters, cleaning newly purchased groceries and maintenance cleaning of their home that were once considered optional and performed sporadically are now considered to be mandatory daily tasks to guarantee a healthy home. Because of this hyper-focus on cleanliness, consumers response indicated a preference for product messag-

ing that revolved around antibacterial and germ-killing properties.


The learnings from this study may be especially helpful to home-cleaning brands, as they can help inform the way they market, message and develop home-cleaning products moving forward.

**Cleaning products are not just for the home anymore.** One-in-four claim they use a car service but some feel it's a risky move and take precautions like wiping surfaces, wearing masks and protective clothing and ensuring windows are open for the whole ride (even in the winter). This discovery, paired with wariness of public transportation, provides a takeaway for CPG marketers and the opportunity to elevate messaging on the travel-friendly aspects of their products.

**Emotions are strong and heavily tied to cleaning.** The ongoing development of virus variants is leaving people uneasy about what might happen in the future. There is also concern about germ spread and cleanliness for others who are not vaccinated or are health-compromised. These sensitive findings can offer product teams the lens through which to view their messaging, including larger campaigns across social media or advertisements down to small product descriptions.

**An ongoing distrust of strangers remains.** The study uncovered that people assume that others may have COVID-19 or they fear people who are not vaccinated. This continues to motivate social distancing and the need for personal space and the continued cleaning routines many have adopted within their home and when they're out in public. This notion of distrust is yet another implication for CPG marketers and a finding that they will need to navigate with caution.

### Adopted new habits and routines

While the pandemic is far from over, it's clear that consumers across the country have adopted new cleaning habits and routines. Most of them will likely be a permanent shift in consumer behavior. However, as the pandemic evolves, so will consumer cleaning habits. Qualitative research is, and will continue to be, the key to unlocking those frequent changes. Marketers across every category, including the home-cleaning category, can comfortably rely on tech-driven qualitative research methodologies to drive their business forward. 

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# A return to quality

Don't sacrifice precision for speed and cost

| By Doug Berdie



## snapshot

Doug Berdie draws on some data-gathering practices of the past to inform his exploration of steps researchers can take to put the emphasis back on quality.

I have experienced a sad decline in the quality of marketing research and other social research practices and data since my initial entry into the field in 1974. Back then, researchers went to great pains to obtain representative samples and to ensure that good response rates were obtained from those samples so that data could be confidently generalized to the populations of interest. Care was taken to extensively pre-test the wording on survey questionnaires and to be certain more objective data from records were accurate, timely and could be clearly interpreted. Some of these practices took time and were expensive but because the decisions to be made based on the data had major financial implications, the extra time and expense to get “good data” were deemed well worth it.

As technology moved forward in great leaps from the late 1980s and up to now, methods to obtain data became cheaper and faster and, hence, were readily adopted. Back in the 1970s and earlier, many governmental organizations and businesses would decide which geographic areas to survey by randomly selecting block samples and, then, randomly selecting households within those blocks, using city directories and other sources to do so. They didn't stop there, though. They selected random samples of people (usually adults) within those households to constitute the sample. And, finally, great effort was made to obtain data from those exact people, which meant if, for example, a researcher doing in-person interviews knocked on the door of a selected home and a different adult answered the door because the selected one was not home, the researcher would not interview the door-opener but would ask when the selected person would be home so a return visit could be arranged. Time and expenses were allocated to follow-up techniques (in this case, return visits to the home) to ensure high response rates would be obtained and, hence, reliable data. In-person interviews and mail surveys were used most commonly because, at that time, representative samples could not be obtained by telephone





that sample; 3) data from clear and unambiguous sources; 4) calculations based on the exact type of question asked or other source of data; and 5) reporting results clearly and correctly. Let's look at each of these requirements.

### **Random samples**

As noted above, clean random samples are rare these days – and yet they are required to calculate real precision estimates. Obtaining a true random sample involves first identifying all the members of the population of interest and then using random techniques to select a sample. Identifying the members of the population of interest is easy in some cases (e.g., the people who purchased a new vehicle from a dealer during a given time frame) and less easy in other cases (e.g., people who went shopping in a major metropolitan downtown on a given day). Years ago, while doing a survey for a city, we needed to station workers with clickers at randomly selected corners of a downtown to estimate how many people actually did enter the downtown at those locations during a specified time period and then projected those numbers to the entire downtown. By acknowledging that this count was an estimate, we could present the subsequent data as just that.

### **Response rates**

Sending out 10,000 survey invitations over the internet and having 600 people respond and complete a survey does not result in data from a random sample. If that practice is used, at a minimum one should find some characteristics that may be known for the entire population (e.g., age, income, years as a customer, etc.) that can be asked in the survey. That way, comparisons can be made between the total population and the survey respondents. However, one must keep in mind that representativeness in terms of these demographic characteristics does not ensure representativeness of response in terms of attitudes, recent experiences, etc. In customer satisfaction research, those who are most dissatisfied and those most satisfied are often overrepresented in the survey respondents – even though their

interview given the disparities of telephone ownership.

Once telephones became more universal among homes, focus shifted to telephone interviewing. Researchers realized that bias still existed to some extent due to unlisted numbers and careful researchers conducted small reliability checks to ensure this bias was not too large. Sadly, the focus on obtaining survey data from a representative group of people started to shift to the easier task of getting it from samples of households – not worrying so much about who in the household provided the information. This assumed that all household members held the same attitudes and had the same background experiences upon which those attitudes were based – which was clearly not the case.

The most recent shift based on technology arose with widespread internet access. Using e-mail and websites it became easier to reach large numbers of people quickly and inexpensively. Sending out thousands of survey invitations was a fast and cheap way to get a few hundred completed surveys. And, research panels allowed firms to start data collection at any time to address emerging issues.

Each of the shifts in data-gathering associated with changes in technology has led to a degradation in data quality – the price for speed, reduced cost and ease. And, these less-than-desirable practices have gone on for so long that they're now accepted and, as a result, some major decisions have been based on suboptimal data.

Following is an examination of why that is and what best practices exist to help us return to high-quality data.

### **Wrong and misleading**

Most marketing research reports and political polls make a point of stating how precise the data are. These “results are accurate within x%” statements are almost always wrong and misleading – for many reasons. Theories of probability that underlie statements of data precision require 1) an initial random sample; 2) a high response rate from

demographic characteristics may be similar to the nonrespondents who have more ambivalent attitudes.

The best practice to ensure responses are representative in all regards is to obtain a high response rate. This used to be much more common than it is now. A literature search I conducted found 74 research studies where response rates from 80%-100% were obtained during the 1924-1988 time period and I am aware of many additional ones during that time frame and since then that have reached those levels. Methodological research I've published found that mail survey response rates above 50% and telephone survey response rates in the 65%-75% range generally provide representative results. But it is important to reach, at a minimum, those levels. Those results are based on having compared the resulting data at those response rate levels to "what the data would have been had there been a higher response rate."

The second measure resulted from using extensive response rate-stimulating follow-up techniques to boost the response rate much higher than the first measure. This is a best practice for assessing possible response rate bias and is much better than comparing data from early respondents (as a group) to initial nonrespondents who have been followed-up with and successfully gotten to participate. After all, the real question is, "Would we make different decisions had there been a higher response rate?" rather than, "Do people who initially did not respond differ from those who responded at the outset?"

When designing research projects, it is far superior to select small random samples (that are large enough to meet desired precision levels) and to expend time and resources to use follow-up techniques to attain higher response rates than it is to use very large samples and "just take what comes in" without follow-up. The response rate bias that results from the latter techniques is usually large enough to negate what had been hoped for in terms of sample size precision.

Also, the all-too-common practice of using fill-in samples does not protect against response rate bias. This

practice "replaces" non-respondents with additional sample which, even if randomly selected, does not lead to the same results that are attained with good follow-up practices to get the input from those in the original sample who do not respond initially.

### Data sources

For all marketing (and other social) research that asks people to respond to questions, it is essential that the questions asked: be clearly and unambiguously understood; be understood in the same way by all who answer them; be worded fairly – i.e., not be biased; and avoid a variety of other question-wording flaws. An example of a poor question I once asked was, "Do you believe there are enough cultural opportunities in this neighborhood?" People did answer the question but we discovered later they had not all interpreted it in the same way. When the data showed a large percentage of people had answered no, we had follow-up discussion and asked what they'd like to see more of. Some people said they'd like more varied artistic events and others said they'd like more restaurants serving foreign food. We realized the word "cultural" had been interpreted in varying ways and we had no idea what percentage of people had done so in one way versus another. Better pre-testing of the question before administering the survey would have caught that problem so it could have been fixed. Stanley Payne's classic book, "The Art of Asking Questions," provides a great list of most flaws in question wording and should be required reading for all marketing researchers. (The book I co-authored, "Questionnaires: Design and Use," also has tips on problems to avoid.)

The raw input underlying marketing research obtained in ways other than surveys (e.g., historical records) is susceptible to a variety of interpretations and must be examined carefully with that in mind.

### Analysis tied to types of data and levels of measurement

I cringe when I see precision estimates presented as one number – e.g., "The data are accurate within +/- 4%." For such statements to be true all

questions in a survey must be of the exact same type – which is rarely the case. For example, a question with only two response options requires a different formula to calculate precision than does a question with five options. A question asking for a number (e.g., "age in years") requires yet a different formula to calculate precision. And, as if it weren't complicated enough, the formula used to calculate data precision for a given type of question (e.g., a yes-or-no question) will yield different precision estimates if the percentage of yes responses is different for the one question than the other – even if the number of responses is the same. So, in reality, precision estimates need to be calculated for each question in a survey and should be presented right by the results of those questions. A best practice is to present the results for each question or variable in ranges (e.g., "Between 42%-48% of people answered Question #1 with a yes."). And, yes, to make it easier on decision makers who must deal with the results, one can offer summary statements (rather than drowning them in data) such as the following: "In almost all cases, the percentages shown below are within five to nine percentage points. But the responses to Question #6 are much less precise than that, so please examine those data carefully."

### Reporting data precision properly

Unfortunately, many research reports incorrectly report the precision estimates for categorical questions as a "+/-%" when, in reality, it should be "+/- percentage points." If one says the precision for a yes-no question with 38% "yes" responses is "+/-5%" one is really saying the range indicating the estimated response is "36.1%-39.9%" ( $38 \times .05 = 1.9$ , which is subtracted from the 38% and added to the 38% to get the range). The formulas used for this type of question, however, generate estimates of percentage points, so if the formula generates a "+/-5" it is really saying the estimated range of response is, "38% +/-5 percentage points" (or, "33%-42%") – quite a difference from the incorrectly stated version. This is one of the most com-

mon flaws in reporting data.

As noted above, different types of questions yield different precision estimates. So, asking a question that elicits a number (e.g., "age") yields a +/- number that is in the form of the unit of measure. If the average age is found to be 37 it will be reported as something like, "37 years +/- 4.2 years."

### Bonus: A good political tip

When random samples are selected for surveying, there are times when those who were not selected get upset: "Hey, I heard you asked John Jones for his opinion. Why didn't you ask me? My opinion should count too!" If you are in the type of research situation where you might encounter this, consider using the "sample + everyone" approach. It consists of selecting a scientific random sample, earmarking that sample so it can be identified, surveying everyone and tracking the returns from the earmarked random sample so nonrespondents in that group can be followed-up with. Then, when a high response rate is

obtained from the earmarked sample, those data can be analyzed separately and used as the basis for decisions. It's also a good idea to compare those data to the data obtained from all the people surveyed who responded. The two data sets are almost always very similar and in cases where they are, you can present the data from the larger group, knowing that the random-sample data validate data from the larger group. This way, "everyone" had an opportunity to voice their opinions and potential political anger can be avoided.

### Easy to lose sight

Lots of effort has been expended over hundreds of years to define and refine the theory of probability and use of language so that accurate marketing research data can be collected, reported and used to drive solid business decisions. As businesses evolve, and ways that data can be collected become more sophisticated, it is easy to lose sight of the fundamentals that underlie credible, accurate marketing research data. And yet, no amount of

technological glitz can offset these fundamentals. Those entering the profession need to be exposed to the best practices described above so we can ensure marketing research remains on a solid footing. ①

Doug Berdie is president of Consumer Review Systems. He can be reached at dberdie1@msn.com.

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# The gift of sound and vision

For brand-building success, it's important to show and tell

| By Charles Young



## snapshot

How Kahneman's System 1 and System 2 can inform your approach to marketing and advertising.

One consumer-centric way of organizing our thinking about the rapidly evolving media landscape is to use a framework that's based on the widely read work of the Nobel Prize winner Daniel Kahneman. In his book, "Thinking Fast and Slow," he discusses two important ideas. First, the difference between two processing systems in the brain – System 1 (fast system) and System 2 (slow system). Second, the difference between our experiential self and our remembered self.

If we put these ideas together, we get a mental framework that looks like the one shown in Figure 1. If we just look at the differences on the left side of this grid, System 1 versus System 2, we simply have a reinterpretation of the classic division between low-involvement and high-involvement (or lean-back versus lean-forward) media. Basically, it's the difference between watching TV or scrolling through an Instagram feed (System 1); versus reading a newspaper or magazine article – or an Amazon review (System 2).

But if we put that idea together with the differences between an experience and the memory of that experience – the part of the grid on the right side – we can get some clarity and insight into the different roles that different creative content and different media platforms and ad formats play in the brand-building process in the customer's mind.

From a creative point-of-view, System 1 is the key to a visual-centric, filmmaker's worldview, while System 2 is the key to the writer's world. Both are growing.

### Living in a visual world

In a world where everyone has a camera full of memories in their pocket – on my iPhone I have 20,000 still photographs and 700 short videos of my life experiences – it's easy to see that we are now living in a visual world of communication.

But just as we learned in kindergarten, communication always comes down to show-and-tell. For effective brand-building, advertising the two must work



part of the mind. Both are needed to achieve the goal of marketing: to add another growth ring to the brand tree each year.

The number of words in our language that we use to describe ideas and concepts grows each year as well. In 2010, Harvard University and Google estimated that there were 1,022,000 words in the English language and that this number would grow by several thousand each year. According to some estimates, there were only 50,000 words in English in the time of Shakespeare – and by himself, Shakespeare added 1,700 new words to the English language.

Humans love to talk and gossip and we learned to tell stories with words long ago. So, it's perhaps not surprising that “tell” media, such as podcasts, subscription newsletters, audiobooks and other new word-centric forms, are growing as well.

Think of media brands themselves – which is important for positioning media platforms in a cluttered marketplace for ad dollars. For example, Figure 2 shows where the New York Times brand goes on the Kahneman grid.

As a System 2 media platform, the New York Times is where serious people go to hear news and discuss ideas, perhaps the politics of the day. It's also the place where marketers go to talk to their customers when they want to reach an audience that's in System 2 thinking mode. Here they might explain their new product's reason-for-being, argue how their brand is different from others and communicate what the best value of the day is.

Which of the two Systems – 1 or 2 – is more important? Let me answer it this way: Which would you rather be, blind or deaf?

### **Kitchen of the mind**

Information that your customer takes in from looking and watching versus reading and listening is fused in working memory. Think of working memory as the kitchen of the mind where the raw ingredients of sensory inputs are turned into meaningful experiences, to be served up to the conscious mind. These in turn can be stored as meaningful branded memories – potentially the source of brand loyalty and therefore brand equity.

together – like the writer and art director creative teams that the late, great Bill Bernbach innovated in the ad agency business during the 1960s.

TV, of course, is a “show” medium. If you watch old commercials from the “Mad Men” days, you quickly realize how out-of-date they feel, not just because of the more primitive video technology available but because the ads seem so wordy. As we saw in the character of Don Draper, the advertising world in those days was a writer's world.

In a five-year review of TV commercials that my late colleague Martin James tested in Australia a few years back for a major Japanese car manufacturer, he found a strong negative correlation between the amount of attention a commercial got and how much talking was going on in the ad – typically with voice-overs pushing product messages.

For show media the lesson is to tell the story in pictures first. Words come second. Images, after all, are key to building a brand's image.

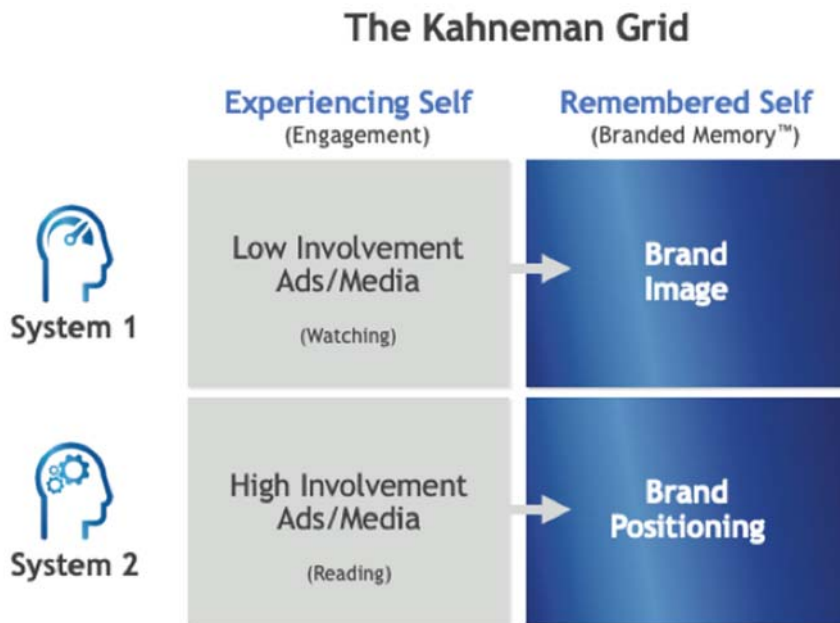
Yet the data in this model does not say to use no words, just fewer of them. A montage of diverse images in a video with no copy or controlling verbal idea, or an image in a newspaper without a caption, are difficult for an audience to interpret. Since a picture is worth a thousand words, it contains a thousand potential meanings. Fewer words make it easier for the reader's mind to sort through the potential meanings of imagery and pin the images with the proper meaning on the wall of memory.

Concepts and brand-differentiating ideas are necessary for anchoring a brand's positioning in the mind of the consumer.

### **Add another growth ring**

As I look at the right side of the Kahneman grid, the metaphor for a brand that I think of is that the top is the leafy, flowering bough of the tree – the brand image. The conceptual positioning idea, rational messages and reasons-to-believe are the roots anchoring the brand tree in the System 2

Figure 1



According to modern theories of cognition, working memory is made up of four components that process the information we receive from the outside world into long-term memory: the central executive, visuo-spatial sketchpad, phonological loop and episodic buffer.

In working memory, which by some estimates lasts only about 30 seconds, our brain integrates the information coming in through the eye, traveling along the neural pathways of the visuo-spatial sketchpad, with information coming in through the ear, traveling on the neural pathways of the phonological loop. Working memory then chunks the information into episodes and sends it on to the gatekeeper – the central executive. The gatekeeper then decides if it is important enough to be forwarded, as a summarized piece of information, to the CEO – our conscious mind.

Our visual pathway is a key component of System 1 processing. It can process visual information very fast, which is why movies work in the first place and why a picture on the cover of a magazine will attract attention faster than a headline will.

When we read a word printed on a page or screen, we are engaged in System 2 processing, which is slow. One reason that the thinking brain is slow is that in reading a word on a page, the mind sounds out the word as a voice inside your head. The audio pattern as-

sociated with the word is then stored as an audio file in memory. Verbal comprehension takes place in the same amount of time it takes to say a word out loud.

That's much slower than the time it takes for the eye to scan an image. That's why the verbal system is the slow system. The voice inside your head is attached to your thinking brain. (I don't know about you but I talk to myself all the time.)

### Tag for future retrieval

Words themselves are merely symbols and abstractions that are used to sort experiences into conceptual categories and tag them for future retrieval from memory, just like you might tag movies or short videos for future retrieval from YouTube.

Words are stored in the semantic memory system. They are used by working memory to retrieve memories of prior experiences for the various search functions of the mind – such as finding the right inputs from past experiences for making predictions and making decisions in our day-to-day lives.

We can tell stories with either words or pictures because words are linked to pictures in the mind. As Aristotle said, the soul never thinks without an image.

But what did he mean by the word “image”?

When I listen to old radio plays from the 1940s I can see in my mind's

eye the image of a door closing when I hear the sound effect of a closing door; I see the characters walking down the street when I hear footsteps or see cowboys riding horses across the American West when I hear the sound of galloping hooves.

When we tell stories with words, we hear and see the story as a movie inside our head. Words are linked to both image files and audio files in our memory. All of this happens in the Theater of the Mind.

This is relevant when we think of the marketing role of radio, podcasts or audiobooks – all of which are growing media platforms. It should tell you something that Malcolm Gladwell, a well-known author in print, has launched his latest work, “The Bomber Mafia,” as an audiobook first, with the printed version to follow. He knows how to build his brand “image.”

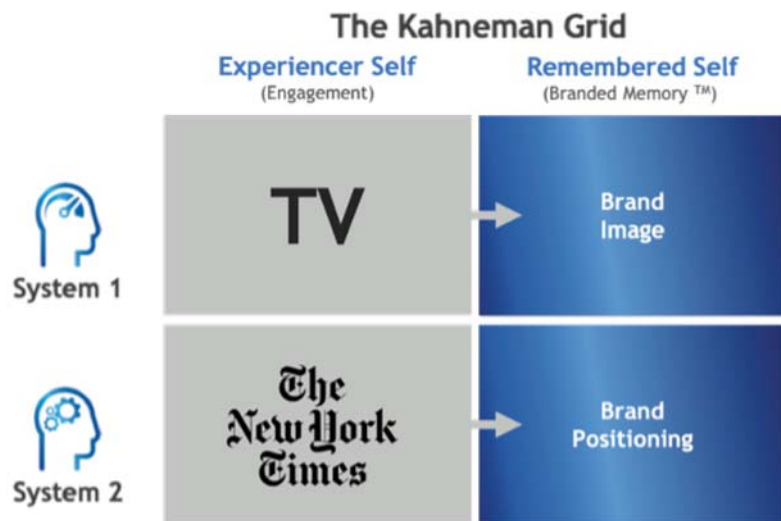
A word-centric media platform like a New York Times podcast, therefore, can be thought of as a “sound” platform – it's a different way to get imagery inside the head of the consumer than TV; a different tactic for brands that want to capture the hearts and minds of the consumer.

Writers understand the importance of an author's voice as a way of differentiating their writings. When we talk about a brand's image, therefore, we should think about a brand voice as an important component of the overall persona that a brand is trying to project consistently. Hemingway sounds recognizably different from Mark Twain in just a few words. Neither sounds like the voice you're hearing as you read this article.

An example of a voice that conjures up vivid imagery in the mind, is that of Huckleberry Finn. “Adventures of Huckleberry Finn” was quite controversial at the time it came out because it was the first novel to be written in the American vernacular – or the voice of ordinary people. It was written not for the literary set but for the common person. Also, through the voice the character of Jim, Twain gave the world, through written words, the unrecorded sound of the voices of Black American slaves.

The brand voice of the New York Times is perhaps quite opposite of the voice of the illiterate Huck. It's the

Figure 2: Kahneman grid with New York Times



voice of the educated, highbrow, urban class of the country.

**What their brand image stands for**


In competing against other media companies that offer plenty of places for advertisers to spend their money,

media companies need to compete based on what their brand image stands for and not just on the size of the audiences they can deliver.

Brand-building advertising delivered on the right media platforms is, in fact, a market tactic of co-branding.

From our past work on the multi-billion-dollar Intel Inside campaign, we know that the linkages between two brands in consumers’ associative memory system (System 1) can have very powerful effects in the marketplace. For example, how do you think the meaning of your ad might change if it appeared in the context of the New York Times versus Fox News?

**Show and tell**

In an age when brand communications seem to be dominated by the likes of Facebook and Instagram and Snapchat and TikTok and other new forms of media, and when reading seems to be at an all-time low, especially among time-stressed Millennials, the conclusion is simple. When it comes to marketing – and building brands – it’s what we’ve known all along: Advertising is not about show or tell, it’s show and tell. 

Charles Young is founder and CEO of research firm Ameritest. He can be reached at [chuck@ameritest.com](mailto:chuck@ameritest.com).

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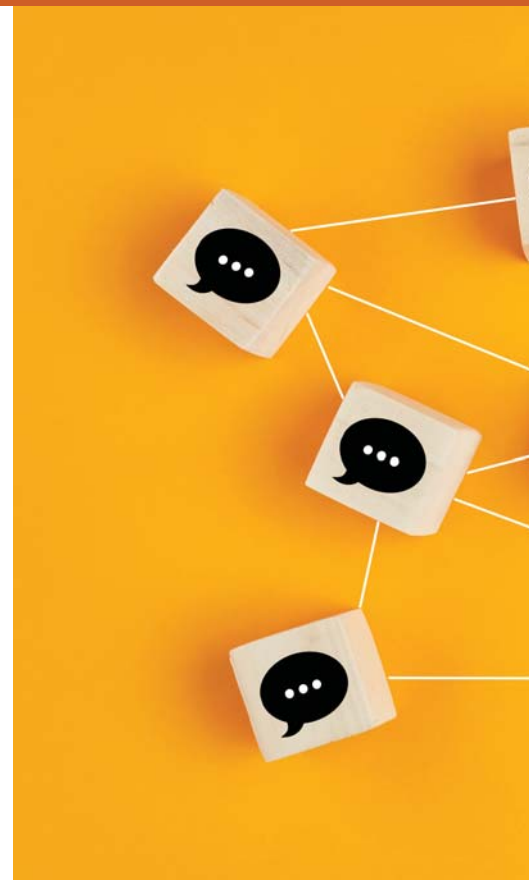
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A key realization over the past two pandemic years has been just how effective – and often necessary – the internet can be for working successfully. The pressure cooker of COVID-19 has contributed to a swath of online qualitative solutions that improved or transformed the research process, regardless of whether researchers were already using online research methods or had to pivot quickly to accommodate health and safety guidelines.

If you're in need of tried-and-true online qual solutions, the following companies are here to help. Whether you're looking for an alternative to in-person while COVID-19 is still prevalent or deciding to take your online research to the next level, these companies offer an array of qualitative services, from online communities and focus groups to in-depth interviews and mobile ethnographies.



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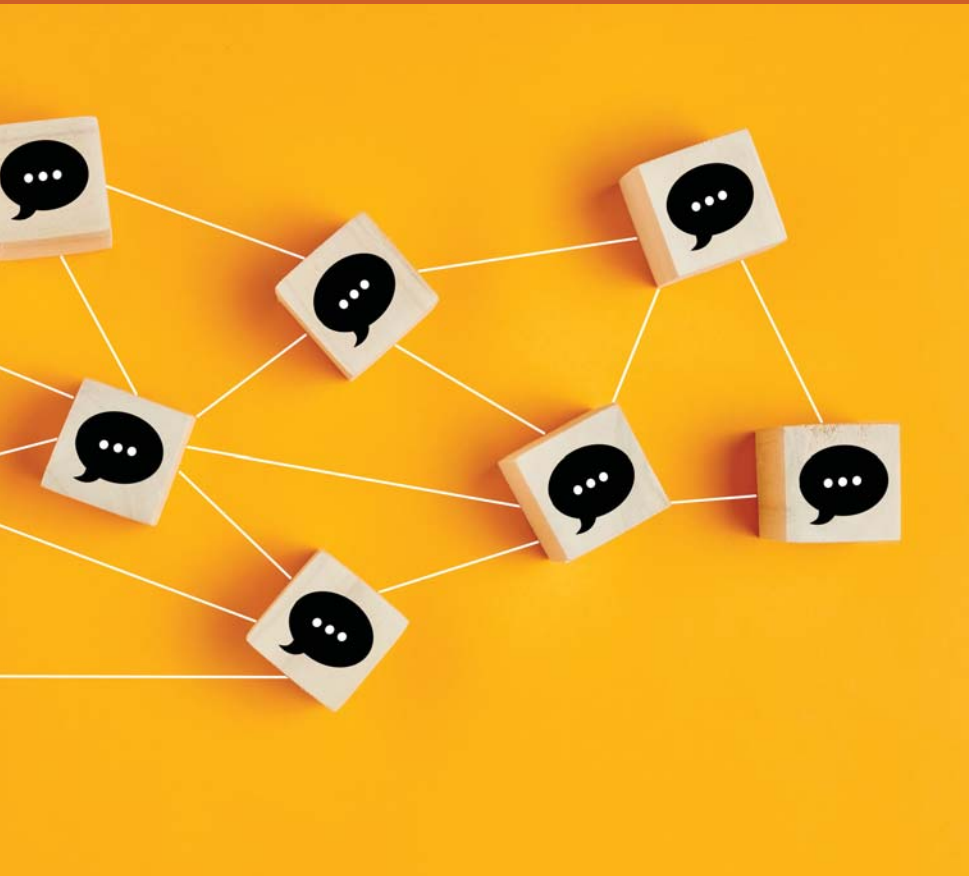
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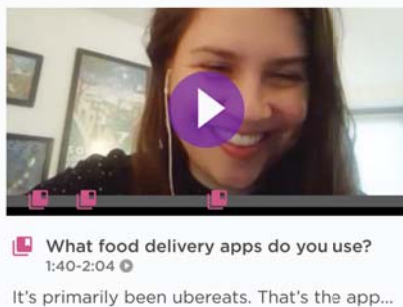
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Founded 2012 | 34 employees  
Simon Glass, CEO



Discuss.io serves the world's leading market research, customer and user experience teams with a purpose-built, smart video platform for insights and empathy. Leading enterprise-level brands and their partners trust Discuss.io to enable deep, purposeful connections with their key audiences and to securely capture and share insights across their organizations in real-time. The platform has been recognized on Deloitte's Technology Fast 500™ list and one of the most innovative market research companies for seven consecutive years in the annual Greenbook Research Industry Trends (GRIT) report. Discuss.io was also named one of Gartner's top 25 enterprise software startups to watch in 2020, Best Video Hosting Solution in the 2020 MarTech Breakthrough Awards and one of Quirk's Media's Top 20 Online Insights Platform companies. For more information, visit [www.discuss.io](http://www.discuss.io).

Phone 1-866-557-6716

[discuss.io/insights](http://discuss.io/insights)



## ENGINE Insights

Founded 1938 | 1,200 employees  
Jennifer Adams, SVP, Digital Hives

With ENGINE's Digital Hives, you can get into the homes, hearts and minds of your key audiences to uncover the insights you need to build authentic relationships and drive organic brand growth.



Go behind the glass as your members engage in discussions, polls, live chats, co-creation activities, image reviews and more to discover emotional truths. Whether you're a health care company looking to connect with patients and physicians, a nonprofit seeking to understand the backgrounds of those you serve, an ad agency optimizing your pitch or an automotive manufacturer ironing out the purchase journey, there is a Digital Hive solution for you.

Phone 1-212-633-4567

[engine-insights.com/product/digital-hives](http://engine-insights.com/product/digital-hives)



## Fieldwork

Founded 1980 | 250+ employees  
Steve Raebel, President



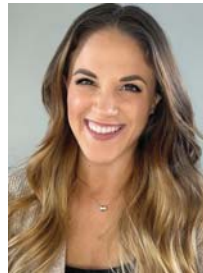
Fieldwork has been a qualitative research partner for over 40 years. We recruit business, medical and consumer respondents according to client specifications and host in-person, remote and hybrid research sessions where clients uncover insights for brand and business impact. Our experienced recruiting professionals take pride in providing the highest-quality respondents. Over the years we have developed special techniques to reach audiences beyond our database. We do not believe in a one-size-fits-all approach to recruitment. Whether in our 15 state-of-the-art facilities or online, we match the desired experience to the study requirements. Focus on the research. We'll do the rest.

Phone 1-800-863-4353  
[www.fieldwork.com/market-research-services/virtual-market-research](http://www.fieldwork.com/market-research-services/virtual-market-research)



## Focus Insite

Founded 2016 | 37 Employees  
Jim Jacobs, CEO  
Liana Wood, Vice President of Operations



Focus Insite is a qualitative recruitment firm based just outside Philadelphia. Our slogan is "You supply the project, we supply the people!" We are ready to recruit your study and get you the quality respondents you need. Consumer, medical, B2B – e-mail us first for your next project at [bids@focusinsite.com](mailto:bids@focusinsite.com). We work with anyone from Fortune 500 companies to individual moderators. Let us show you why we are the best in the business!

Phone 1-888-836-2871 (888-8-FOCUS-1)  
[www.focusinsite.com](http://www.focusinsite.com)



Founded 2009 | 120+ employees  
Eran Gilad, CEO

Fuel Cycle's award-winning Market Research Cloud is the most comprehensive intelligence-gathering ecosystem that



exists today. Our platform enables decision makers to maintain constant connection with their customers, prospects and users to uncover real-world actionable intelligence. By integrating human insight with critical business data and through automated quantitative

and qualitative research solutions, Fuel Cycle's Market Research Cloud powers product innovation, brand intelligence and enhanced user experience. Staying relevant requires action. We built Fuel Cycle to Ignite Action™.

Phone 1-323-556-5400  
[www.fuelcycle.com](http://www.fuelcycle.com)



## Further

Founded 2007 | 20 employees  
Stephen Cribbett, CEO

Further's online qual and research community platform and professional support services are designed to help you understand



the truths behind what people do and why. We help agencies around the world collect and analyze data – structured and unstructured, video, image and text-based – through a creative suite of task-based tools. It's hardly surprising that clients say things like "We were able to demystify the target consumer segment, reveal a bank of rich insights around consumers' deepest motivations, and then respond with a portfolio of ideas and concepts from quick wins for the brand, through to game-changers whereby we were able to truly reimagine the category."

Phone 1-310-853-6986; 44-0-20-3515-3301  
[www.go-further.com](http://www.go-further.com)



## Global Survey

Founded 2008 | 100 employees  
Mayank Bhanushali, Founder and Managing Director

Global Survey, as our name suggests, is one of the global leaders in using digital data collection to power analytics and insights. We provide data-driven



decision-making for clients who listen to and interact with the world's consumers and business professionals through Global Survey online panels, as well as mobile, digital and social media technologies. We apply the breadth of over 88 online consumer panels and communities across 70 countries to your market research studies. And we're dedicated to continually fine-tuning our panel network to ensure quality and growth as your research needs change over time. Global Survey works with many of the world's leading market research agencies, media agencies and corporations.

Phone 91-740322 0322  
[www.globalsurvey.gs](http://www.globalsurvey.gs)



## Just The Facts Inc.

Founded 1994  
Bruce Tincknell, Managing Director



We listen to your customers! Online qualitative dives into individuals' thoughts, emotions and perspectives to provide key insights that uncover how people really react. Our unique QUAL-QUANT™ process leverages the best of the qual and quant worlds to yield rich insights

beyond just numbers. Our proprietary process opens up B2C and B2B customers' motivating actions, behaviors and decision-making. Our tool kit uses an array of online, tech-savvy methods including focus discussion sessions, IDIs and bulletin boards. This investment leads to 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 no-obligation consultation or e-mail [info@jtfacts.com](mailto:info@jtfacts.com)!

Phone 1-847-506-0033  
[www.justthefacts.com](http://www.justthefacts.com)  
[www.justthefacts.com/testimonials-x-30](http://www.justthefacts.com/testimonials-x-30)



## Krämer Marktforschung GmbH

Founded 1986 | 51 employees  
Michael Krämer, Managing Director  
Markus Albrecht, Managing Director  
Christoph Rogl, Managing Director



Krämer Marktforschung GmbH, ISO 20252-certified, is one of the leading German data collection institutes in quantitative and qualitative market research since 1986. With our professional recruiting staff we manage to reach your respondents for your requested screening criteria to provide you with the most meaningful insights for your online projects or taste tests. Our teams of experienced moderators and interviewers ensure a smooth project flow for group discussions or one-to-one interviews either in one of our five fully equipped studios throughout Germany or online. Krämer – the most trusted partner in MR data collection.

Phone 49-251-962898-10  
[www.kraemer-germany.com](http://www.kraemer-germany.com)



## PRC Corporation

Founded 1982 | 75+ employees  
Laura Kibala, VP Operations  
Amy Haley, Director  
Susan Trace, Director



PRC Corporation, formerly known as Plaza Research, is your premier market research/focus group recruiting firm. We successfully recruit and project-manage qualitative and quantitative projects across the U.S. with vast regional databases. We are recognized for our quality recruiting and project management with customer service that goes above and beyond, whether it's 10 or 500+ recruits, consumer, medical, B2B, Spanish or anything in between. We have 35+ years of experience in the market research field.

Phone 1-800-654-8002  
[www.plazaresearch.com](http://www.plazaresearch.com)  
RFP [www.plazaresearch.com/bid-request](http://www.plazaresearch.com/bid-request)



## Recollective

Founded 1998 | 50+ employees  
Stephen Thompson, Chief Operating Officer

Recollective is an industry-leading research tool for conducting online qualitative studies and developing robust insight communities.



Available on mobile and desktop in 25+

languages, Recollective makes it easy to conduct custom online qualitative research for any duration or project size, anywhere in the world. Design engaging studies using a combination of asynchronous activities, journals or discussion forums, plus live video focus groups and video IDIs. Asynchronous activities combine various interactive question types including open text, media uploads, image and video markup, card sorting, fill-in-the-blanks, quick polls, grids and more. Licenses are available from three days through to ongoing annual communities.

Phone 1-613-686-1909  
www.recollective.com



## SCHLESINGER GROUP

### Schlesinger Group

Founded 1966 | 1,200 employees  
Isaac Rogers, CIO



Drive understanding and bolder decisions with smarter, faster and easier digital qualitative research. Powerful technology: Our suite of proprietary retech includes flexible platforms for online discussions, virtual focus groups and IDIs, mobile ethnography and more. World-class project management: Tap into decades of online qualitative experience and the specialized knowledge of our digital team to ensure your success. Recruitment expertise: Vast, deeply profiled panels blended with diverse recruitment approaches specifically for digital qual gives you access to targeted and engaged respondents.

E-mail [DigitalQual@SchlesingerGroup.com](mailto:DigitalQual@SchlesingerGroup.com)  
Phone 1-615-400-0827  
[SchlesingerGroup.com](http://SchlesingerGroup.com)

www.quirks.com



## SEEK Co

### SEEK Company

Founded 2000 | 25 employees  
Tim Urmston, President



SEEK Company, a division of Directions Research, is a qualitative insight and innovation consultancy born out of a desire to bring empathy and the human experience into the marketplace. While SEEK is known for gathering meaningful data through in-person methodologies, we also stand apart for our ability to insert empathy into our various and unique digital qual methodologies, including online ethnographies and virtual in-depth interviews, hand-coded social listening, fast and efficient idea workshops, thoughtful concept testing and other forms of in-depth remote research that always targets the core, human truth. At SEEK, we're about more

than brand-to-consumer relationships; we're about human-to-human ones – in everything we do.

Phone 1-513-521-1111  
www.seekcompany.com

## VISIONSLIVE

### VisionsLive

Founded 2008 | 20 employees  
Jon Tyson, Operations Director

VisionsLive is the leading trusted provider of online qualitative research tools – from online focus groups, creative



crowdsourcing and insight communities through to full-service market research. Our platforms are available in over 32 languages, allowing you to run your projects across the globe. They are the most feature-complete and easy-to-use systems available and they're specifically built for online market research and designed to help you gain the best possible insights from your respondents. Accessed completely online using desktops, laptops, tablets or mobile, our innovative platforms will not only save you time and money but they will completely revolutionize the way you conduct your research.

Phone 44-0207-788-7821  
www.visionlive.com





## Questions you should ask when selecting a focus group facility

### Facility specs

*How many total rooms in the facility? What size are the focus and viewing rooms (dimensions and seating)? Does the viewing room have a one-way mirror? What type of facility are you in (freestanding, office building, etc.)? Where can I find photos of the facility?*

You can't underestimate the importance of the physical facility on the psyche of clients and respondents. Look for spacious, comfortable focus group suites in modern buildings that clients and respondents will feel good going to and being in for long periods. Conversely, beware of overbuilt facilities that charge premium prices for high-end decorative devices that don't necessarily equate to comfort.

### Technical and logistical support

*How many workstations are available to clients, and are they easily accessible? What type of cell reception do you have in the facility? Is there on-site IT and audio/visual support? What are the recording (stationary or with operator) and delivery (i.e., DVD, jump drive, secure online viewing, etc.) options? Can you handle large/difficult/short-turnaround studies? Do you maintain niche audiences? What experience do you have with X type of recruit?*

Even if a facility hasn't done your exact recruit, good facilities will be honest about their recruiting availability/capacity and help find a way to get it done. Many facilities

have sister offices that can help with specialized needs. Look for a facility that will assist you with all aspects of setup and support to help expand your repertoire of research offerings.

### Valid and verified recruits

*Do you use a computerized database tracking system? How - and how often - do you refresh your database? What percentage of respondents are validated? What type of quality-control measures do you have in place to ensure top-quality recruiting?*

Many facilities don't have a computerized database tracking system and therefore cannot accurately track participation, which can lead to cheaters, repeaters and professional respondents. A facility should have safeguards in place to ward off undesirable respondents, including database tracking by name and phone number, mandatory photo ID check and proving guess-proof screener questions. Ideal validation processes include third-party appointment verification; confirmation letters sent within 24 hours (immediately if possible); at least 25 percent validation of respondents; on-site re-screening; a separate quality-control department; dual-level client duplication screen when polling the database; interval polling to ensure the same participants are not pulled on multiple lists for multiple projects; and database randomization (daily or weekly).



# Q

2022

# Focus Group Facility Directory

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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](http://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](http://www.quirks.com)



# 2022 Focus Group Facility Directory

## Codes

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

CL - Client Lounge  
 1/1 - One-on-One Room  
 1/10R - One-on-One Obs.  
 TK - Test Kitchen  
 TKO - Test Kitchen Obs.  
 CUL - Computer Usability Lab  
 PTL - Product Testing 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



#### Ask Arizona / WestGroup Research

3033 N. 44th St., Suite 150  
 Phoenix, AZ 85018  
 Ph. 602-707-0050 or 800-999-1200  
 AskArizona@westgroupresearch.com  
 www.westgroupresearch.com/facilities/focus-group-facilities

Stephanie Apostol, Project Director  
 Location: Free standing facility  
 Distance from airport: 4 miles, 9 minutes  
 CL, 1/1, 1/10R, VC, WC

20x17	12	Conference
20x17	15	Flexible
24x45	20	Flexible

Exceptional recruiting and focus facility, including mega-group room (24x45), convenient to Sky Harbor Airport, Scottsdale and Phoenix metro area. You'll be comfortable behind the glass or in our lounges with access to private client restrooms. Complimentary stationary recordings and use of A/V equipment. Experts in Spanish recruiting, on-site translation and hosting. Socially distanced groups can accommodate nine plus moderator and up to six observers. Est.1959, WGR is full service with on-staff moderators, all data collection methods, and host Zoom groups with tech checks.



#### C&C Market Research

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

Location: Shopping mall  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/10R, 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 pro-

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



#### 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, 1/10R, PTL, WC

27x19	15	Conference
27x16	10	Conference
24x20	25	Conference
24x24	11	Conference
27x35	30	Conference

Fieldwork Phoenix's 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 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 open and conducting in-person research with safety precautions in place. Welcome back! (See advertisement on back cover)



#### Schlesinger Group Phoenix

2355 E. Camelback Road, Suite 505  
 Phoenix, AZ 85016  
 Ph. 602-366-1100  
 Phoenix@SchlesingerGroup.com  
 www.schlesingergroup.com/en/locations/united-states/phoenix

Donna Flynn, Regional Director  
 Location: Office building  
 Distance from airport: 6 miles, 15 minutes  
 CL, 1/1, 1/10R, PTL, VC, WC

20x15	12	Flexible
24x17	10	Flexible

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., Canada 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: Moderate

Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and p. 3)



## TestAmerica

#### Test America, a division of CRG Global - Phoenix

Chandler Fashion Center  
 3111 West Chandler Blvd., Space 1084  
 Chandler, AZ 85226  
 Ph. 800-831-1718  
 crgsales@crgglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 16 miles, 19 minutes  
 CL, CUL, 1/1, 1/10R, PTL, TK, TKO, VC, WC

19x26	Conference
16x21	Kitchen

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.

## Arkansas

### Fort Smith



#### C&C Market Research

C&C Market Research - Fort Smith  
 Central Mall  
 5111 Rogers Ave., Suite 40C  
 Fort Smith, AR 72903  
 Ph. 479-785-5637 or 877-530-9688  
 Bids@ccmar.com  
 www.ccmaketresearch.com

Location: Shopping mall  
 Distance from airport: 3 miles, 10 minutes  
 CL, CUL, 1/1, PTL, TK, VC, WC

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



Market **C&C** Research

**C&C Market Research**

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

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, 1/10R, PTL, VC, WC  
20x32 15 Flexible  
15x21 15 Flexible  
18x17 18 Flexible

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.

Market **C&C** Research

**C&C Market Research**

C&C Market Research - Los Angeles - Northridge  
Northridge Fashion Center  
9301 Tampa Ave., Suite 69A  
Northridge, CA 91324  
Ph. 479-785-5637 or 877-530-9688  
Bids@ccmar.com  
www.ccmaketresearch.com  
Location: Shopping mall  
Distance from airport: 28 miles, 60 minutes  
CL, CUL, 1/1, 1/10R, 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)

Market **C&C** Research

**C&C Market Research**

C&C Market Research - LA Palmdale  
Antelope Valley Mall  
1233 Rancho Vista Boulevard, Suite 505  
Palmdale, CA 93551  
Ph. 479-785-5637 or 877-530-9688  
Bids@ccmar.com  
www.ccmaketresearch.com  
Location: Shopping mall  
Distance from airport: 10 miles, 20 minutes  
CL, CUL, 1/1, 1/10R, 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

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 TK - Test Kitchen  
 TKO - Test Kitchen Obs.

CUL - Computer Usability Lab  
 PTL - Product Testing 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.



## Facts 'n Figures

15301 Ventura Boulevard, Building B, Suite 500  
 Sherman Oaks, CA 91403  
 Ph. 818-986-6600

bob@factsnfiguresinc.com  
 www.factsnfiguresinc.com  
 Steve Escoe, CEO

Location: Office building  
 Distance from airport: 17 miles, 35 minutes  
 CL, CUL, 1/1, 1/1OR, PTL, TK, TKO, VC, WC

27x24	15	Flexible
18x24	15	Flexible
15x17	15	Flexible

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, 1/1OR, PTL, TK, VC, WC

35x24	15	Flexible
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.



## Test America, a division of CRG Global – Los Angeles

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

crgsales@crgglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall

Distance from airport: 34 miles, 40 minutes  
 CL, CUL, 1/1, 1/1OR, 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	Flexible
17x21	15	Flexible
17x21	15	Flexible
17x15	10	Flexible

Adler-Weiner Research Orange County is located in Irvine, Calif. This tranquil and spa-like facility has four large conference rooms with viewing; lounges with full work stations; a fully-equipped prep and service kitchen with a modern home design; and state-of-the-art AV components. Two of our rooms open into a single double-viewed focus room perfect for larger studies. Executive, professional, medical, high-tech and all phases of consumer recruiting are performed by a fully trained staff of in-house recruiters in our Los Angeles location. Also available: in-house videostreaming, customized usability lab and foreign language translation system.



## Fieldwork L.A. - Orange County

2030 Main St., Suite 300  
 Irvine, CA 92614  
 Ph. 949-252-8180  
 info@losangeles.fieldwork.com  
 www.fieldwork.com/us-research-venues/la-orange-county

Kami Celano, President  
 Location: Office building  
 Distance from airport: 1 miles, 5 minutes  
 AU, CL, CUL, 1/1, 1/1OR, PTL, WC

17x20	8	Conference
22x20	40	Conference
18x25	20	Conference
18x19	12	Conference
18x18	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 open and conducting in-person research with safety precautions in place. Welcome back!  
 (See advertisement on back cover)



## The Focus Room

5455 Garden Grove Boulevard, Suite 400  
 Westminster, CA 92683  
 Ph. 212-935-6820 or 714-660-4451

Andrew@focusroom.com  
 www.focusroom.com/  
 Andrew Junggren, Managing Director  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 VC, WC

11	Conference
12	Conference
21	Flexible
7	Flexible

The Focus Room has been specializing in U.S. nationwide qualitative recruiting for 20+ years. Our bi-lingual recruiting team and Senior level Project Managers are experts at making sure you have tech-savvy and enthusiastic respondents nationwide, verified to participate in all industry platforms and in-person locations. Our boutique studio is in the heart of Orange County near Huntington Beach and the Los Angeles county border. This stylish studio is equipped with three modern suites, 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, the perfect size for larger studies. The Focus Room collaborates with our clients to seamlessly recruit and execute qualitative research across all sectors. As industry pioneers, the Focus Room is a partner you can trust, 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 Director

Location: Free standing facility

Distance from airport: 10 miles, 20 minutes

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

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

Elliott Benson has been exceeding industry standards for over 26 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	Flexible
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.



**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, 1/1OR, VC

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

Since 1957, Taylor Research has prided itself in delivering a level of expertise, professionalism, and quality that is unrivaled. We understand that quality respondents are essential to the success of your project. That's why, with over 60 years in the industry, Taylor Research has the unique expertise, attention to detail, and holistic approach, that allows us to deliver quality results that will exceed your expectations every time. From consumer and medical recruiting to B2B and low-incidence targets, we have you covered! With one of the most professional, modern and adaptable research facilities in the nation, we help respondents and clients feel at ease, allowing for more free-flowing and productive conversations. Our research facility consists of four expertly designed research suites, each with their own discussion/interview room, observation room, and client lounge. In addition, our CLT room consist of 33 testing stations and our test kitchen can accommodate almost any need. Our over-sized room is one of the largest in SoCal and can accommodate large scale tests, mock trials, and dial test. Let us show you why the industry has counted on us for more than 60 years.

San Francisco Bay/San Jose



**Fieldwork San Francisco**

201 Third St., Suite 1000  
San Francisco, CA 94103  
Ph. 415-268-8686

info@sanfran.fieldwork.com

www.fieldwork.com/us-research-venues/san-francisco

Denise Ambrose, President

Location: Office building

Distance from airport: 13 miles, 20 minutes

AU, CL, CUL, 1/1, 1/1OR, PTL, WC

19x19	17	Conference
18x19	11	Conference
19x21	18	Conference
19x17	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 open and conducting in-person research with safety precautions in place. Welcome back!  
(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.

# 2022 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  
 PTL-Product Testing Lab  
 VC - Video Conferencing  
 WC - Web Conferencing  
 AU - Auditorium

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



### L&E Research

6655 Clark Ave.  
 P.O. Box 1672  
 Newark, CA 94560-1672  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Heidi Garinger, Director of Client Solutions  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 AU, CL, CUL, 1/1, 1/1OR, VC, WC  
 25x18 18 Flexible  
 20x17 18 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. We boast expansive recruiting services throughout the San Francisco area. Our HD technology can provide you in-person solutions anywhere throughout the city.

## Colorado

### 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, 1/1OR, 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 open and conducting in-person research with safety precautions in place. Welcome back! (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  
 Heidi Garinger, Director of Client Solutions  
 Location: Free standing facility  
 Distance from airport: 25 miles, 40 minutes  
 AU, CL, CUL, 1/1, 1/1OR, TK, TKO, VC, WC  
 63x20 15 Flexible  
 30x17 15 Flexible  
 20x12 10 Flexible  
 20x12 10 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. L&E's Denver facility is 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: 1) A sensory and testing facility for traditional taste tests and CLT's that is 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. 2) All the leading HD video conferencing, web streaming and digital recording technologies, including L&E HD Video Streaming and FocusVision.

## Connecticut

(See also Northern New Jersey and New York City)

### Bridgeport



### C&C Market Research

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

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your market research needs. Our highly trained data collection specialists and beautifully designed field

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

### Danbury



### Advanced Focus - The Facility, Danbury

26 Mill Plain Road, Second Floor  
 Danbury, CT 06811  
 Ph. 203-791-1644 or 212-217-2000  
 saraw@advancedfocus.com  
 www.advancedfocus.com  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 17x24 15 Flexible  
 19x14 12 Flexible

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. (See Advertisement on p. 53)

### 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, 1/1OR, WC  
 21x21 30 Conference  
 16x19 20 Conference

The professional way to field marketing research projects, both for facility and online studies, in Connecticut and Western Massachusetts. Our focus group rooms and staff are noted in the industry to host smooth, professional research studies. Featuring the use of mobile video to authenticate respondents with questions, assignments and homework PRIOR to the focus group. Select Connecticut Connection with 40 years of recruiting, field service, focus group facility and qualitative research support to thousands of major brands and research consultants.

Stamford



**Advanced Focus – The Facility, Stamford**

1351 Washington Boulevard  
Stamford, CT 06902  
Ph. 212-217-2000

saraw@advancedfocus.com  
www.advancedfocus.com/stamford-market-research-focus-group-facility  
Sara White, EVP

Location: Office building  
Distance from airport: 31 miles, 45 minutes  
CL, CUL, 1/1, 1/10R, WC

18x16	10	Flexible
18x21	10	Flexible
23x14	16	Flexible

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. (See Advertisement on p. 53)

District Of Columbia

Washington



**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, 1/10R, 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, 1/10R, PTL, TK, TKO, VC, WC

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



**CSS/datatelligence, a division of CRG Global**

3 Signal Ave., Suite B  
Ormond Beach, FL 32174  
Ph. 866-209-2553  
csssales@crgglobalinc.com  
www.cssdatatelligence.com

Jennifer Schwartz, Director of Field Operations  
Location: Free standing facility  
Distance from airport: 14 miles, 21 minutes  
CL, CUL, 1/1, 1/10R, PTL, TK, TKO, VC, WC

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

Fort Lauderdale  
(See also Miami)



**Mars Research**

550 W. Cypress Creek Road, Suite 310  
Ft. Lauderdale, FL 33309  
Ph. 954-654-7888 or 954-771-7725  
ateblum@marsresearch.com  
www.marsresearch.com

Andrew Teblum, Project Director  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10R, PTL, TK, TKO, VC, WC

25x20	14	Flexible
22.5x12	6	Flexible
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.



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

**WAC of Fort Lauderdale**

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

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

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

# 2022 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  
PTL-Product Testing 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.

## Jacksonville

### Concepts in Focus

Your Research Design Experts

#### Concepts In Focus (aka RDTeam-South)

1329 Kingsley Ave., Suite A  
Jacksonville, FL 32073  
Ph. 904-264-5578

info@conceptsinfocus.com

www.conceptsinfocus.com

Sharon Streif, Director of Operations

Location: Free standing facility

Distance from airport: 30 miles, 35 minutes

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

22x18	12	Flexible
18x15	8	Flexible

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

the highest level of recruiting. For the highest-quality facility and recruiting services, Ask Miami!



#### C&C Market Research

C&C Market Research - Miami

Broward Mall

8000 W. Broward Boulevard, Suite 1124

Plantation, FL 33388

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

Bids@ccmar.com

www.ccmaketresearch.com

Location: Shopping mall

Distance from airport: 11 miles, 20 minutes

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

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



#### SCHLESINGER GROUP

##### Schlesinger Group Miami

formerly 20|20 Research

8350 N.W. 52nd Terrace, Suite 420

Doral, FL 33166

Ph. 866-960-8269 or 786-594-3740

Miami@SchlesingerGroup.com

www.schlesingergroup.com/en/locations/united-states/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. Schlesinger 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 and p. 3)



Miami  
786-364-2272

Ft Lauderdale  
945-722-5101

#### WAC of Miami

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

Miami, FL 33166

Ph. 786-364-2272

myoung@wacresearch.com

www.wacresearch.com

Mayling Young, Field Director

Location: Office building

Distance from airport: 10 miles, 20 minutes

CL, CUL, TK, VC

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

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

## Orlando



#### 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, 1/1OR, TK, VC, WC

23x22	20	Flexible
18x26	20	Flexible

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: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
CL, CUL, 1/1, 1/10R, VC, WC  
18x20 14 Flexible  
15x16 7 Flexible  
10x12 4 Flexible

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, 1/10R, PTL, VC, WC  
16x20 12 Flexible  
16x20 12 Flexible

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., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and p. 3)

Tallahassee



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

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

Tampa/St. Petersburg



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

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



**Herron Associates, Inc.**  
Opinion and Marketing Research

**Herron Associates, Inc.**  
600 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 Flexible  
15x20 12 Flexible  
24x28 14 Flexible  
18x19 12 Flexible  
10x13 2 Conference

Herron Associates is a leading provider in Quantitative and Qualitative research. Herron Tampa is a preferred facility offering large, well-appointed focus suites and a viewable CLT/ multi-purpose room with a test kitchen. Spread out and feel safe and comfortable in our roomy focus suites and viewing rooms perfect for ensuring safe social distancing. Experienced, reliable, and agile to meet clients' needs for any research method. Let us show you how easy the research process can be, both in-person or virtually!



**L&E Research**  
5110 Sunforest Drive, Suite 300  
Tampa, FL 33634  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Heidi Garinger, Director of Client Solutions  
Distance from airport: 5 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10R, VC, WC  
32x22 20 Flexible  
20x17 14 Flexible  
19x17 8 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. Tampa, Florida bills itself as "The Next Great American City" and L&E's Tampa facility is way ahead of it. Only 10 minutes away from Tampa International Airport (TPA.), our Tampa office offers three spacious suites, including large conference rooms and comfortably furnished viewing rooms and client lounges. The facility is also equipped with the latest technology for HD video conferencing, web streaming and digital recording.

# 2022 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  
 PTL - Product Testing 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.



## TestAmerica

### Test America a division of CRG Global - Tampa

WestShore Plaza  
 256 WestShore Plaza, Suite WW8  
 Tampa, FL 33609  
 Ph. 800-831-1718  
 crgsales@crgglobalinc.com  
 www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 14 miles, 20 minutes  
 1/1, 1/1OR, 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

## Market C&C Research

### C&C Market Research

C&C Market Research - Atlanta  
 Perimeter Mall  
 4400 Ashford Dunwoody Road, Suite 2670  
 Atlanta, GA 30346  
 Ph. 479-785-5637 or 877-530-9688  
 Bids@ccmar.com  
 www.ccmaketresearch.com  
 Location: Shopping mall  
 Distance from airport: 30 miles, 40 minutes  
 CL, CUL, 1/1, 1/1OR, 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, 1/1OR, 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, 1/1OR, PTL, WC  
 20x27 12 Conference  
 22x24 16 Conference  
 29x19 12 Conference  
 29x19 25 Conference  
 25x20 12 Conference  
 53x19 37 Conference

Atlanta boasts world-class businesses and attractions. Fieldwork Atlanta provides sophisticated services for research of any kind. The facility features 5 spacious conference rooms, including a large room that can seat up to 60 respondents. All rooms are 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 open and conducting in-person research with safety precautions in place. Welcome back! (See advertisement on back cover)



## SCHLESINGER GROUP

### Schlesinger Group Atlanta

The Palisades Complex, Suite 950  
 5909 Peachtree Dunwoody Road  
 Atlanta, GA 30328  
 Ph. 770-396-8700

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, 1/1OR, PTL, VC, WC

16x44	12	Flexible
16x20	12	Flexible
20x18	15	Flexible
25x16	10	Flexible

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., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and 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**

C&C Market Research - Chicago  
North Riverside Mall  
7501 W. Cermak Road, Suite M-15A  
North Riverside, IL 60546  
Ph. 479-785-5637 or 877-530-9688  
Bids@ccmar.com  
www.ccmaketresearch.com  
Location: Shopping mall  
Distance from airport: 18 miles, 30 minutes  
CL, CUL, 1/1, 1/10R, 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 Flexible  
19x16 15 Flexible  
18x26 20 Flexible

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



**Fieldwork Chicago-Downtown**

111 E. Wacker Drive, Suite 200  
Chicago, IL 60601  
Ph. 312-565-1866  
info@chicagodowntown.fieldwork.com  
www.fieldwork.com/us-research-venues/chicago-downtown  
Megan Pollard, President  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
AU, CL, CUL, 1/1, 1/10R, 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 open and conducting in-person research with safety precautions in place. Welcome back! (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, 1/10R, PTL, WC  
16x21 25 Conference  
20x17 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 a large kitchen, a beautiful multi-purpose space and a patio. All rooms are equipped with a variety of recording and streaming options. Fieldwork facilities are open and conducting in-person research with safety precautions in place. Welcome back! (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, 1/10R, PTL, WC  
24x22 6 Conference  
16x22 9 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 covering the region. 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 open and conducting in-person research with safety precautions in place. Welcome back! (See advertisement on back cover)

# 2022 Focus Group Facility Directory

## Codes

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

CL - Client Lounge  
 1/1 - One-on-One Room  
 1/10R - One-on-One Obs.  
 TK - Test Kitchen  
 TKO - Test Kitchen Obs.  
 CUL - Computer Usability Lab  
 PTL - Product Testing 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 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, 1/10R, PTL, WC

29x29	Flexible
21x16	Flexible
21x13	Flexible
16x14	Flexible
11x16	Flexible

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 open and conducting in-person research with safety precautions in place. Welcome back! (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	Flexible
18x30	18	Flexible
18x30	18	Flexible
18x15	12	Flexible

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

blove@focusscope.com  
 www.focusscope.com

Brian Love, Partner  
 Location: Office building

Distance from airport: 12 miles, 25 minutes  
 CL, CUL, 1/1, 1/10R, VC, WC

22x20	16	Flexible
24x18	12	Flexible
34x19	20	Flexible

Our new brand 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, medical equipment, 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. Capabilities include: Nationwide recruiting and management, panel development, field management, central location testing, online surveys, usability testing, ethnographies, shop-alongs, ethnic recruiting, mock juries.



### FOCUSCOPE, Inc. (Br.)

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

blove@focusscope.com  
 www.focusscope.com

Brian Love, Partner  
 Location: Office building

Distance from airport: 15 miles, 30 minutes  
 CL, CUL, 1/1, 1/10R, 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, medical equipment, 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.



### 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, 1/10R, 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.



### 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, 1/10R, PTL, VC, WC

19x19	12	Flexible
21x19	12	Flexible
19x19	12	Flexible
19x19	12	Flexible
21x19	12	Flexible
19x19	12	Flexible

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., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and 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, 1/10R, PTL, TK, TKO, VC, WC  
21x24 15 Flexible  
20x23 15 Flexible  
16x20 8 Flexible  
34x39 14 Flexible

Herron Associates is a leading provider in Quantitative and Qualitative research. The Idea Center is a preferred facility offering oversized, well appointed large focus suites and viewable CLT/multi-purpose room. Proudly home to one the largest full commercial test kitchens. Spread out and feel safe and comfortable in our roomy focus suites and viewing rooms perfect for ensuring safe social distancing. Experienced, reliable, and agile to meet clients' needs for any research method. Let us show you how easy the research process can be, both in-person or virtually!

Iowa

Cedar Rapids



**VERNON**  
RESEARCH GROUP

**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, 1/10R, TK, VC, WC  
18.6x18.4 12 Flexible

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, 1/10R, PTL, TK, TKO, VC  
33x20 12 Conference  
32x19 12 Flexible

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

New Orleans



**New Orleans Perspectives**

1340 Poydras St., Suite 1440  
New Orleans, LA 70112  
Ph. 504-291-1844 or 504-291-1845  
ccantrall@nolapersonpectives.com  
www.neworleansperspectives.com  
Location: Office building  
Distance from airport: 14 miles, 16 minutes  
CL, 1/1, 1/10R

18x44	30	Conference
18x22	15	Flexible
18x22	15	Flexible
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



Unique Perspectives in Marketing Research

**Digital Research, Inc.**

172 Commercial St.  
Portland, ME 04101  
Ph. 207-985-7660  
bob.domine@digitalresearch.com  
www.digitalresearch.com  
Location: Free standing facility  
Distance from airport: 5 miles, 15 minutes  
1/1, 1/10R, VC, WC  
12x20 8 Flexible  
9x12 Flexible  
9x12 Flexible

Digital Research, Inc. (DRI), has served Northern New England since 1992. Our state-of-the-art qualitative research suite (formerly operating as Critical Insights) is conveniently located on the waterfront in downtown Portland, ME. The focus room comfortably seats up to 10 participants, with ample workspace 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, as well as other flex-spaces. DRI has two trained moderators on staff.

# 2022 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  
 PTL-Product Testing 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.

## Maryland

### Baltimore



Experienced Recruiting Makes the Difference

#### Observation Baltimore

5520 Research Park Drive  
 Baltimore, MD 21228  
 Ph. 410-332-0400  
 pete@obaltimore.com  
 www.observationbaltimore.com

Pete Denman, Facility & Client Services Associate  
 Location: Office building

Distance from airport: 5 miles, 6 minutes

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

19x21	12	Flexible
20x21	12	Flexible
23x25	15	Flexible
32x35	50	Flexible

Observation Baltimore's recruiting team is our core strength. As the premier focus group facility in Maryland, we offer precise recruiting of consumers, physicians, health care professionals and business professionals. Observation Baltimore's rigorous recruitment practices are conducted utilizing current industry technology, supported by traditional telephone procedures. Observation Baltimore staff are in compliance with NIH Human Research Protection and DOD PII and PHI Certifications. Just six minutes from BWI Airport and with free on-site parking, our Baltimore facility is a great location.



## SCHLESINGER GROUP

### Schlesinger Group Baltimore

8320 Bellona Ave., Suite 220

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, 1/1OR, PTL, TK, TKO, VC, WC

17x20	18	Flexible
17x21	18	Flexible
24x15	14	Flexible
20x40	20	Flexible
20x40	15	Flexible
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., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and 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, 1/1OR, VC, WC

33x17	12	Flexible
17x17	8	Flexible
17x17	10	Flexible
16x23	16	Flexible

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, 1/1OR, PTL, WC

28x24	24	Conference
23x20	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. 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 open and conducting in-person research with safety precautions in place. Welcome back! (See advertisement on back cover)



#### Focus On Boston - Suburban

10 Forbes Road

Braintree, MA 02184

Ph. 800-699-2770

Larry@focusonboston.com

www.focusonboston.com

Larry Jenkins

Location: Office building

Distance from airport: 8 miles, 20 minutes

AU, CL, TK, VC

20x20	16	Flexible
20x20	16	Flexible

Located in the heart of Boston's suburbs, our Braintree-suburban facility is ideally situated at the crossroads of three major highways and just eight miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city. We offer two spacious conference rooms with luxurious client lounges and provide unmatched recruiting in the Northeast with an extensive, diverse database. Our show rates are among the best in the industry!



**Focus On Boston - Waterfront**

30 Rowes Wharf  
(Adjacent to Boston Harbor Hotel)  
Boston, MA 02110  
Ph. 800-699-2770

Larry@focusonboston.com  
www.focusonboston.com  
Larry Jenkins

Location: Office building  
Distance from airport: 5 miles, 10 minutes  
AU, CL, 1/1, 1/10R, 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, 1/10R, TK, VC

32x18 15 Conference  
19x15 15 Conference  
24x15 15 Conference  
24x15 15 Flexible



**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, 1/10R, PTL, VC, WC  
16x20 15 Flexible  
16x20 15 Flexible  
16x20 15 Flexible  
14x16 12 Flexible

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., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and p. 3)

**Michigan**

**Ann Arbor**  
(See Detroit)

**Detroit**



**C&C Market Research**

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.ccmarketresearch.com  
Location: Shopping mall

Distance from airport: 22 miles, 30 minutes  
CL, CUL, 1/1, 1/10R, 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 Flexible  
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, 1/10R, PTL, TK, VC, WC

25x20 15 Conference  
25x20 15 Conference  
12x15 20 Conference  
66x30 20 Flexible

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**

5455 Corporate Drive, Suite 120  
Troy, MI 48098  
Ph. 866-952-1600

quotes@emi.city  
www.emi.city

Melanie Imbrunnone, Project Manager  
Location: Office building

Distance from airport: 25 miles, 45 minutes  
CL  
20x14 10 Conference

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

## 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  
 PTL-Product Testing 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.



### 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, 1/1OR, PTL, TK, WC  
 22x16 15 Flexible  
 20x14 15 Flexible  
 23x16 15 Flexible

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 Research Partner  
 5775Wayzata Boulevard, Suite 350  
 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, 1/1OR, PTL, TK, VC, WC  
 24x21 16 Conference  
 20x14 10 Conference  
 23x15 10 Conference

Ascendancy Research is a premier provider of national recruiting and a provider of 1st class qualitative research environments. Ascendancy Research facility and recruitment has consistently been the recipient of highest ratings! We are known for providing fast, fresh and on-the-mark local, regional and national recruiting. Our commitment to our clients is to facilitate capturing honest, organic customer insights to the decision makers – whether it be online, onsite, or in the field! Ascendancy Research set the bar in quickly implementing COVID-19 preparedness and updated protocols regarding the COVID variants to keep our clients, respondents and staff safe and comfortable! WE are known for providing concierge-level client services, warm and inviting environments and delightful food offerings. Clients have the choice of three spacious viewing rooms with interchangeable conference rooms all with up-to-date technologies include video streaming, PIP recording, MobiLab, DVD and digital (MP3) recording and archiving. We also provide the following: locked product storage space, refrigerator and freezer storage, medical room setup capabilities, training room for 30, free surface parking, walkable nearby hotels, freight elevator access, recorded delivery via email/DV/FTP upload, technical device rentals, computers/ELMO/Polycom/Projectors and picture-in-picture auxiliary cameras. Ascendancy Research looks forward to the privilege of being your Inner Circle Research Partner!



### 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, 1/1OR, PTL, TK, TKO, WC  
 29x25 15 Conference  
 18x22 18 Conference  
 25x20 25 Conference  
 23x21 30 Conference  
 22x19 8 Conference  
 24x23 7 Kitchen

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 walking distance to two shopping areas plus numerous hotels and restaurants. Fieldwork facilities are open and conducting in-person research with safety precautions in place. Welcome back!

(See advertisement on back cover)



### L&E Research

5500 Nicollet Ave.  
 P.O. Box 19126  
 Minneapolis, MN 55419-19126

Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com

Heidi Garinger, Director of Client Solutions  
 Location: Office building

Distance from airport: 8 miles, 15 minutes  
 AU, CL, CUL, 1/1, 1/1OR, VC, WC  
 21x27 20 Flexible  
 20x20 16 Conference  
 20x20 16 Conference

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. We boast expansive recruiting services throughout the Minneapolis area. Our HD technology can provide you in-person solutions anywhere throughout the city.



**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, 1/10R, PTL, VC, WC  
22x28 14 Flexible  
16x15 12 Flexible

A new beautifully designed focus group and a built-in HD usability lab conveniently located in the West End area of St. Louis Park. We are located minutes from downtown Minneapolis and within 20 minutes of the airport. Leede Research provides outstanding recruitment for any qualitative and quantitative methodology. We are a full service market research firm with extensive experience with usability testing, qualitative research, and ethnographic research.

Missouri

Kansas City



**C&C Market Research**

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, 1/10R, 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)



**L&E Research**

119 W. Gregory Blvd.  
P. O. Box 8681  
Kansas City, MO 64114-8681  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Heidi Garinger, Director of Client Solutions  
Location: Office building  
Distance from airport: 26 miles, 30 minutes  
AU, CL, CUL, 1/1, 1/10R, VC, WC  
24x17 24 Flexible  
24x17 18 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. We boast expansive recruiting services throughout the Kansas City area. Our HD technology can provide you in-person solutions anywhere throughout the city.

St. Louis



**C&C Market Research**

C&C Market Research - St. Louis  
St. Louis Galleria  
1155 St. Louis Galleria, Suite 1133  
Richmond Heights, MO 63117  
Ph. 479-785-5637 or 877-530-9688  
Bids@ccmar.com  
www.ccmaketresearch.com  
Location: Shopping mall  
Distance from airport: 8 miles, 15 minutes  
CL, CUL, 1/1, 1/10R, PTL, VC, WC  
4 Conference

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



**L&E Research**

1720 Market St.  
P. O. Box 771282  
St. Louis, MO 63177  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Heidi Garinger, Director of Client Solutions  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10R, VC, WC  
26x20 8 Flexible  
17x16 5 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. We boast expansive recruiting services, including a well established physician panel, throughout the St. Louis area. Our HD technology can provide you in-person solutions anywhere throughout the city.

Nevada

Las Vegas



**Las Vegas Field and Focus, LLC**

2080 E. Flamingo Road, Suite 309  
Las Vegas, NV 89119  
Ph. 702-650-5500  
Lisabeth@lvff.vegas  
www.lvff.vegas  
Eric Souza, President/Owner  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10R, PTL, VC, WC  
33x23 20 Flexible  
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.

# 2022 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  
 PTL - Product Testing 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.



## TestAmerica

### Test America, a division of CRG Global - Las Vegas

Miracle Mile Shops at Planet Hollywood  
 3663 Las Vegas Blvd. S., Suite 185  
 Las Vegas, NV 89109  
 Ph. 800-831-1718

crgsales@crglobalinc.com  
 www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall

Distance from airport: 3 miles, 11 minutes

CL, CUL, 1/1, 1/1OR, PTL, TK, TKO, VC, WC		
16x27	15	Conference
17x19	15	Flexible
17x27	20	Flexible

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

## New Jersey

### Northern New Jersey

(See also New York City and Connecticut)



### CEC Research

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, 1/1OR, 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 200  
 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, 1/1OR, PTL, WC		
21x20	20	Conference
21x23	18	Conference
25x37	22	Conference
21x17	12	Conference

Fieldwork Fort Lee, NJ has moved to a brand new research space in the same convenient location, just over the George Washington Bridge, minutes from New York City. Four conference rooms include a 900 square foot great room, HD recording, streaming options, robust recruiting capabilities and 12,000 square feet. With a database that is constantly being updated and expanded, we are able to offer consistent recruiting from both urban and suburban areas. Fieldwork facilities are open and conducting in-person research with safety precautions in place. Welcome back! (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 NYC 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, 1/1OR, PTL, VC, WC		
20x20	14	Flexible
21x19	12	Flexible
25x19	16	Flexible
20x16	11	Flexible
18x18	10	Flexible

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 insights, strategy, and testing are located in key markets in the U.S., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, HD recording and video streaming.

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



## TestAmerica

### Test America, a division of CRG Global - New York

Freehold Raceway Mall  
 3710 Route 9, Suite 238A  
 Freehold, NJ 07728

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

Jennifer Schwartz, Director of Field Operations

Location: Shopping mall

Distance from airport: 36 miles, 50 minutes

CL, CUL, 1/1, 1/1OR, PTL, TK, TKO, VC, WC		
14x21	12	Conference
23x18	18	Conference

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



New York

New York City

(See also Northern New Jersey and Connecticut)

**AdvancedFocus**  
MARKET RESEARCH SERVICES

**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	Flexible
18x14	12	Flexible
21x15	14	Flexible
18x16	18	Flexible

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.

**AdvancedFocus**  
MARKET RESEARCH SERVICES

**Advanced Focus - The Facility, Westchester**

520 White Plains Road, First Floor  
Tarrytown, NY 10591

Ph. 914-631-0796

saraw@advancedfocus.com

www.advancedfocus.com

Todd Biederman, CEO

Location: Office building

Distance from airport: 8 miles, 15 minutes

AU, CUL, 1/1, 1/10R, WC		
17.6 x 24.5	15	Flexible
19.4 x 14.1	12	Flexible

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. (See Advertisement on p. 53)

**AdvancedFocus**  
MARKET RESEARCH SERVICES

**Advanced Focus - The Loft**

15 W. 39th St., Floor 14  
New York, NY 10018

Ph. 212-944-9000

saraw@advancedfocus.com

www.advancedfocus.com

Todd Biederman, CEO

Location: Office building

Distance from airport: 15 miles, 20 minutes

AU, CL, CUL, PTL, WC		
37x27	20	Flexible

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. (See Advertisement on p. 53)

**beta** research corporation  
PROVEN APPROACHES, FRESH PERSPECTIVES SINCE 1970

**Beta Research Corporation**

144 Woodbury Road, Suite 36  
Woodbury, NY 11797

Ph. 516-935-3800 Ext. 222

gdisimile@betaresearch.com

www.betaresearch.com/quirks

Gail Disimile, Executive VP

Location: Office building

Distance from airport: 20 miles, 30 minutes

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

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).

**Market C&C Research**

**C&C Market Research**

C&C Market Research - Bronx  
Parkchester

69B Metropolitan Oval

Bronx, NY 10462

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

Bids@ccmar.com

www.ccmaketresearch.com

Location: Shopping mall

Distance from airport: 10 miles, 30 minutes

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

6 Conference

C&C Market Research, an industry leader for over 25 years, is the complete answer to all of your

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

**Market C&C Research**

**C&C Market Research**

C&C Market Research - Long Island  
Broadway Mall

362 Broadway Mall, Suite 884

Hicksville, NY 11801

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

Bids@ccmar.com

www.ccmaketresearch.com

Location: Shopping mall

Distance from airport: 25 miles, 45 minutes

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

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

**Market C&C Research**

**C&C Market Research**

C&C Market Research - New York Metro  
Palisades Center

4711 Palisades Center Drive, Suite C 402, Fourth Floor

West Nyack, NY 10994

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

Bids@ccmar.com

www.ccmaketresearch.com

Location: Shopping mall

Distance from airport: 35 miles, 60 minutes

CL, CUL, 1/1, 1/10R, 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)

# 2022 Focus Group Facility Directory

## Codes

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

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

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



### Fieldwork New York City

462 Seventh Ave., Floor 18  
 New York, 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, 1/10R, PTL, WC

20x25 16 Conference

14x20 8 Conference

14x21 12 Conference

13x39 30 Flexible

Located in the heart of NYC and just steps away from Penn Station, Times Square, 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 for a viewing room is not needed. Rooms include HD recording and streaming options. Fieldwork facilities are open and conducting in-person research with safety precautions in place. Welcome back! (See advertisement on back cover)



### L&E Research

28 West 44th Street, Suite 500

New York, NY 10036

Ph. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Heidi Garinger, Director of Client Solutions

Location: Office building

Distance from airport:

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

Landmark 25 Flexible

Broadway 18 Conference

Grand Central 15 Flexible

Central Park 16 Flexible

Wall Street 8 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. Located in the heart of Midtown Manhattan on the Club Row on 44th Street, with access to dining and hotels across the street and on our block. This facility offers five focus suites with one of the largest focus group suites in NYC,

perfect for large audience research such as mock trials or theater room set up. Additional features include viewing rooms that can accommodate 25+ viewers, large-screen flat panel viewing monitors in conference rooms, viewing rooms and lounges, and HD video conferencing, web streaming and digital recording technologies.



### 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 Flexible

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, 1/10R, PTL, VC, WC

16x16 10 Flexible

22x14 6 Flexible

14x14 8 Flexible

16x15 10 Flexible

19x20 16 Flexible

20x18 12 Flexible

20x13 8 Flexible

16x12 Conference

19x33 16 Flexible

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., Canada 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: Moderate

Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and 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, 1/10R, PTL, VC, WC

29x14 10 Conference

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, Director of Operations

Location: Free standing facility

Distance from airport: 15 miles, 20 minutes

CL, 1/1, 1/10R, TK, WC

30x31 20 Flexible

17x16 10 Flexible

22x20 20 Flexible

18x15 10 Flexible

25x21 10 Flexible

Professional and effortless, and 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

Heidi Garinger, Director of Client Solutions

Location: Office building

Distance from airport: 6 miles, 10 minutes

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

33x23	12	Conference
-------	----	------------

20x20	10	Conference
-------	----	------------

20x17	8	Conference
-------	---	------------

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. Our Charlotte location reflects Charlotte's strong NASCAR heritage. A quick 10-minute drive from Charlotte Douglas International Airport (CLT), L&E Charlotte has three focus group rooms, Banker's, Racing and Blue Ridge, all with ceiling height windows that can be covered or opened, well-appointed lounges and attached viewing rooms for client comfort, and modular tables enabling custom configurations. The Banker's conference room is 750 square feet - perfect for taste tests, mock trials and large groups. The facility is also equipped with the latest HD video conferencing, web streaming and digital recording technologies.



**SCHLESINGER GROUP**

**Schlesinger Group Charlotte**

Formerly 20|20 Research

2102 Cambridge Beltway Drive, Suite B

Charlotte, NC 28273

Ph. 704-494-7873 or 704-587-0028

Charlotte@SchlesingerGroup.com

www.schlesingergroup.com/en/locations/united-states/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, Schlesinger 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 and p. 3)

**Greensboro/Winston-Salem**



**Eastcoast Research**

1118 Greccade St., Suite 103

Greensboro, NC 27408

Ph. 336-285-5195

ecr@eastcoastresearch.com

www.eastcoastresearch.com

Brooks Anderson, Senior Operations Manager

Location: Free standing facility

Distance from airport: 10 miles, 20 minutes

1/1, 1/10R, VC

22x16	8	Conference
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Our professional team is committed to excellence in recruiting, client satisfaction, and developing long-lasting relationships. Our facilities in North Carolina are centrally located in Greensboro, Raleigh, and Wilmington. Our in-house research team can provide clients with designing study parameters, developing questionnaires, 1-on-1 interviewing, generating and monitoring surveys, tabulation and data analysis. Eastcoast Research will find the respondents you need with data insights that matter!

**Raleigh/Durham**



**Eastcoast Research**

1631 Midtown Place, Suite 104-134

Raleigh, NC 27609

Ph. 919-612-4523

brooksa@eastcoastresearch.com

www.eastcoastresearch.com

Brooks Anderson, Senior Operations Manager

Location: Office building

Distance from airport: 10 miles, 15 minutes

VC, WC

30x30	30	Flexible
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Our professional team is committed to excellence in recruiting, client satisfaction, and developing long-lasting relationships. Our facilities in North Carolina are centrally located in Greensboro, Raleigh, and Wilmington. Our in-house research team can provide clients with designing study parameters, developing questionnaires, 1-on-1 interviewing, generating and monitoring surveys, tabulation and data analysis. Eastcoast Research will find the respondents you need with data insights that matter!



**L&E Research**

5505 Creedmoor Road, Suite 200

Raleigh, NC 27612

Ph. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Heidi Garinger, Director of Client Solutions

Location: Office building

Distance from airport: 10 miles, 15 minutes

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

27x27	14	Conference
-------	----	------------

17x21	15	Conference
-------	----	------------

20x16	10	Conference
-------	----	------------

15x20	12	Conference
-------	----	------------

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. Our Raleigh facility is only 15 minutes from Raleigh-Durham International Airport (RDU). This facility boasts a 700 square feet, multi-purpose room and three large focus group rooms. Each room has modular tables for custom configuration, well-appointed client lounges and comfortable viewing rooms, plenty of ledge and cork board space, and the leading HD video conferencing, web streaming and digital recording technologies.

**Wilmington**



**Eastcoast Research**

5919 Oleander Drive, Suite 117

Wilmington, NC 28403

Ph. 910-763-3260

ecr@eastcoastresearch.com

www.eastcoastresearch.com

Brooks Anderson, Senior Operations Manager

Location: Office building

Distance from airport: 5 miles, 15 minutes

1/1, 1/10R, VC

30x25	15	Flexible
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Our professional team is committed to excellence in recruiting, client satisfaction, and developing long-lasting relationships. Our facilities in North Carolina are centrally located in Greensboro, Raleigh, and Wilmington. Our in-house research team can provide clients with designing study parameters, developing questionnaires, 1-on-1 interviewing, generating and monitoring surveys, tabulation and data analysis. Eastcoast Research will find the respondents you need with data insights that matter!

## Codes

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

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PTL-Product Testing 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.

## Ohio

### Akron



#### Synergy Marketing Strategy and Research, Inc.

3634 W. Market St., Suite 103  
 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, 1/1OR, VC, WC  
 12x15 15 Flexible  
 17x13 15 Flexible

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

### Cincinnati



#### L&E Research

9908 Carver Road  
 Cincinnati, OH 45242  
 Ph. 877-344-1574  
 bidrequest@leresearch.com  
 www.leresearch.com  
 Heidi Garinger, Director of Client Solutions  
 Location: Free standing facility  
 Distance from airport: 25 miles, 40 minutes  
 AU, CL, CUL, 1/1, 1/1OR, VC, WC  
 22x18 15 Flexible  
 24x20 25 Flexible  
 19x21 15 Flexible  
 24x24 25 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking

for, with over 96% of our clients highly recommending our work. With more than 10,000 square feet of state-of-the-art space and technology that provide our clients with every comfort and professional advantage, our Cincinnati facility offers three spacious focus group suites and a large creative space, the Envisage Studio, for consumer directs, team meetings or ideation sessions. All rooms have modular tables for custom configurations, ample ledge and cork board space and the latest HD video conferencing, web streaming and digital recording technologies, including FocusVision and L&E's Video Streaming.



#### RDI Sightline

503 W. Sixth St.  
 Covington, KY 41011  
 Ph. 859-757-2350  
 bferguson@rdicorp.com  
 www.rdisightline.com  
 Bruce Ferguson, Vice President  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, 1/1  
 15x13 10 Flexible

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, 1/1OR, VC  
 24 x 20 20 Flexible  
 22 x 19 15 Flexible  
 27x17 10 Flexible

Various Views Research's capabilities include all the important blocking and tackling components required to conduct successful qualitative projects. Whether your needs include standard focus groups, IDIs, or ethnographic research, VVR is your go-to research facility in Cincinnati. All recruiting is done in-house by a fully trained staff, using one of the largest databases in the metro area. We provide video-streaming and recording and free Wi-Fi. Clients can view sessions behind a one-way mirror in spacious rooms with tiered seating. Private client restrooms and lounges are also provided.

## Cleveland



#### C&C Market Research

C&C Market Research - Cleveland, OH Metro  
 Westfield Great Northern Mall  
 106 Great Northern Boulevard  
 North Olmstead, OH 44070  
 Ph. 479-785-5637 or 877-530-9688  
 Bids@ccmar.com  
 www.ccmarketresearch.com  
 Location: Shopping mall  
 Distance from airport: 6 miles, 15 minutes  
 CL, CUL, 1/1, 1/1OR, 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)



*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  
 Distance from airport: 8 miles, 12 minutes  
 AU, CL, 1/1, 1/1OR, TK, TKO, VC, WC  
 16x20 20 Flexible  
 12x16 12 Flexible  
 25x25 20 Flexible

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 Flexible  
12x20 Flexible

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.



**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, 1/10R, PTL, VC, WC  
17x14 20 Flexible

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  
Heidi Garinger, Director of Client Solutions  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
AU, CL, CUL, 1/1, 1/10R, VC, WC  
20x29 13 Flexible  
15x20 10 Flexible  
17x25 13 Flexible

In-person, online...anywhere. L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. L&E's facility is located in the metropolitan community of Easton, a 1300-acre mixed-use development, home to young professionals and families. The facility is five minutes from Port Columbus International Airport (CMH), 15 minutes from downtown Columbus and located in the top-tier destination for shopping, dining and entertainment in Central Ohio. Our Columbus facility offers three focus group suites including the 580 square foot Buckeye focus and multipurpose room. Each room has attached client viewing areas with tiered seating, equipped with the latest HD video conferencing, web streaming and digital recording technologies.



**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, 1/10R, PTL  
39x19 10 Flexible  
58x35 12 Flexible  
19x26 8 Flexible  
19x26 8 Flexible  
19x26 8 Flexible

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, 1/10R, PTL, VC, WC  
29x18 15 Flexible  
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.

**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, 1/10R, 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.

## 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  
 PTL - Product Testing 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.

## Philadelphia/Southern NJ



**C&C Market Research**  
 C&C Market Research - Philadelphia  
 Philadelphia Mills  
 1749 Franklin Mills Circle, Suite 159  
 Philadelphia, PA 19154  
 Ph. 479-785-5637 or 877-530-9688  
 Bids@ccmar.com  
 www.ccmresearch.com  
 Location: Shopping mall  
 Distance from airport: 30 miles, 60 minutes  
 CL, 1/1, 1/1OR, 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, 1/1OR, TK, VC, WC  
 28x20 18 Flexible  
 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.



**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**  
**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/usa-states/philadelphia-bala-cynwyd  
 Jamie Katzenstein, Regional Director  
 Location: Office building  
 Distance from airport: 14 miles, 25 minutes  
 CL, 1/1, 1/1OR, PTL, VC, WC  
 24x17 15 Flexible  
 20x17 10 Flexible

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., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and p. 3)

## Pittsburgh



**Beyond the Table Research**  
 2605 Nicholson Road, Building 5, Suite 5130  
 Sewickley, PA 15108  
 Ph. 412-787-4450  
 mrupert@bttrfocus.com  
 www.bttrfocus.com  
 Mandy Rupert, Facility Director  
 Location: Office building  
 Distance from airport: 19 miles, 25 minutes  
 1/1, VC, WC  
 26x20 14 Flexible  
 19x21 9 Flexible  
 19x14 Conference

Pittsburgh, PA is the "City of Champions" and we strive to continue that excellence at Beyond the Table Research. Our state-of-the-art facility is equipped with the latest technology for your research needs, including our own in-house live streaming service. In addition, we have our own call center and recruitment panel comprised of 5,000+ Western PA residents sure to get you the audience you desire. Our staff at Beyond the Table Research is dedicated to making your project go as smoothly as possible and providing a great experience for your team while at the facility.

## 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, 1/1OR, 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, 1/10R, 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.



**SCHLESINGER GROUP**

**Schlesinger Group Nashville**

Formerly 20|20 Research  
161 Rosa L. Parks Blvd.  
Nashville, TN 37203  
Ph. 704-494-7873 or 615-885-2020  
Nashville@SchlesingerGroup.com  
www.schlesingergroup.com/en/locations/united-states/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. Schlesinger 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. (See advertisement on inside front cover and p. 3)

Texas

Austin



**L&E Research**  
210 Barton Springs Road. Suite 515  
Austin, TX 78704  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Heidi Garinger, Director of Client Solutions  
Location: Office building  
Distance from airport: 7 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10R, VC, WC  
27x20 14 Flexible  
22x17 8 Flexible  
24x19 8 Flexible

In-person, online...anywhere, L&E Research is the qualitative research partner you've been looking for, with over 96% of our clients highly recommending our work. Our Austin location is conveniently located within walking distance of downtown, and shares a parking lot with the Hyatt Regency. Our facility offers three focus group suites, including the 540 square foot Austintatious suite. Each room has attached client viewing areas with tiered seating and is equipped with the latest HD video conferencing, web streaming and digital recording technologies.



**thinkgroup**  
**Think Group Austin**  
6633 E. Highway 290, Suite 201  
Austin, TX 78723  
Ph. 512-637-6690 or 1-866-5THINK9  
selicia@thinkgroupaustin.com  
www.thinkgroupaustin.com  
Location: Office building  
Distance from airport: 11 miles, 16 minutes  
CL, CUL, 1/1, 1/10R, VC, WC  
20x22 12 Flexible  
17x22 12 Flexible  
9x12 5 Flexible  
19x22 16 Flexible

Think Group an Austin-born company created in 2007. We are a full-service market research firm with an in-house team of experienced recruiters. We can incorporate and tailor any setup for your focus groups in our spacious, state-of-the-art focus group rooms with large viewing rooms and comfortable tiered seating, including separate client and participant entrances. We also recruit nationwide and can host your project in multiple cities or even host your project online through our platform.

Dallas/Fort Worth



**C&C Market 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.ccmaketresearch.com  
Location: Shopping mall  
Distance from airport: 40 miles, 56 minutes  
CL, CUL, 1/1, 1/10R, PTL, TK, VC, WC  
4 Conference

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



**C&C Market Research**  
C&C Market Research - 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, 1/10R, 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)

# 2022 Focus Group Facility Directory

## Codes

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

CL - Client Lounge	CUL-Computer Usability Lab
1/1 - One-on-One Room	PTL-Product Testing Lab
1/10R - 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.



### 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, 1/10R, VC, WC

24x16	15	Flexible
23x15	12	Conference
18x22	12	Conference
18x22	15	Conference
15x20	15	Conference
25x20	25	Flexible

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, 1/10R, PTL, WC

25x22	18	Conference
25x20	14	Conference
25x24	25	Conference
13x15	10	Conference
17x21	12	Conference
17x24	12	Conference

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 open and conducting in-person research with safety precautions in place. Welcome back! (See advertisement on back cover)



### MURRAY HILL NATIONAL

#### Murray Hill National Dallas

8390 LBJ Freeway, Suite 540

Dallas, TX 75243

Ph. 972-707-7645 or 469-385-1200

susan@murrayhillnational.com

www.murrayhillnational.com

Susan Owens, 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 US market or multiple markets. Delivering on specification, on time and with one invoice. Contact us today!



### 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, 1/10R, PTL, VC, WC

15x20	12	Flexible
17x24	15	Flexible
17x22	14	Flexible
16x20	14	Flexible

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., Canada, 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and 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	Flexible
19.8x17.11	12	Flexible

Modern-style facility that provides clients with customized service and attention. It includes a unique and trendy design that helps promote an environment of openness and creativity. Equipped with state-of-the-art technologies including a smart-board, big screen, HD monitors, HD videostreaming, translation equipment, multiple cameras, overhead microphones and more. The client room is designed for ultimate privacy and comfort. It's centrally located in the upscale Houston Galleria area, close to major highways, excellent restaurants, various priced hotels and great shops. We are also a full-service research firm, 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!





**SCHLESINGER  
GROUP**

**Schlesinger Group Houston**

1455 W. Loop S., Suite 500

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, 1/10R, PTL, VC, WC

21x17 12 Flexible

17x24 12 Flexible

17x24 12 Flexible

26x18 14 Flexible

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., Canada 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: Moderate Anywhere™, Virtual Aisle by Schlesinger, The Wall by Schlesinger, HD recording and video streaming. (See advertisement on inside front cover and p. 3)



**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, President

Location: Free standing facility

Distance from airport: 5 miles, 15 minutes

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

18x20 18 Conference

19x18 18 Conference

18x21 18 Conference

40x40 18 Flexible

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



**ANR Market Research Consultants**

1025 Boulders Parkway, Suite 401

Richmond, VA 23225

Ph. 804-272-6100 or 804-272-6100 ext. 221

field@anr.com

www.anr.com

Lori Combs, Facility Manager

Location: Office building

Distance from airport: 15 miles, 20 minutes

CL

27x18 15 Conference

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.

The power of  
Quirk's in the  
palm of your hand

Download the free  
Quirk's mobile app

GET IT ON  
Google Play

Download on the  
App Store

**QUIRK'S**  
MEDIA

# 2022 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  
 PTL - Product Testing 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.

## 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, 1/1OR, PTL, WC

19x20	16	Conference
16x22	15	Conference
16x24	14	Conference
18x20	14	Conference
20x30	22	Conference
16x24	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 open and conducting in-person research with safety precautions in place. Welcome back!  
 (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, 1/1OR, PTL, VC, WC

27x22	15	Flexible
24x15	15	Flexible
22x13	15	Flexible
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	Flexible
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

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.ccmaketresearch.com  
 Location: Shopping mall  
 Distance from airport: 58 miles, 66 minutes  
 CL, 1/1, 1/1OR, 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)

## Wisconsin

### Green Bay/Appleton



#### 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: 10 miles, 10 minutes  
 CL, 1/1, TK, VC, WC

14 x 17	9	Flexible
13 x 16	18	Flexible

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, 1/10R, PTL, TK, TKO  
40x23 30 Flexible  
20x15 30 Flexible  
15x10 8 Flexible  
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](http://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, 1/10R, 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 Flexible  
38x22 Flexible  
8x10 4 Flexible

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.usrrf.com  
Kevin Wahlgren, President  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10R, 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.

# 2022 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  
 PTL - Product Testing 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.

## Canada

### British Columbia

#### Vancouver



#### Vancouver Focus®

1055 W. Georgia St., Suite 2429  
 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, 1/1OR, TK, WC  
 17x20 12 Flexible  
 14x20 8 Flexible

Vancouver Focus® is a well-established focus group business located in downtown Vancouver. We offer full-service qualitative projects, including moderating, recruiting, live in-person and online focus groups and depth interviews, three focus groups rooms suitable for small and large groups. Clients may view remotely via live streaming. We manage projects locally and nationally, and manage, recruit, and moderate projects across Canada.

## Ontario

### Toronto



#### Matrix Sciences - Consumer Research

119 West Drive  
 Brampton (Toronto), ON L6T 2J6 Canada  
 Ph. 905-456-0783 x233 or 800-342-1825  
 andscholes@matrixsciences.com  
 www.matrixsciences.com  
 Andrew Scholes, Director

Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 CL, CUL, 1/1, PTL, TK  
 20x22 12 Conference

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.

## France



#### Passerelles Schlesinger Group

1, rue d'Uzès (corner of rue St Fiacre)  
 Paris France 75002  
 Ph. 33-1-44-88-25-11  
 Passerelles@SchlesingerGroup.com  
 www.schlesingergroup.com/en/company/our-brands/passerelles

Eric Nalpas, Managing Director  
 Location: Office building  
 Distance from airport: 11 miles, 40 minutes  
 CL, 1/1, 1/1OR, PTL, VC, WC  
 29 sq. meters 12 Conference  
 27 sq. meters 18 Conference  
 24 sq. meters 10 Conference  
 24 sq. meters 10 Conference  
 29 sq. meters 12 Conference  
 13 sq. meters 10 Conference  
 12 sq. meters Conference

Our Passerelles 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 inside front cover and p. 3)

## Germany



#### Krämer Marktforschung GmbH

Geleitsstrasse 14  
 Frankfurt am Main Germany 60599  
 Ph. 49-69-3487597-12  
 c.rogl@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, 1/1OR, VC, WC  
 20x19 10 Conference  
 11x19 6 Conference  
 14x19 10 Living  
 7x19 Flexible  
 7x19 Flexible

Krämer Marktforschung is your global and independent partner for qualitative and quantitative field work. Our experienced management team provides a smooth and in time delivery of your projects. In Germany we support you with specialized interviewing and in-house recruiting teams even for difficult target groups, own studios in Frankfurt, Munich, Hamburg, Berlin and Muenster and CATI-facilities. Thanks to our international Cido cooperation in Europe, Asia and Canada, we are able to conduct qualitative and quantitative studies worldwide. Krämer – The most trusted partner in MR data collection.



#### Krämer Marktforschung GmbH

Neuhauser Straße 15  
 Munich Germany 80331  
 Ph. 49-89-232360-12  
 c.rogl@kraemer-germany.com  
 www.kraemer-germany.com/en  
 Christoph Rogl, Managing Director  
 Location: Free standing facility  
 Distance from airport: 23 miles, 40 minutes  
 AU, CL, 1/1, 1/1OR, VC, WC  
 18x15 10 Conference  
 13x19 10 Conference  
 14x14 10 Living  
 31x35 20 Flexible

Krämer Marktforschung is your global and independent partner for qualitative and quantitative field work. Our experienced management team provides a smooth and in time delivery of your projects. In Germany we support you with specialized interviewing and in-house recruiting teams even for difficult target groups, own studios in Frankfurt, Munich, Hamburg, Berlin and Muenster and CATI-facilities. Thanks to our international Cido cooperation in Europe, Asia and Canada, we are able to conduct qualitative and quantitative studies worldwide. Krämer – The most trusted partner in MR data collection.



**SCHLESINGER GROUP**

**Schlesinger Group Germany**

formerly Schmiedl Marktforschung

Tauentzienstraße 3

Berlin Germany 10789

Ph. 49-30-235096-0

info@schmiedlResearch.com

www.schlesingergroup.com/en/company/our-

brands/schmiedl-marktforschung

Stephan Lange, Managing Director, Schlesinger Group Germany

Location: Office building

Distance from airport: 5 miles, 20 minutes

CL, 1/1, 1/1OR, PTL, VC, WC

24x17 14 Flexible

20x15 10 Flexible

17x14 9 Flexible

17x9 12 Flexible

17x17 9 Flexible

21x17 9 Flexible

35x17 9 Flexible

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.

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

**Spain**



**SCHLESINGER GROUP**

**Schlesinger Group Spain**

formerly BDI Research

Diputació 180, Planta 4

Barcelona Spain 08011

Ph. 34-934-155-228

Spain@SchlesingerGroup.com

www.schlesingergroup.com/en/company/our-

brands/bdi-research

Rosa Dalet, Managing Director

Location: Office building

Distance from airport: 9 miles, 25 minutes

CL, 1/1, 1/1OR, PTL, VC, WC

323 sq ft 12 Flexible

194 sq ft 4 Flexible

215 sq ft 7 Flexible

215 sq ft 7 Flexible

480 sq ft Flexible

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 are available and can be briefed directly by you.

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

**Sweden**



**Nordic Viewpoint**

Prästgårdsgatan 24

Mölndal (Gothenburg) Sweden 431 44

Ph. 46-31-7872599

ben@nordic-viewpoint.com

www.nordic-viewpoint.com

Ben Lepez, Managing Director

Location: Office building

Distance from airport: 15 miles, 15 minutes

CL, CUL, 1/1, 1/1OR, 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**



**Made In Studios - Birmingham**

By MIS Group

85-89 Colmore Row

Birmingham, B32BB United Kingdom

Ph. 44-121-679-0105

j.hinton@misgroup.io

www.madeinstudios.com/birmingham

Joseph Hinton, Field and Site Manager

Location: Office Building

Distance from airport: 15 miles, 25 minutes

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

16x29 13 Flexible

16x29 8 Flexible

13x16 Living

Made in Studios is a facility like no other. Arrive in Birmingham Centre to find a grand building designed by Yeoville Thomason - but don't let the history fool you! As you enter our vast space with state-of-the-art technology and modern luxuries, discover features built to stimulate thought/relaxation. Enjoy flexible room formats with the icing on the cake: our team. From live streaming to recruitment, our experts create packages to suit your needs. We always go above and beyond for the success of your project. You can leave our studios with peace of mind and change to spare - enquire today!



**SCHLESINGER GROUP**

**Schlesinger Group UK**

formerly The Research House

9 Kingsway

London United Kingdom WC2B 6XF

Ph. 44-207-487-9220

UK@SchlesingerGroup.com

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

kingdom/london

Hanna Assouline, Managing Director

Location: Free standing facility

Distance from airport: 16 miles, 40 minutes

CL, 1/1, 1/1OR, PTL, VC, WC

12x15 14 Conference

21x15 14 Flexible

19x14 14 Flexible

18x13 14 Flexible

15x13 8 Living

Ideally situated in central London, our high-specification facilities and unrivaled client service have led us to be repeatedly rated among the best viewing facilities in the world, including 'Best Viewing Facility' at the MRS Awards. As a Schlesinger company, we provide recruitment and full project management to the U.K., Europe and the rest of the world. Qualitative services: focus groups; in-depth interviews; online communities, webcam focus groups; tele-depth interviews; ethnographic research; usability; eye-tracking. New: HD recording and 306° HD recording.

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

# CALENDAR OF EVENTS

••• can't-miss activities

**The 2021 Quirk's Event – New York** will be held on **November 2-3** at the Javits Center in **New York**. Visit [www.thequirksevent.com](http://www.thequirksevent.com).

**The World Association for Public Opinion Research (WAPOR)** will hold its 74th Annual Conference on **November 2-6** as a virtual event. Visit [wapor.org/events/annual-conference/current-conference](http://wapor.org/events/annual-conference/current-conference).

**The Strategy Institute** will hold its 2021 Customer Experience Strategies Summit on **November 9-10** as a virtual event. Visit [www.customerexperiencecanada.com](http://www.customerexperiencecanada.com).

**Informa Connect** will hold The Market Research Event (TMRE) on **November 15-17** in **Nashville**. Visit [informaconnect.com/tmre](http://informaconnect.com/tmre).

**Quirk's Media** will host Webinar Wednesday on **November 17**. Visit [quirks.com/events/webinar-wednesday-11-17-21](http://quirks.com/events/webinar-wednesday-11-17-21).

**Wisdom Events** will hold its Digital Customer Experience Series – LATAM Summit on **November 23-24** as a virtual event. Visit [www.digital-customer-experience-latam.com](http://www.digital-customer-experience-latam.com).

**IQPC** will hold its Intelligent Automation Exchange on **November 29-30** at Hilton Wembley in **London**. Visit [bit.ly/2XKeMTo](http://bit.ly/2XKeMTo).

**IQPC** will hold its Chief Data and Analytics Officer Exchange as a virtual conference on **December 2**. Visit [bit.ly/3ElVm6S](http://bit.ly/3ElVm6S).

**The Insights Association** will hold CONVERGE 2021 on **December 7-8**. Visit [www.insightsassociation.org/conference/converge-2021](http://www.insightsassociation.org/conference/converge-2021).

**The Strategy Institute** will hold its 2021 People Analytics Summit on **December 7-8** as a virtual event. Visit [www.peopleanalyticscanada.com](http://www.peopleanalyticscanada.com).

**Quirk's Media** will host Webinar Wednesday on **December 15**. Visit [quirks.com/events/webinar-wednesday-12-15-21](http://quirks.com/events/webinar-wednesday-12-15-21).

**The QRCA** will hold the virtual wing of its 2022 Annual Conference on **January 12-13, 2022**. Visit [www.qrca.org/page/annual-conference](http://www.qrca.org/page/annual-conference).

**The QRCA** will hold the in-person wing of its 2022 Annual Conference on **January 19-21, 2022**, in **San Diego**. Visit [www.qrca.org/page/annual-conference](http://www.qrca.org/page/annual-conference).

**The Strategy Institute** will hold its Future of Pharma Marketing Summit 2022 as a virtual conference on **January 25-26, 2022**. Visit [bit.ly/3vNG6wF](http://bit.ly/3vNG6wF).

**IQPC** will hold its Chief Data and Analytics Officer Exchange – Global on **January 30 – February 1, 2022**, at the SLS Hotel in **Beverly Hills, Calif.**

**The Strategy Institute** will hold its Digital Customer Experience Strategies Summit 2022 on **February 15-16, 2022**. Visit [www.digitalcustomerexp.com](http://www.digitalcustomerexp.com).

**Strategy Institute** will hold its Digital Marketing for Financial Services West Summit 2022 as a virtual conference from **February 22-23, 2022**. Visit [www.financialdigitalmarketingwest.us](http://www.financialdigitalmarketingwest.us).

**IQPC** will hold its Intelligence Automation Exchange on **February 28 – March 1, 2022**, in **London**. Visit [bit.ly/3nus0Bu](http://bit.ly/3nus0Bu).

**The 2022 Quirk's Event – Chicago** will be held on **April 11-12, 2022**, at the Sheraton Grand in **Chicago**. Visit [www.thequirksevent.com](http://www.thequirksevent.com).

**GreenBook** will hold its IIEX North America event on **April 19-20, 2022**, in **Austin, Texas**. Visit [events.greenbook.org/iie-north-america](http://events.greenbook.org/iie-north-america).

**The 2022 Quirk's Event – London** will be held on **May 4-5, 2022**, at the InterContinental London O2 in **London**. Visit [www.thequirksevent.com](http://www.thequirksevent.com).

**The Strategy Institute** will hold its Digital Marketing for Financial Services Canada Summit 2022 on **June 14-15, 2022**, in **Toronto**. Visit [www.financialdigitalmarketing.com](http://www.financialdigitalmarketing.com).

**The 2022 Quirk's Event – New York** will be held on **July 20-21, 2022**, at the Javits Center in **New York**. Visit [www.thequirksevent.com](http://www.thequirksevent.com).

*Event details as of October 26, 2021. Please see websites for more details.*

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



# QUIRK'S EVENT

FOR MARKETING RESEARCH AND INSIGHTS PROFESSIONALS

*TheQuirksEvent.com*

**CHICAGO**  
APRIL 11-12, 2022

**LONDON**  
MAY 4-5, 2022

**NEW YORK**  
JULY 20-21, 2022

**VIRTUAL GLOBAL**  
OCTOBER 2022

**CHOOSE THE DATE AND LOCATION THAT WORKS FOR YOU**

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212-935-6820 | www.fuelyourworld.com



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91-740322-0322 | www.globalsurvey.gs



GroupSolver . . . . . p. 20  
619-728-6505 | https://groupsolver.com



InsightsNow . . . . . p. 25  
541-757-1404 | www.insightsnow.com



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732-970-9446 | www.ivpresearchlabs.com



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612-230-2525 | www.Lucy.ai



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517-884-1669 | http://board.msu.edu/msmr

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860-670-6015 | www.momentive.ai



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PureSpectrum . . . . . p. 27  
877-865-7873 | www.purespectrum.com



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Shapiro+Raj . . . . . pp. 12, 16, 20, 22  
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Toluna . . . . . pp. 13, 43  
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## 10 minutes with...

### Jeff Polevoy

*Head of Market Research and Analytics  
Quest Diagnostics*



*“Fostering a consumer-centric culture requires us to share such knowledge more broadly, more frequently and in readily digestible formats.”*

#### **What led you to a career in market research?**

My path was somewhat circuitous, yet fortuitous. Early in my career, I spent a few years as a management consultant and several more running the operations of a foods manufacturer in Nebraska. Seeking to be closer to our extended family, my wife and I relocated to the New York City metro area in the late 1990s. For my next career opportunity, I was seeking a role that provided me with exposure to a broad range of business issues and encompassed both strategy and analytics. While my search was not focused specifically on market research, Pfizer’s Global Market Analytics department checked all of the boxes. My passion for research was ignited at Pfizer and remains strong today.

#### **You’ve worked in a variety of industries – ranging from Pfizer to MasterCard and now Quest Diagnostics. Describe one of your most rewarding experiences so far.**

After nearly eight years at Pfizer, I was recruited to help build the U.S.-based market research and analytics department of a smaller pharmaceutical company – Organon Biosciences. This “blank slate” opportunity provided me with hands-on experiences within additional insight functions – such as competitive intelligence – while allowing me to hone my managerial skills. My professional growth while at Organon was significant and I carried the lessons learned into my subsequent roles.

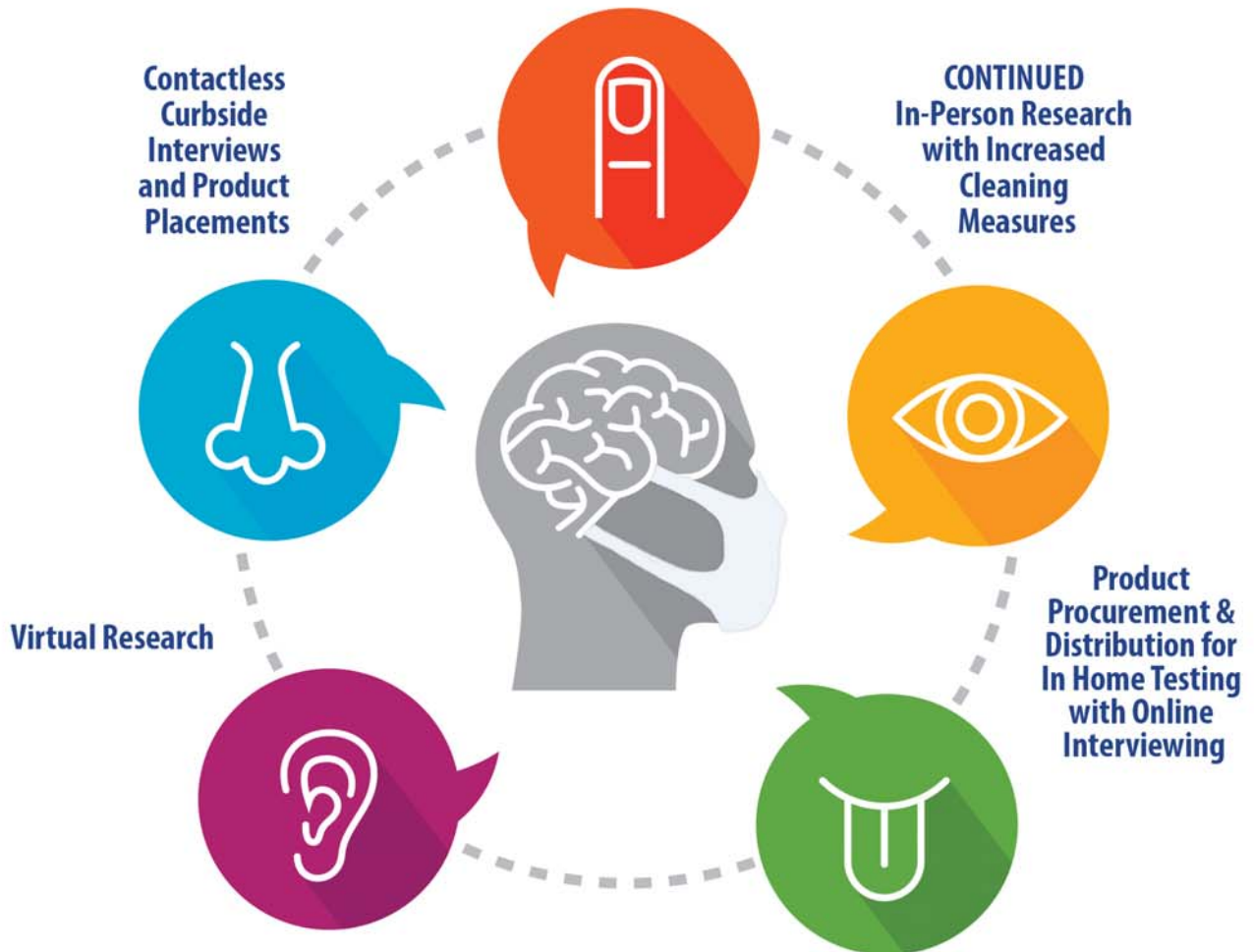
#### **How do you see market research changing as companies continue to integrate it with customer and user experience?**

Increasingly, functions that generate customer and market insight are being brought together under a single organizational umbrella. This trend doesn’t mean that market research professionals are required to become jacks-of-all-trades. It’s a rare individual who can become highly proficient across all insight disciplines. Rather, researchers are now able to access and integrate customer/user experience information to provide a richer understanding of customers’ behaviors and needs. This access to additional sources of insight requires researchers to be stronger integrators of information and better storytellers.

#### **Do you have any tips for researchers looking to help their non-research partners foster a consumer-centric company mind-set?**

Today, research professionals have many mechanisms at their disposal to capture the voice of the customer. Enablers such as online customer communities are cost-efficient and becoming more ubiquitous. Deploying these mechanisms at key touchpoints along the customer journey unlocks a wealth of actionable information. Fostering a consumer-centric culture requires us to share such knowledge more broadly, more frequently and in readily digestible formats.

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