

QUIRK'S

Marketing Research Review

MAY 2006

Qualitative research issue

- > Finding quality qualitative
- > Writing executive-ready reports
- > Planning qualitative research with Hispanic consumers

2006
Focus Group
Moderator Directory



BOSTON



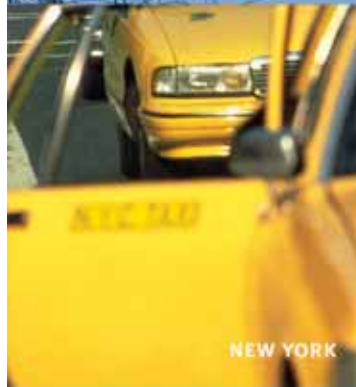
ATLANTA



PHILADELPHIA/CENTER CITY



SAN FRANCISCO



NEW YORK



CHICAGO

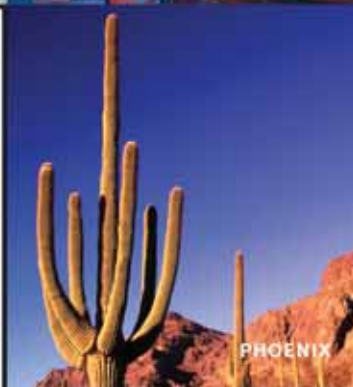


Schlesinger Associates

Celebrating

40

years of success



PHOENIX



DALLAS



CENTRAL LONDON

Schlesinger Associates' celebrates 40 years of providing superior data collection services.

On behalf of the employees of Schlesinger Associates, we thank our clients for making our dream a reality.

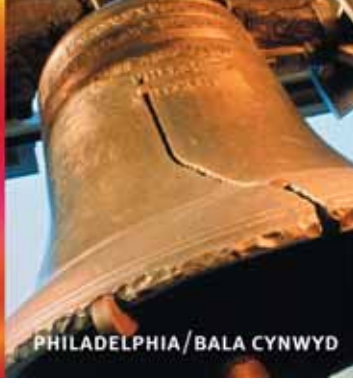
TOLL FREE NUMBER 866-549-3500
WWW.SCHLESINGERASSOCIATES.COM



ORLANDO



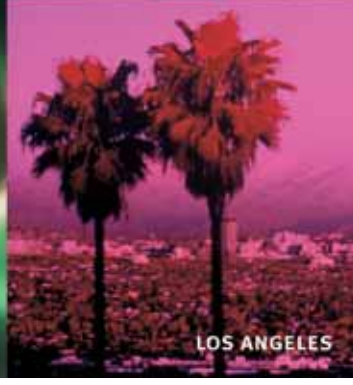
NEW JERSEY



PHILADELPHIA/BALA CYNWYD



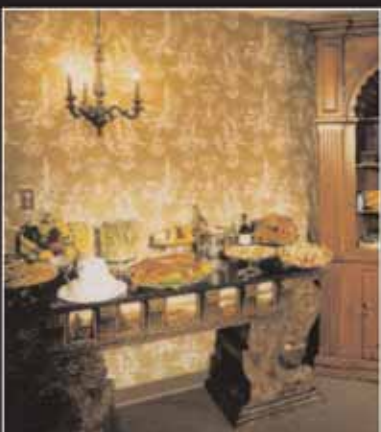
WIMBLEDON



LOS ANGELES



It isn't about the journey
It's about the destination.



www.baltimoreresearch.com • 410-583-9991

contents

techniques

- 24 Language is only one factor
A guide to planning qualitative research among Hispanic consumers
By Martha C. Rivera
- 34 Keep the quality in qualitative research
How clients can recognize and get great work
By Judith Langer and Carol Stuckhardt
- 40 So, you don't like focus groups anymore?
Try getting more involved in the process
By Stephen H. Turner
- 48 Mixing art with science
A guide to executive-ready reporting
By Carla Penel and Will Leskin
- 52 Be encouraging but firm
Tips on moderating focus groups with children
By Tyler J. Walker
- 58 A fuller picture
Use online ethnography to learn from respondents' words and their actions
By Jerry W. Thomas
- 64 Toward a broader definition
Is expressive a better term than projective?
By Peter J. DePaulo

- 70 Drawing creativity from chaos
How one company found ways to innovate in the midst of reorganization
By Katie Steffy, Cara Woodland and Andrea Birkett
- 74 The metamorphosis of a qualitative researcher
Part II: Rock star moderating - be inspired, find a manager, take the stage
By Kelly Heatly

columns

- 20 Qualitatively Speaking
What do the Grateful Dead and moderating have in common?
By Michael Carlon
- 190 Trade Talk
Study finds Boomers are not all created equal
By Joseph Rydholm

departments

- 8 In Case You Missed It...
- 10 Survey Monitor
- 12 Names of Note
- 14 Product and Service Update
- 16 Research Industry News
- 16 Calendar of Events
- 101 2006 Focus Group Moderator Directory
- 188 Index of Advertisers
- 189 Classified Ads

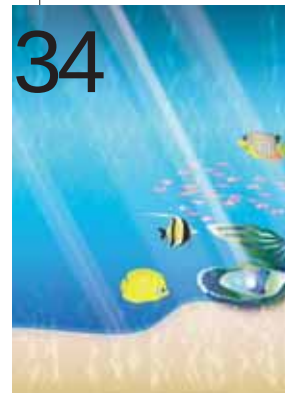


Illustration by Jennifer Coppersmith

Publisher Emeritus
Tom Quirk

Associate Publisher
Evan Tweed

Editor
Joseph Rydholm

Production Manager
James Quirk

Directory Manager
Steve Quirk

Directory Assistant
Shawn Hardie

Marketing Manager
Dan Quirk

Advertising Sales
Evan Tweed
952-224-1919

Lane E. Weiss
415-461-1404

Marketing Research Seminars

We cordially invite you to experience our unequalled commitment to excellence.



BURKE INSTITUTE

⬇ TO REGISTER ⬇

SEMINAR DATES, LOCATIONS AND FEES FOR NORTH AMERICA

➔ BurkeInstitute.com

➔ 800-543-8635 or

➔ 513-684-4999

➔ Fax 513-684-7733

➔ E-mail: register@BurkeInstitute.com

For additional information or details about our seminars please contact:

Jim Berling | Managing Director or visit our Web site at BurkeInstitute.com

101 | Practical Marketing Research \$1,995

New York	Jan 10-12
Los Angeles	Feb 6-8
Cincinnati	Apr 10-12
Chicago	May 1-3
Atlanta	June 13-15
New York	July 24-26
Las Vegas	Aug 29-31
Baltimore	Oct 2-4
San Francisco	Nov 7-9
Cincinnati	Dec 4-6

104 | Designing Effective Questionnaires: A Step by Step Workshop \$1,995

New York	Jan 18-20
San Francisco	Mar 7-9
Chicago	May 9-11
Baltimore	June 19-21
Philadelphia	Aug 22-24
Cincinnati	Oct 10-12
Los Angeles	Nov 28-30

106 | Tools & Techniques for Conducting Online Research \$1,595

New York	Mar 14-15
San Francisco	July 11-12
Chicago	Oct 26-27

202 | Focus Group Moderator Training \$2,495

Cincinnati	Jan 24-27
Cincinnati	Mar 7-10
Cincinnati	Apr 25-28
Cincinnati	June 13-16
Cincinnati	July 25-28
Cincinnati	Sept 12-15
Cincinnati	Oct 24-27
Cincinnati	Nov 28-Dec 1

203 | Specialized Moderator Skills for Qualitative Research Applications \$2,495

Cincinnati	Mar 13-16
Cincinnati	June 19-22
Cincinnati	Sept 18-21
Cincinnati	Dec 4-7

301 | Writing & Presenting Actionable Marketing Research Reports \$1,995

New York	Feb 1-3
Los Angeles	Apr 5-7
Chicago	June 7-9
Baltimore	Aug 16-18
Cincinnati	Oct 17-19
San Francisco	Dec 6-8

501 | Applications of Marketing Research \$1,595

Los Angeles	Feb 9-10
Chicago	May 4-5
New York	July 27-28
Baltimore	Oct 5-6

502 | New Product Research: Laying the Foundation for New Product Success \$1,595

New York	Feb 28-Mar 1
Chicago	June 26-27
Baltimore	Sept 26-27

504 | Advertising Research \$1,595

New York	Mar 2-3
Chicago	June 28-29
Baltimore	Sept 28-29

505 | Market Segmentation Research \$1,595

New York	Mar 28-29
Los Angeles	July 18-19
Chicago	Nov 7-8

506 | Customer Satisfaction Research \$1,595

New York	Mar 14-15
San Francisco	July 11-12
Chicago	Oct 24-25

507 | Analysis & Interpretation of Customer Satisfaction Data \$1,595

New York	Mar 16-17
San Francisco	July 13-14
Chicago	Oct 26-27

508 | Positioning Research \$950

New York	Mar 30
Los Angeles	July 20
Chicago	Nov 9

509 | Pricing Research \$950

New York	Mar 9
Los Angeles	June 29
Chicago	Oct 26

601 | Data Analysis for Marketing Research: The Fundamentals \$1,595

New York	Jan 30-31
Los Angeles	Apr 3-4
Chicago	June 5-6
Baltimore	Aug 14-15
San Francisco	Dec 4-5

602 | Tools & Techniques of Data Analysis \$2,395

New York	Jan 24-27
Cincinnati	Mar 28-31
Philadelphia	May 22-25
Chicago	Aug 1-4
San Francisco	Sept 18-21
Baltimore	Nov 14-17

603 | Practical Multivariate Analysis \$2,395

New York	Feb 7-10
Cincinnati	Apr 4-7
Philadelphia	June 6-9
Chicago	Aug 8-11
San Francisco	Sept 26-29
Baltimore	Dec 5-8

605 | Practical Conjoint Analysis & Discrete Choice Modeling \$1,595

New York	Mar 7-8
Los Angeles	June 27-28
Chicago	Oct 24-25

802 | Linking Customer, Employee & Process Data to Drive Profitability \$1,595

New York	Feb 9-10
San Francisco	May 18-19
Chicago	Oct 5-6

Please check our Web site or contact us about the following:

- ➔ Certificate Programs
- ➔ Pass Programs (3, 6, 12 month options)
- ➔ In-house/onsite seminars
- ➔ Combination/team fees
- ➔ Recommended seminar combinations:

101 & 501
202 & 203
301 & 601
505 & 508
506 & 507
509 & 605
602 & 603

Global facility network, moving cameras,
broadcast quality equipment...

With FocusVision **VideoStreaming**
the difference is perfectly clear.

USE TRANSLATORS?
With new 2-Channel Audio, select
the language you wish to hear.
AVAILABLE BY REQUEST AND AT NO ADDITIONAL COST.



Moving Cameras

Viewer Chat

Archive & CD

Lowest Price

Mark

Create Clips

FocusVision VideoStreaming lets you view live focus groups from your PC in the office, at home or wherever you have an Internet connection. FocusVision is available worldwide from a global network of over 300 facilities.

Two levels of videostreaming are available. Our Premium service provides a moving camera and on-site operator to capture close-ups of respondents, packaging or easels. Our Basic service is a lower priced option providing a pre-set, stationary camera view designed for one-on-one interviews.

Both services offer you our feature-rich FocusVision VideoMarker Editor Software, dual password security, archiving and a CD-Rom recording for post-project viewing and our Viewer Chat function so all remote viewers can communicate while watching the research.

VideoMarker™ bookmarking and editing software is included on all FocusVision VideoStreaming projects. Users can create and annotate bookmarks while watching a live or archived project then quickly access the bookmarked video with a simple click. Users can also create video clips to include in PowerPoint presentations, send to colleagues via email, or group them together as a highlight reel.

FocusVision video transmits
the live focus group experience
right to your office or home...
without traveling

Call 203-961-1715 opt.6

Email: info@focusvision.com

Learn more: www.focusvision.com



Worldwide Headquarters: STAMFORD, CT
Regional Offices: CHICAGO • LONDON • LOS ANGELES

FocusVision™ Member Facilities

The largest network of top-rated facilities now equipped for videoconferencing and videostreaming service.

ARIZONA

Phoenix
Delve-Phoenix
Fieldwork Phoenix, Inc.-South Mountain
Plaza Research-Phoenix
Scottsdale
Fieldwork Phoenix, Inc.-Scottsdale
Focus Market Research, Inc.-GroupNet™

CALIFORNIA (Northern)

San Francisco
Focus Pointe Global
Ecker & Associates Downtown &
South San Francisco
Fleischman Field Research, Inc.-First Choice Facilities
Nichols Research, Inc.-GroupNet™
Plaza Research
Schlesinger Associates
San Francisco (suburban)
Nichols Research, Inc.-GroupNet™
San Jose
Nichols Research, Inc.-GroupNet™

CALIFORNIA (Southern)

Costa Mesa
Assistance in Marketing
Los Angeles
Adept Consumer Testing, Inc.-Beverly Hills GroupNet™
Adept Consumer Testing, Inc.-GroupNet™-Encino
Adler Weiner Research-Westwood
Assistance in Marketing
Atkins Research Group, Inc.
Delve
Focus Pointe Global
LW Research
Meczka Marketing Research
Murray Hill Center West-Santa Monica
Plaza Research
Savitz Field & Focus
Schlesinger Associates
Trotta Associates Marina Del Rey-First Choice Facilities
L.A. Orange County
Fieldwork L.A., Inc.
Trotta Associates-Invine-First Choice Facilities
Sacramento
Elliott Benson
San Diego
Flagship Research
Luth Research, Inc.
Plaza Research
Taylor Research, Inc.-GroupNet™

COLORADO

Denver
Accudata Market Research, Inc.
Colorado Market Research
Fieldwork Denver, Inc.
Ingather Research
Plaza Research
TAI

CONNECTICUT

Danbury
MarketView
Norwalk
New England Marketing Research
Stamford
Focus First America
Focus Room
Razor Focus

FLORIDA

Fort Lauderdale
Plaza Research
WAC of South Florida, Inc.
Jacksonville
Irwin Research Services
Miami
Miami Market Research, Inc.
National Opinion Research Services

Rife Market Research, Inc.
Orlando
AccuData Market Research, Inc.
Schlesinger Associates
Tampa
The Herron Group-GroupNet™
Plaza Research
Superior Research-First Choice Facilities
TAI-Tampa Bay Inc.

GEORGIA

Atlanta
Delve
Fieldwork Atlanta, Inc.
Jackson Associates, Inc.-GroupNet™
John Stolzberg Market Research
Murray Hill Center
Plaza Research
Schlesinger Associates
Superior Research-First Choice Facilities

ILLINOIS

Chicago-Downtown
Adler Weiner Research
Chicago Focus
Fieldwork Chicago-Lab
Focus Centre of Chicago
Focus Pointe Global
Focuscope, Inc.-First Choice Facilities
Murray Hill Center
National Data Research, Inc.-GroupNet™
National Qualitative Centers
Plaza Research
Savitz Field and Focus
Schlesinger Associates
Smith Research, Inc.
The Energy Annex
Chicago-Suburban
Adler Weiner Research
Assistance in Marketing
Delve-Oak Brook
Fieldwork Chicago Inc.-North
Fieldwork Chicago, Inc.-O'Hare
Fieldwork Chicago, Inc.-Schaumburg
Focuscope, Inc.-Oak Park-First Choice Facilities
National Data Research, Inc.-GroupNet™
Northfield
Oakbrook Interviewing Center
O'Hare In Focus-Des Plaines
Smith Research, Inc.-Deerfield

INDIANA

Indianapolis
Herron Associates, Inc.-GroupNet™

KANSAS

Kansas City
The Field House

MARYLAND

Baltimore
Baltimore Research
House Market Research
Observation Baltimore

MASSACHUSETTS

Boston-Downtown
Bernett Research
Boston Field & Focus Performance Plus-
GroupNet™
Copely Focus Centers
Focus on Boston
Focus Pointe Global
Schlesinger Associates
Boston-Suburban
Boston Field & Focus Performance Plus-GroupNet™
Fieldwork Boston, Inc.
Focus on Boston-Waltham
Framingham

Focus on Boston-Braintree
National Field and Focus-Framingham

MICHIGAN

Detroit
MORPACE International-GroupNet™
Shifrin-Hayworth

MINNESOTA

Minneapolis
Cook Research
Delve
Fieldwork Minneapolis, Inc.
Focus Market Research, Inc.-GroupNet™
Orman Guidance Research

MISSOURI

Kansas City
Delve
St. Louis
Delve
Peters Marketing Research, Inc.
Superior Surveys

NEVADA

Las Vegas
Las Vegas Field and Focus

NEW JERSEY

Assistance in Marketing-Hackensack, Morristown
Fieldwork East, Inc.-Fort Lee
Focus Pointe Global
JRA Associates-Mt. Laurel
Meadowlands Consumer Center, Inc.
GroupNet™-Secaucus
Peters Marketing Research, Inc.
Plaza Research-Marlton
Plaza Research-Paramus
Schlesinger Associates Edison
TAI New Jersey-Teaneck

NEW YORK

New York City
Focus Plus Inc.-First Choice Facilities
Focus Pointe Global
Focus Room
Focus Suites of New York
Murray Hill Center
New York Focus
Schlesinger Associates
SIS International-2 locations
WAC of New York, Inc.
New York (suburban)
Access Metro NY-New Rochelle
Fieldwork NY, Inc.-Westchester
Focus Room-White Plains
JRA Research-White Plains

NORTH CAROLINA

Charlotte
20/20 Research
Leibowitz Market Research Assoc., Inc.-GroupNet™
Raleigh
First in Focus
L & E Research

OHIO

Cincinnati
Assistance in Marketing
Harris Interactive
Market Inquiry
MarketVision Research
QFact Marketing Research, LLC
Cleveland
Focus Groups of Cleveland Survey Center
Pat Henry Cleveland
Columbus
Delve

OREGON

Portland
Consumer Opinion Services, Inc.-GroupNet™

PENNSYLVANIA

Philadelphia-Downtown

Focus Pointe Global
JRA Research, Inc.
Schlesinger Associates
Philadelphia-Suburban
Delve
Focus Pointe Global
Focus Suites of Philadelphia
Group Dynamics in Focus, Inc.-GroupNet™
Bala Cynwyd
Schlesinger Associates Bala Cynwyd
Pittsburgh
Focus Center of Pittsburgh

RHODE ISLAND

Providence
Boston Field & Focus Performance Plus-GroupNet™

TENNESSEE

Memphis
Accudata Market Research, Inc.
Nashville
20/20 Research

TEXAS

Austin
Tammadge Market Research, Inc.
Dallas
Focus Pointe Global
Delve
Fieldwork Dallas, Inc.
Focus on Dallas, Inc.-GroupNet™
Murray Hill Center
Opinions Unlimited, Inc.-GroupNet™
Plaza Research Dallas
Savitz Field and Focus
Schlesinger Associates
Houston
CQS Research, Inc.
Medical Marketing Research
Opinions Unlimited, Inc.-GroupNet™
Plaza Research
Savitz Field and Focus
San Antonio
Galloway Research-GroupNet™

VIRGINIA

Alexandria
Martin Focus Group Services
Fairfax
Metro Research Services, Inc.
Richmond
Martin Focus Group Services

WASHINGTON

Seattle
Consumer Opinion Services, Inc.-GroupNet™
Fieldwork Seattle, Inc.
Gilmore Research Group-First Choice Facilities

WASHINGTON DC

Washington DC
House Market Research
Martin Focus Group Services
Shugoll Research, Inc.-GroupNet™

WISCONSIN

Appleton
Delve
Milwaukee
Lein/Spiegelhoff, Inc.

CANADA

Montreal
Contemporary Research
Toronto
Consumer Vision
Contemporary Research
Toronto Focus
Vancouver
Consumer Research

Plus Over 107 International Facilities

in case you missed it...

news and notes on marketing and research



Want to sell wine? Stick a critter on the label.

Kangaroos, penguins and crocodiles are just some of the animals popping up on wine labels these days. With the introduction of hundreds of new wine brands every year, wine marketers realize the need for attention-grabbing labels that make an impression on consumers. Many are utilizing what is affectionately known as the "critter label."

Perhaps trying to mimic the success of the Yellow Tail brand, this new wine segment has become increasingly important. Of the 438 new table wine brands with sustained consumer sales introduced in the past three years, 77 - or 18 percent - featured a critter on the label. Combined with existing critter labels, sales of critter-branded wine have reached more than \$600 million.

"Critter-labeled wines are on the rise, quickly gaining share in the table wine category," said Danny Brager, vice president of ACNielsen's Beverage Alcohol team. "The sales generated by new brands featuring a critter outperform other new table wines by more than two to one."

The label is just one aspect of a critter brand's image, however. In comparison to other table wines, critter-labeled wines tend to be priced at a slight premium compared to the overall bottled table wine category, but tend to be sold more on promotion, and in particular displays, compared to the category average.

Of course, many factors contribute to the overall success of wine, such as price, shelf space, quality, retail and consumer support. "While placing a critter on a label doesn't guarantee success, it is important that wine makers realize that there is a segment of consumers who don't want to have to take wine too seriously," said Brager. "Not only are they willing to have fun with wine, they may just feel good about an animal label presentation."

The ACNielsen study looked at three consecutive annual periods of food channel data, with 2005 data ending December 17, 2005. The study included table wine brands introduced since January 2003 with sustained consumer sales - sales greater than \$20,000 in 2005.

Hispanics didn't have a ball with this ad

Volkswagen made news in March after its use of a well-known slang term got it into trouble. A billboard ad for its GTI model targeting the Hispanic market used the word *cojones*, which, literally translated, means testicles.

The ad showed a photo of the car with the words "Turbo-Cojones." VW was attempting to use the word colloquially to mean bold and daring, but the effort backfired, especially among Cuban-Americans in Miami. "In English, Turbo-Balls might not sound so offensive," said Luis Perez Tolon, an instructor at Miami-Dade College who supervises a writing program for the Spanish-language network Telemundo. "But in the Spanish-speaking community, it will always have a vulgar connotation."

The billboards were taken down in Miami and other cities after the complaints poured in.

VW's intent was to pitch the sporty, fast car to young, bilingual Hispanics whose first language is English but who retain ties to their Latino heritage. "We wanted something that broke out of the mold and carried the connotation of being strong and gutsy," said Daniel Marrero, creative director for the Miami-based ad agency that created the ad. "This is a word adapted in the American vernacular. We never thought it would be an issue."

Take two for Hershey's Take 5

In a March 10 AdAge.com article, writer Stephanie Thompson detailed how Hershey Corp. is largely bypassing TV in relaunching its Take 5 candy bar. Unlike the brand's 2005 launch, which focused \$17 million on traditional TV, the new effort includes 69,000 buzz-marketing evangelists and a Web game that plays off Take 5's TV ads.

The campaign is part of a concerted effort to "understand who our consumers are and reach them in more relevant, compelling ways, not just one platform," said Jay Cooper, vice president, U.S. chocolate at Hershey.

Take 5 was Hershey's top new candy brand last year, and Cooper said the marketing investment this year shows Hershey believes it can grow sales of the bar well beyond the \$28 million it garnered last year in food, drug and mass outlets (excluding Wal-Mart), according to Information Resources Inc., Chicago.

Research showed the initial launch campaign from Omnicom Group's DDB, New York, which focused on the bar's five ingredients (pretzels, chocolate, peanuts, peanut butter and caramel), was too complex for consumers, who were far more impressed with the bar's taste. "We know from research that there is a lot of passion around the brand and we want to reach consumers at those different passion points, whether on the Web, in movie theaters or with PR programs and contests," said Misha Jenkins, marketing manager for Take 5 at Hershey.

The new approach is designed to further the momentum on the bar's good initial trial numbers and build on the passion of its loyal consumers through "a more aggressive, focused and targeted effort rather than just an ad campaign," said John Staffen, executive creative director, at ad agency Arnold, New York.

Hershey, together with Arnold, brought in BzzAgent, Boston, to get roughly 69,000 brand evangelists to deliver samples into the hands of prospective buyers in the 18-to-34-year-old range based on the premise Arnold developed that Take 5 is "the greatest candy bar ever." In addition, Hershey will use its own Web site, thegreatestcandybarever.com, to enlist consumers to sign up to become evangelists, offering those who sign up samples to give to friends and family.

These approaches will work in concert with a TV campaign featuring six 15-second spots humorously depicting how far consumers might go to get a Take 5 bar. Ads will also run extensively on AOL, tickle.com and espn.com, as well as in movie theaters, where Hershey plans to do extensive sampling. A consumer promotion April 17 through July 31 offers Take 5 fans the chance to submit their own 60-second commercials explaining why Take 5 is the greatest candy bar ever. Consumers will be able to vote on the final five submissions online.

"Hershey Lurches Away From TV Ads," AdAge.com, March 10, 2006

Next Focus Group, Ask for VideoMarker CD Recording Instead of Videotape.



Make Your Research Faster, Easier, More Persuasive.

The days of clumsy VHS cassettes and VCRs have come and gone. Research has gone digital—with VideoMarker CD Recording. Immediately review research sessions—right from your PC. Mark key points with a mouse-click during live sessions, then use these bookmarks to instantly access interview content—cutting your analysis time by one-third or more. Create and edit video clips simply and easily—and e-mail them to colleagues. Put video clips—and more pizzazz—into your presentations. Now, there's a faster, easier way to view your research projects. Make the most of your research, become more productive—choose VideoMarker CD Recording.

To learn more about VideoMarker™ call 203-961-1715 opt. 6, email videomarker@focusvision.com or visit www.videomarker.com.



Chicago • London • Los Angeles • Stamford

Two-thirds of active U.S. Web population using broadband

The number of active broadband users from home increased 28 percent year-over-year, from 74.3 million in February 2005 to 95.5 million in February 2006, according to research from Nielsen//NetRatings, New York. Broadband composition among the U.S. active online popu-



lation has seen vigorous growth during the past three years, increasing at least 10 percentage points annually and hitting an all-time high of 68 percent for active Internet users in February 2006.

From February 2003 to February 2004, broadband composition grew 12 percentage points, from 33 percent to 45 percent. In February 2005, it increased another 10 percentage points to 55 percent. This year, February saw broadband composition reach an all-time high of 68 percent, increasing an impressive 13 percentage points over the previous February.

Overall Internet penetration in the U.S. has stabilized over the past

few years, reaching 74 percent at home in February 2006.

As broadband penetration increases, so does the average PC time spent per person. With fast connections to Web sites for online photos, audio and video files, online visitors are devoting more time to their computers. Since February 2003, the average PC time per person among active Web users has increased approximately five hours from 25.5 hours a month to 30.5 hours a month.

"The correlated growth in average PC time per person is the result of broadband users' greater satisfaction with their online experience," says Jon Gibs, senior director of media, Nielsen//NetRatings. "The 'always on' nature of a broadband connection allows the Internet to become more entrenched in consumers' lives. In broadband consumers' minds, activities such as checking account balances, downloading music, watching streaming video and checking e-mail become just another application of the PC rather than a separate activity that happens when they log on to the Internet."

With increased broadband penetration, a growing trend is the accessing of streaming media online at video sharing sites. MSN Video garnered 9.3 million unique visitors in February 2006, growing 44 percent over the previous year. YouTube and Google Video grew from relative obscurity in February 2005 to substantial players in February 2006, drawing 9.0 million and 6.2 million unique visitors, respectively. iFilm and Yahoo's video search saw triple digit year-over-year growth in their visitation, drawing 4.3 million and 3.8 million unique visitors, respectively.

"Video sites have successfully tapped into the use of viral campaigns, capitalizing on consumers' impulse to share funny clips with their friends," says Gibs. "Among these sites, it is not uncommon to see dramatic spikes in weekly Web traffic due to a popular online video that has been sent from person to person. Television networks should be looking to embrace, rather than pull away from, these sites, in order to generate buzz for their broadcast programming." For more information visit www.nielsen-netratings.com/.

Broadcast news still a valued source

While there seem to be more outlets than ever for U.S. adults to get news, a Harris Poll shows that majorities choose to get their news most frequently from broadcast mediums. Specifically, three-quarters (77 percent) of adults say they watch local broadcast news, and 71 percent say they watch network broadcast or cable news several times a week or daily. On the other hand, one in five (19 percent) U.S. adults say they listen to satellite news programming or read a national newspaper (18 percent) several times a week or daily. These are the results of a nationwide Harris Poll of 2,985 U.S. adults surveyed online between January 12 and 17, 2006 by Harris Interactive, Rochester, N.Y.

While broadcast television news appears to be the most popular medium sought, many adults also get their news several times a week or daily by going online to get news (64 percent), reading a local daily newspaper (63 percent), listening to radio news broadcasts (54 percent), listening to talk-radio stations (37 percent), listening to satel-

continued on page 80

FocusVision Has Added A Face and Voice To Online Focus Groups.



Introducing FocusVision InterVu *The world leader in video transmission of focus groups*

Imagine the power of true two-way interviewing, where participants and moderator see and hear each other over the Internet from their home or office. FocusVision makes online qualitative interviewing a reality—and easy to do:

- Participants and moderator use a video camera mounted to their computer, enabling everyone to see each other during the interview
- Clients view, unseen, from a virtual “back room” on their PC
- Moderator can present stimuli, conduct polling, and receive chat messages from client
- FocusVision organizes and reliably transmits the entire event, so you can focus on your interview
- Recruit from high quality focus facilities in the FocusVision network

Online qualitative research has finally arrived—and it's no surprise who again is leading the way: FocusVision.

*For a free demo and more
information about FocusVision
InterVu, call 203-961-1715 opt. 6,
email info@focusvision.com,
or visit www.focusvision.com*



Chicago • London • Los Angeles • Stamford

names of note

Robert H. McGuckin III, director of economic research at the *Conference Board* since 1996, former chief of the Center for Economic Studies at the U.S. Census Bureau, and a pioneer in economic research on U.S. job creation and destruction and productivity trends, died on March 12 at his home in Alexandria, Va. He was 63. The cause of death was neuroendocrine cancer. McGuckin established one of the first international databases providing country-by-country comparisons of productivity growth and living standards in more than 100 countries and oversaw the development of the U.S. Census Bureau/National Science Foundation Research Data Center network. He was an expert on worldwide productivity trends and their impact on living standards.

TNS Media Research, New York, has named **Bud Breheney** senior vice president, sales and affiliate relations.

Forrester Research, Inc., Cambridge, Mass., has named **Dennis van Lingen** president, EMEA. In this role, he will be responsible for leading the company's business in Europe, the Middle East, and Africa. Van Lingen succeeds **Robert W. Davidson**, who will leave Forrester on June 30, 2006.

Larry Goldberger has joined *Adelphi Research by Design* in Doylestown, Pa., as chief methodologist to head the expansion of the advanced methods group.

G & S Research, Carmel, Ind., has named **Terri Lutz** analysis and report coordinator. **Jill Gray** has been named administrative assistant

to the senior management team.

Baltimore Research, Inc. has formed a non-partisan public affairs-voter research division and named **Gerry R. Patnode, Jr.** as director.

London-based *Synovate Healthcare* has named **Peter Goldberg** senior research director.



Goldberg

Freedman

FocusVision Worldwide, Stamford, Conn., has named **Jack Campisi** product manager, VideoMarker and **Ruth Freedman** senior account director, research partnerships.

Bellomy Research, Inc., Winston-Salem, N.C., has named **Steven Trussell** research manager and



Trussell

Parker

Rebecca Parker research associate.

Synovate has named **Evelyn Jabiles** managing director of its new office in Mexico City. **Robert Philpott**, CEO for Synovate Americas, has added the post of global chief operating offi-

cer to his current responsibilities. **Jan H. Hofmeyr** has been appointed global head of insights for Synovate Brand & Communications, the company's newest practice. He will continue to be based in South Africa. Synovate also named **Gavin Pommernelle** global HR director.

Stamford, Conn., research firm *InsightExpress* has promoted **Karen Edinger** to marketing research manager and appointed **Dana Haddox-Wright** as senior marketing science analyst. The firm also named **Erica DesRoches** director of market research.

Nielsen Entertainment, Los Angeles, has promoted **Kathy Benjamin** and **David Gilison** to oversee Nielsen NRG's home entertainment and interactive units, respectively.

Farmington Hills, Mich., research firm *MORPACE International, Inc.* has named **Marianne Scullin** vice president - business development.



Scullin

Mantel

She is based in Birdsboro, Pa. **Jason Mantel** has been named research director on the automotive team, based in Farmington Hills.

Global Market Insite, Inc., Seattle,

continued on page 98

Take the search out of your research

Look no further than The Focus Network for your next research project. We're where you want to be, providing you and your clients with comfortable facilities, state-of-the-art technology, top-notch catering and expert recruiting.

Wherever your research takes you, we'll make you feel right at home.

Every one of our facilities provides a comprehensive range of high-quality marketing research services and state-of-the-art equipment in a comfortable environment. Each facility is staffed by experienced, knowledgeable, energetic people providing the expertise, reliability and personal service you demand. We strive to understand your specific needs and objectives. Then we customize our services to suit, and proceed with your project to completion – as planned and expected.



Member



To contact any of The Focus Network locations, call 1-800-394-1348 or visit www.thefocusnetwork.com for more information.

Atlanta Focus

Contact: Marianne Polk
Druid Chase Office Park, Suite 250
2801 Buford Highway
Atlanta, GA, USA 30329
Tel: 1 (404) 636-9054
Fax: 1 (404) 636-8927
Email: info@atlantafocus.net

Chicago Focus

Contact: Karey Stiefer
222 Merchandise Mart Plaza, Suite 240
Chicago, IL, USA 60654
Tel: 1 (312) 755-0720
Fax: 1 (312) 755-0721
Email: info@chicagofocus.net

Dallas Focus

Contact: Robin McClure
511 E. Carpenter Freeway, Suite 100
Irving, TX, USA 75062
Tel: 1 (972) 869-2366
Fax: 1 (972) 869-9174
Email: info@dallasfocus.net

London Focus

Contact: June Cooper
Colet Court, 100 Hammersmith Road
London, England, UK W67JP
Tel: 011 44 (208) 563-7117
Fax: 011 44 (208) 563-1486
Email: info@londonfocus.net

Mexico City Focus

Contact: Rony Jerusalmi
Bosque de Duraznos No. 75-205
Col. Bosques de las Lomas
C.P. 11700 México, D.F.
MEXICO
Tel: 011 (525) 55-596-4040
Fax: 011 (525) 55-596-4040
Email: info@mexicocityfocus.net

New York Focus

Contact: Nancy Opoczynski
317 Madison Avenue, 20th Floor
New York, NY, USA 10017
Tel: 1 (212) 867-6700
Fax: 1 (212) 867-9643
Email: info@newyorkfocus.net

San Jose Focus

Contact: Heidi Flores
3032 Bunker Hill Lane, Suite 105
Santa Clara, CA, USA 95054
Tel: 1 (408) 988-4800
Fax: 1 (408) 988-4866
Email: info@sanjosefocus.net

Toronto Focus

Contact: Jeff McFarlane
4950 Yonge Street, Suite 306
Toronto, ON, Canada M2N 6K1
Tel: 1 (416) 221-9450
Fax: 1 (416) 221-7441
Email: info@torontofocus.net

Corporate HQ

Contact: Sarah Bertucci
4950 Yonge Street, Suite 600
Toronto, ON, Canada M2N 6K1
Tel: 1 (416) 250-3621
Toll free: 1 (800) 394-1348
Fax: 1 (630) 799-4805
Email: info@thefocusnetwork.com

product and service update

FocusVision offers free privacy agreements; enhances videostreaming service

In response to increasing concerns about privacy compliance and a lack of clear guidelines, Stamford, Conn., research firm FocusVision Worldwide created three sample privacy agreements and is offering them to the market research community through its Web site at www.focusvision.com (click on the Web Services tab). The agreements include: respondent participation (an agreement to be signed by respondents before participating in any interview; lists respondent rights and responsibilities when participating in a focus group); intent of use (describes conditions upon which one party is transferring confidential information to another party - examples include video or audio recordings, respondent information and documents); non-disclosure (should be signed by employees or any other persons who may be exposed to or possess confidential information).

Separately, FocusVision has launched 2-Channel Audio, a new feature of its videostreaming service to be used on projects that involve a translator. Viewers can choose between hearing the translator's voice or the native language by selecting their preference. Available upon request, 2-Channel Audio is offered at no additional cost.

Service uses employee surveys to measure corporate health

Invoke Solutions, a Waltham, Ma., research firm, and EMERGE International, a Cave Creek, Ariz., consulting firm, have partnered to deliver a new assessment tool to help a business measure the health of its organizational culture. The product, called CHI LIVE, uses Invoke's real-time researching platform and EMERGE International's Cultural Health Indicator (CHI) methodology to deliver insights about an organization's cultural health. The CHI measures seven dimensions of organizational culture and evaluates issues related to employee engagement, satisfaction and motivation levels. Its methodology allows senior management to assess their organizational culture, formulate action plans and implement changes needed to support their strategic goals. Using Invoke's research platform, employees are engaged anonymously in live feedback sessions with a CHI LIVE moderator during which they provide quantitative and qualitative responses in an interactive environment. Because the sessions are live, management teams can also participate by watching results as they unfold and inserting additional questions in real time if unforeseen topics and/or issues arise. For more information visit www.invoke.com/chilive.

Audio file transcriptions from ASDE

Quebec-based ASDE Survey Sampler, Inc. is now offering an audio file transcription service. The firm built a network of independent freelance transcriptionists and offers the service in English, French and Spanish. Audio files are received either as e-mail attachments or through a download from the client's site. Each project is managed through software which allows ASDE to: register and manage all the files of a project; send out the audio files one by one to each member of the network of transcriptionists, who transcribe the audio into text in a telework setting; verify the results to ensure quality control during the transcription process (a second verification is conducted immediately before delivery); return to the client an actionable file containing each audio file's name with the attendant transcribed text. For more information visit www.surveysampler.com.

New packaging research service from AcuPOLL

Cincinnati research firm AcuPOLL is now offering Packaging Optimizer, which provides a holistic view of packaging options and is designed to help clients understand the total appeal of their packaging options including breakthrough potential, equity impact, benefit and feature communication and emotional connection. Packaging Optimizer can be used to screen packaging graphics, structure design, names, logos, brand identity and shelf sets. AcuPOLL provides companies with recommendations based on the data presented from each study. For more information visit www.acupoll.com.

A good name
is like a great song,
it plays over and over in your head.

www.namestormers.com
1.512.267.1814

NameStormers. 
Making names since 1985.

continued on page 87

The Focus Network welcomes you to Chicago's newest and most advanced focus facility



Visit our new **Chicago Focus** facility at the prestigious Merchandise Mart. We have the professional services, state-of-the-art technology and well-designed space that you need to do your best work. We have the first-class furnishings and amenities that will relax your clients and respondents – and *that* will relax you. Before you book your next project, let us show you around. Call us and we'll arrange a personal tour.

Contact Karey Stiefer

Tel: 1 (312) 755-0720

Fax: 1 (312) 755-0721

Email: k.stiefer@chicagofocus.net

www.thefocusnetwork.com



Atlanta Focus • Chicago Focus • Dallas Focus • London Focus • Mexico City Focus • New York Focus • San Jose Focus • Toronto Focus

To contact any of The Focus Network locations call **1-800-394-1348** or visit **www.thefocusnetwork.com**

research industry news

News notes

Ciao, the European data collection subsidiary of **Greenfield Online Inc.**, has completed a reorganization of its client service department. The reorganization, which started in the summer of 2005, has resulted in a 30 percent increase in operations headcount, including expanded project management, survey scripting, data processing, translations and quality assurance teams. Operations will be centered in Munich and Timisoara, Romania, with project managers also located in London, Paris and Amsterdam.

New York research firm **FIND/SVP, Inc.** has changed its

name to **Guideline**.

Symmetrics, the loyalty practice of research firm Synovate, has been rebranded as **Synovate Loyalty**.

In response to the growth potential of the emerging markets outside of Central Europe and North America, London-based **TNS** has aligned its business across the Middle East, Africa and Latin America with the high-growth markets of Asia-Pacific. The new region, which makes up the rest of the world, will use the acronym ALM for Asia-Pacific, Latin America, the Middle East and Africa and includes the three

economies of China, India and Brazil. TNS CEO David Lowden has placed control of the greater ALM region with the current Asia-Pacific regional management board led by James Hall.

New York-based Return Path, Inc., has changed the name of its market research solutions division, **Survey Direct**, to **Authentic Response**.

In early March, Netherlands-based **VNU N.V.** and **Valcon Acquisition B.V.**, a holding company newly incorporated in the

continued on page 92

Calendar of Events May-September

ESOMAR will hold a conference on global diversity on May 8-10 at the Eden Roc Renaissance Resort and Spa in Miami. For more information visit www.esomar.org.

ESOMAR will hold Innovate 2006, a conference on research innovation, techniques and technology, on May 10-12 at the Eden Roc Renaissance Resort and Spa in Miami. For more information visit www.esomar.org.

Research software firm Pulse Train will hold its annual users conference on May 10-12 at the Hilton Diagonal Mar Hotel in Barcelona. For more information visit www.pulsetrain.com/PTC2006.

Research firm Anderson, Niebuhr & Associates will hold a workshop on questionnaire design and use on May 11-12 in Orlando, Fla. For more information visit www.ana-inc.com.

U.K.-based B2B research association the Business and Industrial Group will hold its annual BIG conference, themed "Business Research Means Business," on May 17-19 at the Marriott St. Pierre Hotel, Chepstow, England. For more information visit www.bigconference.org.

Sawtooth Technologies will hold introductory-level seminars on conjoint/choice analysis and perceptual mapping on May 22-25 at the Hilton Gardens Hotel in Evanston, Ill. For more information visit www.sawtooth.com.

Canada's Marketing Research and Intelligence Association will hold its annual conference on May 31-June 2 at the Westin Hotel, Calgary. For more information visit www.mria-arim.ca.

ESOMAR will hold WM3, a conference on worldwide multimedia measurement, on June 4-7 in Shanghai. For more information visit www.esomar.org.

Salford Systems will hold a conference on data mining on June 7-8 in Sydney, Australia. For more information visit www.salforddatamining.com.

The American Marketing Association will hold its annual Advanced Research Techniques forum on June 11-14 at the Marriott Monterey, Monterey, Calif. For more information visit www.marketingpower.com.

The Marketing Research Association will hold its annual conference on June 14-16 at the JW Marriott Hotel in Washington, D.C. For more information visit www.mra-net.org.

The Conference Board will hold its annual marketing research conference on June 22-23 at the Hyatt Regency McCormick Place in Chicago. For more information visit www.conference-board.org.

IIR will hold its SCOPE (segmentation, clustering, optimization, profiling, efficiency) conference, themed "Customizing the Customer Experience Through Segmentation," on June 26-28 at the Courtyard By Marriott Chicago Downtown. For more information visit www.iirusa.com/scope/.

The American Marketing Association will hold its annual marketing research conference on September 10-13 in Chicago. For more information visit www.marketing-power.com.

ESOMAR will hold its annual congress on September 17-20 at the Queen Elizabeth II Conference Centre in London. For more information visit www.esomar.org.

The Qualitative Research Consultants Association will hold its annual conference on September 27-30 at the Intercontinental Hotel - Buckhead, Atlanta. For more information visit www.qrca.com.



What are they thinking?!?

Get inside your customers' heads with fresh new insights from Behavioral Insights.

Our unique approach blends business psychology and marketing science to provide the intelligent, creative marketing research you need to position yourself in the global marketplace.

The world's a smaller place these days. Let us show you how to see it from your customers' point of view.



Behavioral Insights, LLC

Realize. Optimize. Transform.

Behavioral Insights
230 Park Avenue, Suite 1000
New York, NY 10169
p: (212) 551-1411 • f: (212) 808-3020

A full-service international marketing research firm
www.behavioralinsights.com

Get the Gold Standard for less green.

Program yourself with comprehensive but easy-to-use Y2C Survey Creator — FREE with use of Y2C sample — or use your own software.

YOU PROGRAM
FREE
Your2Cents
SURVEY
CREATOR™

CK Quality Control catches errors in survey programming before launch.
MOVE FORWARD

TARGETED SAMPLING
OVER
1.5 MILLION
PROFILED
HOUSEHOLDS

CONSUMER • B2B • IT
HEALTHCARE • TEENS
AND MORE!

500+ TARGET SELECTS

ALLOW FOR QUICK ID OF POTENTIAL RESPONDENTS

WE PROGRAM

TRULY EXPERT
PROGRAMMERS

Common Knowledge's truly expert programmers can tackle the tough surveys, like conjoint, virtual shelf shopping simulation, online card sort, video, virtual catalog testing and much more.

You're off to a good start.
MOVE FORWARD

Follow the
YELLOW
BRICK
ROAD

...or roll the dice.
The choice is yours.



Low prices and
lower expectations.
Good luck!

Over promised and under delivered.
GO BACK TO
SQUARE ONE

Don't worry, there's still
plenty of time to do it over.

ERROR!

Programming vendor
asks, "What's QC?"

Respondents report error in programming;
you discover the data is not collecting properly.
LOSE ANOTHER DAY

Emails to other
sample sources
produce a variety
of responses and
leave a lot of
questions
unanswered.

Bid
requests
sent to
online
sample
vendors

SQUARE ONE
Your day begins with
the ridiculous request
for an impossible
online sample.
(All in an average
day's work.)

your2cents
online opinion panel
QUIKQUOTE™

Y2C Quik Quote helps
you to focus on sample
and data collection
requirements.
Bid returned promptly
with all the info you need
and a realistic response.

Hit a bump? No problem. Common Knowledge is a research focused resource, with highly educated and experienced professionals. They can help you — now!

— Oh wait, they are the same people, because vendor failed to provide for de-duplication.

Wasn't this supposed to be the quick and cheap way to go?

Bump in the road.

UNIQUE PANELIST REMINDER SYSTEMS

Telephone, cell phone and IM reminders improve response among low incidence targets.

Additional responses look a whole lot like previous responses. Try to remove duplicates.

LOSE ANOTHER DAY

You're still waiting for data, client NOT happy with delays and increased cost.



YOU LOSE!

Multi-mode sources and partner panels pull in remaining completes without duplication.

MOVE FORWARD

Project complete, online reporting gives you a head start on top line and analysis. Client happy!



YOU WIN!

Pre-arranged de-duplication policies with partner panels the world over help CK/Y2C quickly fill the hard ones.

Project bogs down due to low response rates and delays.

QUICK SAND

But, they PROMISE to find a broker someplace who will fill in what they can't get themselves.

Panel gets over used, service starts to suffer, and offices close, as supplier tries to regroup.

Wall street loses faith in public panel companies.



They'll have to get back to you on that. Use the time to explore other avenues (like the yellow brick road above).

Bump in the road. LOSE ANOTHER DAY

Make your move to Your2Cents[®] Online Opinion Panel.

In the game of research, your choice of sample provider can make the difference between winning or losing. At Common Knowledge, we understand it's how you play the game — after all, we've been serving the marketing research industry for almost two decades. Our panel, Your2Cents[®], combines the best practices in panel management and sampling science with competitive pricing to offer our clients superior online research value.

Call the experts at Common Knowledge today and see why we're the gold standard for online research!

COMMON
KNOWLEDGE
RESEARCH
SERVICES

your2cents
online opinion panel

THE GOLD STANDARD FOR ONLINE RESEARCH[™]

Dallas • New York • Seattle

16200 Dallas Parkway • Suite 140 • Dallas, Texas 75248-6897
800-710-9147 • Fax: 972-732-1447

Email: getinfo@commonknowledge.com • Web: commonknowledge.com



What do the Grateful Dead and moderating have in common?

I recently purchased a Sirius satellite radio (yes because of Howard Stern - but getting other channels such as Radio Margaritaville and Hair Nation didn't hurt either). As I was getting to know my new toy, I came across a station entitled Jam_ON, which plays a collection of songs from some of the great jam bands (the Grateful Dead, Phish, etc.). It got me to thinking about similarities between the improvisational style of successful jam bands and the characteristics of talented moderators.

There are three primary characteristics that jam bands and great moderators share in common:

- use and mastery of improvisation;
- constant practicing and honing of skills;
- ability to cope with life on the road.

Use and mastery of improvisation

If you have ever been to multiple Grateful Dead or Phish concerts,

there is one thing you can be sure of with regard to the music: You will never hear the same song played the same way twice (i.e., don't go to a Phish show and expect to hear a note-by-note rendition of the album version). The Dead specifically pride themselves on their improvisational skills. To successfully improvise musically, band members have to master the art of non-verbal communication, teamwork and most of all trust in their fellow musicians.

Taking the Dead as an example, during the course of a song, the lead guitar player may veer off on a tangent. It is up to the rest of the band whether or not to follow his lead and trust where he is going with the melody or to stay on course. All communication between members at this point is non-verbal - you might just see some nods of the head (or nodding the head of an instrument towards another band member). Taking a song in a new direction musically and doing it so that it

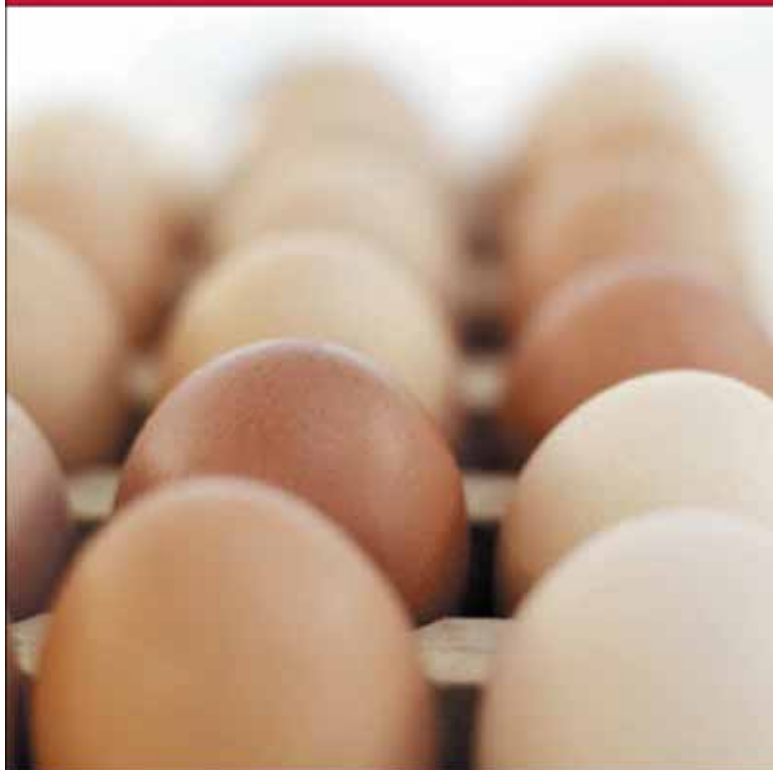
Editor's note: Michael Carlon is manager of brand building insights at Unilever, Greenwich, Conn. He can be reached at 203-625-1897 or at michael.carlon@unilever.com.

still sounds good (i.e., that fans get what they came for) is a hallmark of a great band.

Great moderators have also mastered the art of improvisation. If you think of the moderator as the bandleader, the group participants as additional musicians, and the moderator's guide as the sheet music that is to be played, one can start to see a parallel between moderating and jamming.

For instance, the moderator introduces a topic. In keeping with our theme, it's the benefits of satellite radio. On the discussion guide the moderator knows to probe into some specific areas if they do not come up in the course of conversation. During this portion of the conversation a respondent strays a bit from the topic and starts talking about sug-

THE LARGEST NETWORK OF INDEPENDENTLY-OWNED AND TOP-RATED FOCUS GROUP FACILITIES



NOT A BAD EGG IN THE BUNCH

GroupNet

There's nothing like having the strength of the largest network of independently-owned and top-rated focus group facilities behind your research data. With **18 firms** in **22 markets** and **25 locations** our affiliates provide a *vast scope of services* while maintaining *superior results* with a *personal touch*.

One click group-net.com | One call **800.288.8225**

WELCOMING OUR NEWEST MEMBERS! GroupNet Baltimore & Dallas

Baltimore: Baltimore Research 410.583.9991
Dallas: Opinions Unlimited, Inc. 214.265.1700

Atlanta: Jackson Associates, Inc.
770.394.8700

Boston: Boston Field & Focus-Performance Plus
508.872.1287

Boston/Framingham: Boston Field & Focus-Performance Plus
508.872.1287

Charlotte: Leibowitz Market Research Associates, Inc.
704.357.1961

Chicago/Downtown: National Data Research, Inc.
847.501.3200

Chicago/Northfield: National Data Research, Inc.
847.501.3200

Detroit: MORPACE International
248.737.5300

Houston: Opinions Unlimited, Inc.
713.888.0202

Indianapolis: Herron Associates, Inc.
800.392.3828

Los Angeles/Beverly Hills: Adept Consumer Testing, Inc.
818.905.1525

Los Angeles/Encino: Adept Consumer Testing, Inc.
818.905.1525

Minneapolis: Focus Market Research, Inc.
612.869.8181

Northern New Jersey: Meadowlands Consumer Center, Inc.
800.998.4777

Philadelphia: Group Dynamics in Focus, Inc.
866.221.2038

Phoenix: Focus Market Research, Inc.
480.874.2714

San Antonio: Galloway Research
210.734.4346

San Diego: Taylor Research, Inc.
619.299.6368

San Francisco: Nichols Research, Inc.
408.773.8200

San Francisco/Concord: Nichols Research, Inc.
408.773.8200

San Jose: Nichols Research, Inc.
408.773.8200

Seattle: Consumer Opinion Services, Inc.
206.241.6050

Tampa: The Herron Group of Tampa, Inc.
813.282.0866

Washington, D.C.: Shugoll Research, Inc.
301.656.0310



gested programming improvements (something the moderator was planning on covering later in the session). Other participants start to join in. At this point the moderator could end this part of the conversation and inform the group that she will cover this topic later on, or she can go with it and see where it takes her. Great moderators will almost always choose the latter course of action so as not to kill the momentum of the session.

Great moderators have also mastered the art of understanding non-verbal communication, which is as critical or more critical to understanding how participants feel about a certain topic than its verbal counterpart. The way a participant sits in her chair or uses eye contact can convey how interested she is in a topic area. Additionally, non-verbal reactions to stimuli can either support or betray the words used to describe a participant's feelings towards it.

Good moderators can recognize incongruence between words and behavior and challenge participants to talk about their true feelings.

Non-verbal communication is a two-way street. While participants' non-verbal behavior allows the moderator to understand what is going on in a group, the moderator's own non-verbal communication can impact how willing a group will be to open up to the moderator. A moderator who slouches in his chair, who does not lean in when addressing participants, and who avoids eye contact with participants will have a hard time building the necessary rapport. Successful moderators have learned how to use non-verbal cues to increase the likelihood of a "good group."

Constant practicing and honing of skills

While successful musical improvi-

sation does require a band to come together as a team and trust each other, before that can happen, each band member must achieve technical mastery of his or her instrument. This requires hours of daily practice over the course of many years.

Mastering moderating is similar to mastering an instrument. It requires a lot of practice to build up the confidence to run a group. Additionally, some moderators get formal instruction (i.e., through RIVA) while others evolve into the role with the wisdom of experience behind them.

Formal training aside, every successful moderator learns from others in the field, just as a successful musician does. I personally have borrowed many techniques that I have learned from people such as Susanne Heincke, Frank Kennedy, Paul Jacobson, Cate Cleary, Siri Lynn, Robin Falkoff and countless others. While all these great moderators are influencers of mine, I managed to develop my own moderating style, just as a guitarist emulating Aerosmith's Joe Perry eventually develops his own style of playing.

As moderating requires a good deal of mentoring, it is fortunate that good moderators tend to be good teachers. Organizations such as the QRCA have been built as a support network basically for competitors to help each other out. I believe part of the reason successful moderators tend to be natural teachers has to do with a specific personality characteristic: unconditional positive regard (UPR) for others. This encompasses group participants as well clients, coworkers, etc. When a moderator exhibits UPR, participants tend to open up more, clients call more frequently and success follows.

Ability to cope with life on the road

Tours are required to be successful



Don't gamble on your audience response system selection

Are you willing to risk your reputation on an inferior audience response or electronic voting product?

We didn't think so. That's why we offer reliable Reply® systems. With over 300,000 units in service, Reply has proven to be the world's best technology for wireless (rf) audience response applications. And there's a reason for that.

In a meeting environment, wireless is considerably more reliable than a hardwired system because its radio frequency communications eliminate the possibility of loose wires. Reply also beats infrared systems because two-way radio technology offers superior range while passing through barriers.

And we haven't even mentioned that our range of interactive Reply products offers some of the highest quality visuals and response graphing options that you're likely to find anywhere.

Give us a call. Let's interact.

reply® Manufactured by Fleetwood
(616) 396-1142 or (800) 257-6390
www.replysystems.com

in the music business. Bands have a fan base that wants to see them perform live and live performances are the backbone of a jam band. As a result, jam bands are constantly on the road. But life on the road is filled with challenges and temptations and certain coping mechanisms are required to get through the trials of constantly being away from home. It is not uncommon for megabands to take years off between tours to regain some normalcy in their lives (normalcy of course being a relative term).

Likewise, successful moderators rarely find themselves in their home city for extended periods of time. No single market meets all requirements of a research study. The road becomes the moderator's office and certain tools are required in order to manage business on the road (cellphones, PDAs, laptops, etc.). Additionally, on the human side of things, families are left behind. This is perhaps the hardest part of the job. It causes stress in marriages and parent-child relationships do suffer. As a result, moderators tend to be more flexible in their schedules when they are home. Instead of going into the office (if there is one outside of the home) they might write a topline from home and then attend a child's mid-afternoon soccer game (while other parents are still at work). When it comes to taking vacation, it is not uncommon for some of the better moderators to take a month off at a time.

Love of their work

Successful moderators, jam bands and most other achievers share two additional characteristics: a love of their work and the ability to have fun while performing their job. Perhaps these elements supersede all the others in importance. For when you do what you love and have fun doing it, success will surely follow. | Q

And Now For Something Completely Different...



Owner managed for quality

Yet the Same

Your favorite focus group facilities have joined together to provide you with the same outstanding service, quality and level of commitment...now with one-call convenience and great cost-savings for you.

Every facility in our network is operated by the people who care most about you and the quality of your research...the owners. On-site management of your project means attention to each detail, backed by years of experience in every location.

For one call booking/project administration and to learn about our generous multi-city discount plan call:

888-FCF-BIDS
(888-323-2437)

www.FirstChoiceFacilities.net

Atlanta – Superior Research, Inc. • Chicago/Oak Park – Focuscope, Inc.
Los Angeles/Orange County – Trotta Associates Market Research
New York – FocusPlus, Inc. • San Francisco – Fleischman Field Research
Seattle/Portland – The Gilmore Research Group • Tampa – Superior Research, Inc.

Member:  Focus Vision, Active Group, Video InterClipper, MRA, AMA

Language is only one factor

Believe it or not, not everybody knows that a large portion of the Hispanic consumers living in the U.S. only speak Spanish. I recently received a request for a research proposal to evaluate some TV commercials. Upon asking the caller (a fellow research professional) what language the ads were made in, she sounded somewhat surprised and responded that she assumed they were in English. She was further surprised when I explained that the language used in the ads would be the key to determining the language to use in the research. She excitedly responded, “It never

occurred to me that it was so important. Let me check with my client!”

Unfortunately this is not an isolated or uncommon incident, but rather a reflection of the confusion generated by the huge increase in interest in the Hispanic consumer market since 2001,

when some startling figures, such as the fact that there were 36 million Hispanics living in the U.S., started being revealed. There are now an estimated 41 million Hispanics, and they will account for \$1 trillion in buying power by the year 2010! As a result, virtually every major U.S. company is advertising products to Hispanics, is developing new products for them, or is looking for niche markets within the Hispanic community.

A guide to planning qualitative research among Hispanic consumers

Editor's note: Martha C. Rivera is senior research associate - Hispanic research at Doyle Research Associates, Chicago. She can be reached at 312-863-7614 or at mrivera@doyleresearch.com.

Hence, it has become imperative for U.S. marketers to learn more about and increase the volume of research among Hispanic consumers. It has also become increasingly complicated, because Hispanic consumer research needs to be designed and conducted using significantly different criteria than those used for American general-market research. American consumer companies and research suppliers need to educate and immerse themselves in the Hispanic culture and learn how to navigate through the confusing mix of misinformation and myths surrounding the Hispanic consumer. In this article I discuss some of the most relevant factors involved in planning Hispanic qualitative research studies.

Segmentation

Just as in research conducted within the general market, Hispanic respondents need to be recruited and seg-

mented according to key demographic and product usage criteria, e.g., gender, age, household income, etc. However, additional critical criteria must be factored into the study's design.

Household composition and gender roles: While the percentage of Hispanic households in the U.S. consisting of husband, wife and children under age 18 is greater than the national average¹ - 39.4 percent versus 23.4 percent - some patterns related to who does what within the Hispanic home, and who is the main user or purchase decision maker, can be totally unexpected. For instance, we have found that first-generation Hispanic wives are the primary decision makers and shoppers for food and groceries, while their husbands will compare prices in the store and often will have the final say on purchase decisions related to some household products such as cleaners.

Hence, the decision of interviewing the husband, the wife, or both, may follow rules that are quite different from those used among U.S. general-market consumers.

Age: The difference in average age between first- and second-generation Hispanic consumers is significant². While the largest percentage of first-generation Hispanics falls within the 25-to-55-year age range, the largest percentage of second-generation Hispanics is from 0 to 35 years. However, while the first generation represents a larger percentage of the U.S. Hispanic market than does the second generation (40 percent versus 28 percent, respectively³), its buying power is significantly lower (\$350 median weekly wage for first-generation vs. \$450 for second-generation⁴). Another key variable in looking at Hispanics' ages and their relation to buying power is their school dropout rate. While these rates are higher for



Hispanics than for any other U.S. consumer group, research has suggested that this is because Hispanic teenagers start holding full-time jobs earlier than most other U.S. teens, thus acquiring buying power at a younger age. These statistics underscore the fact that U.S. companies must view the age of Hispanic consumers much differently than the general market when conducting research and in identifying viable targets for their brands.



Your method of customer understanding?

Trust us, there is an easier way...

Qualitative research helps you better understand your customers, their perceptions and what motivates them.

Since 1973 MRSI has been a leading custom research provider. Our wide range of qualitative experience, including pharmaceutical and Hispanic market expertise, enables us to provide clear, concise and actionable insight to help you answer the "hows" and "whys" critical to your success.

Utilizing a variety of methodologies and specialized techniques, we can help you take the guesswork out of understanding your customers. Call MRSI at 513-579-1555 or visit www.mrsi.com to learn how to keep your customers coming back.

MRSI
MARKETING RESEARCH SERVICE, INC.
identifying OPPORTUNITY through custom research

a division of myt360

Household income: This is another key variable that requires special consideration when researching Hispanic consumers. Due to the fact that Hispanic teens and young adults tend to live at home longer and often start earning regular incomes earlier, and because, unlike other ethnic groups, several generations of Hispanic families tend to live under the same roof sharing collective expenses, annual household income has to be viewed differently from that of most other American households, i.e., greater percentage of collective versus individual income. For instance, an annual household income of \$40,000 earned by only one person living in a general-market home suggests a living standard and a level of buying power that differs greatly from the living standard and buying power of a Hispanic family with the same annual income but with three or more people contributing to it.

Product or brand consumption: Properly defining product consumption criteria and identifying a brand's main competitors may be a difficult task, because of the differences in consumption patterns between Hispanics and general-market consumers. As an example, I've found that most general-market customers regularly want to specifically eat chicken when they visit chicken restaurants. Hispanic customers are more often motivated by searching for nutritional substitutes of the homemade family meal, and consequently consider pizza and Chinese food as valid options. Hence, chicken restaurants are natural competitors for general-market customers, while pizza and Chinese restaurants should be considered as valid competitors within the Hispanic marketplace.

Acculturation level: Acculturation is one of the more difficult aspects to grasp while segmenting Hispanic consumers. It determines at what point any consumer of Hispanic origin can be validly considered as the correct target for either Hispanic or non-Hispanic marketing initiatives. Today, this problem is called "first-

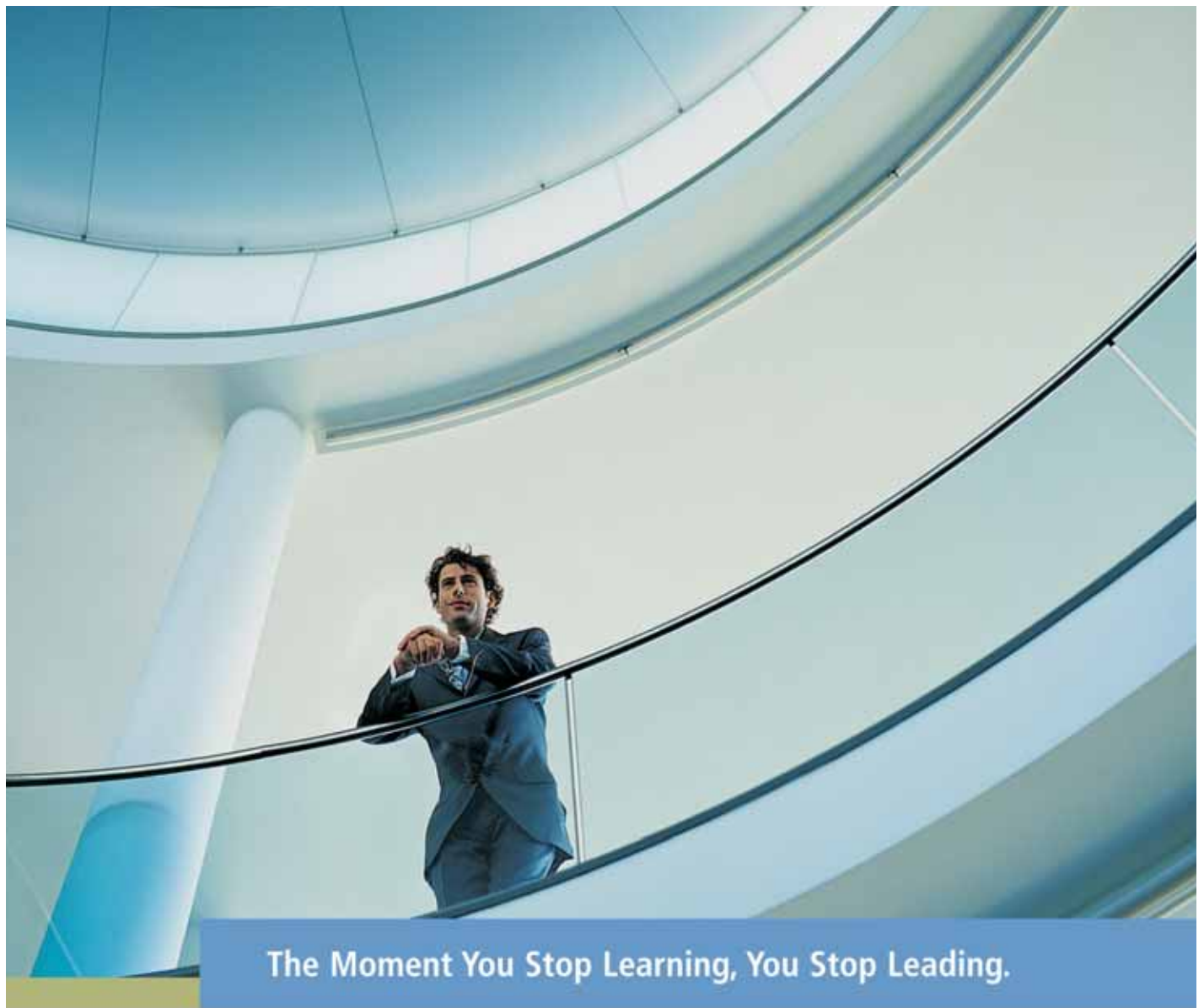
versus second-generation" and can be concisely expressed by the question: At what point can I expect a particular Hispanic group to follow the consumption patterns (preferences, habits, etc.) of the general market versus the Hispanic market?

Acculturated consumers are those who predominantly reflect general-market consumption patterns, the unacculturated reflect mostly Hispanic patterns, while bicultural consumers reflect both. It is acknowledged that acculturated and unacculturated are the ends of a continuum, while infinite types of bicultural consumers can be found in between. Over the years, segmentation of participants in a research study according to their level of acculturation has followed one of two dominant trends:

1. Until some years ago, the marketing initiatives focusing on Hispanics were almost exclusively restricted to the production of ad campaigns in Spanish. Thus, the preferred spoken language and the amount of time in contact with Spanish media became the critical variables for discriminating between unacculturated (Spanish-speaking) and acculturated (English-speaking) consumers.

2. More recently, it has been recognized that these criteria oversimplify the issue of acculturation and are not a sufficient determinant to discriminate between acculturated and unacculturated Hispanic respondents. Hence the questions of where the Hispanic person was born, and, if foreign-born, how long he/she has lived in the U.S., have lately been included as a third valid criteria. More specifically, first-, second-, and third-generation Hispanics are defined as follows:

- A first-generation Hispanic (unacculturated) consumer is the first member of any family to come to the U.S. He/she exhibits preferences and habits that reflect the "pure" culture of his/her original country, therefore communicating predominantly in Spanish, and being the primary consumer of products "calling"



The Moment You Stop Learning, You Stop Leading.

Maritz Research.

Maritz Research uses innovative tools and techniques that help our clients understand their customers and ultimately achieve better results. While some firms are happy to just diagnose the problem, Maritz goes well beyond that. Our goal is to provide keen insight. Answer the hardest questions. Help you address your toughest research problems.

We help you improve performance by understanding customer choice, experience, and loyalty.

But don't take our word for it. Learn how in our thought-leading publication, *The Research Report*, and you'll see why it is so widely used across the industry.

Ask for your free subscription today at www.maritzresearch.com/researchreport, or call (877) 4 MARITZ.

Official sponsor of the American Marketing Association



to his/her Hispanic culture. Some types of research studies that should include first-generation Hispanics are:

- evaluation of Spanish-language advertising;
- evaluation of ethnic food products;
- immersion into Hispanic consumption for virtually any type of product;
- identification of niche markets for products originally targeted to general-market consumers;
- non-profit research studies;
- when answering the key question: Do I really need to develop a specific Hispanic strategy for my product?

• Second-generation Hispanic (bicultural) consumers are the children of first-generation immigrants. They were born in the U.S. and were raised within both cultures. Some researchers include in this group foreign-born individuals who have lived in the U.S. for more than 20 years. Yet no significant studies have been conducted that explore cultural differences among Hispanics living in the U.S. for 20 or more years. It is accepted that second-generation Hispanic consumers reflect the best of each culture, thus becoming the ideal target for some prod-

ucts marketed to the Spanish-speaking culture, and for others targeting the English-speaking culture.

Different levels of bilingual ability are also found among second-generation Hispanics. While most of them clearly understand Spanish, their academic (reading and writing) and conversational skills are stronger in English. Some types of research studies that should include second-generation Hispanic consumers are:

- evaluation of products or services targeted to a more “modern,” and likely better-educated, Hispanic consumer, such as technology and financial services;
- evaluation of products or services that originally were targeted to Hispanic consumers but are looking for niche markets within the general market or vice versa;
- whenever the key question is: Do I really need to develop a specific Hispanic strategy for my product?

• Third-generation Hispanic (acculturated) consumers are the grandchildren of first-generation immigrants. They were born and educated in the U.S. and fully reflect its culture, thus they are considered general-market consumers. Unless a specific sociological comparison is intended, or the product is very specific, there are no viable reasons to

include third-generation Hispanics as participants in Hispanic research studies.

Original country: The question as to which is the original country of an Hispanic consumer (his or her country or that of his or her ancestors) plays a role in segmentation decisions related to some types of studies while it is irrelevant for some others. To begin with, the question is critical for:

• Food-related studies: Food habits and taste preferences are some of the more impervious cultural traits, along with language and traditions. While merging with different cultures, immigrants can be easily impacted by some of the expressions of the new culture, such as daily routines and attitudes. However, enjoyment of some tastes, textures, ingredients, etc., remains intact and is unknowingly transmitted across several generations. Since the U.S. Hispanic population includes individuals coming from different Latin American countries⁵, satisfying inter-country food preferences is an objective that requires consumer research studies be as discriminative as possible. In addition, learning each particular food habit may lead to the identification of new and unexpected opportunities even for U.S. general-market consumers. For example, spinach quesadillas, which are well-accepted in U.S. markets these days, were never an original Mexican recipe, but the result of U.S. Mexican housewives’ efforts to replace *epalote* (a special Mexican herb that is seldom found in U.S. supermarkets) with an ingredient that was available in the U.S., and produced an appearance and taste similar to that of the original herb.

• Spanish-language ads:

Segmentation of Hispanic respondents (to evaluate ads, usage instructions, and all other types of communications in the Spanish language) must include participants from various Spanish-speaking countries of origin. It will prevent issues associated with:

- Differences in language usage

**Opinions...
of Sacramento**

...ask anyone.

Qualitative recruiting and facilities, usability labs, video conferencing, on-site intercepts...

2025 Hurley Way, Suite 110 Sacramento CA 95825
(916) 568-1226 fax (916) 568-6725 hugh or magda @opinionsofsac.com
member of active group internet video conferencing
website: www.opinionsofsac.com

ithinkinc.com

i.think_inc.



Just who really is answering your online survey?

With more than 8 years of online panel experience,
we know our ithinkers

- > Our panel was built one person at a time — Never through webmaster referral programs, co-registrations or mass web-site intercepts
- > Respondent answers are validated against stored demographics for consistency and accuracy
- > Security, privacy and double opt-in best practices are strictly enforced
- > Approximately 1.5 million US household members
- > Survey programming and hosting also available for start-to-finish fielding solutions



[i.think_inc.]

www.ithinkinc.com 2811 McKinney Ave., Suite 218 Dallas, TX 75204 [214] 855-3777

Table 1: Markets with Higher Concentrations of Hispanic Population		
Market	Hispanic Population 2004 ⁶	% Hispanic Population
L.A.	4,559,355	11.26%
New York	2,769,550	6.84%
Miami	1,326,700	3.27%
Chicago	1,046,950	2.58%
Houston	1,017,640	2.51%

Table 2 Markets with Higher Concentrations of Hispanics According to National Origin ⁷	
National Origin	Markets
Mexican	Los Angeles, Houston, Chicago
Cuban	Miami
Puerto Rican, Dominican	New York
Central and South American	Miami, Chicago

Table 3 Average Size: Hispanic versus White Families ⁸		
Market	Hispanic Family Average Size	White Family Average Size
Los Angeles	4	3
New York	4	3
Miami	3	3
Chicago	4	3
Houston	4	3

Table 4 Fastest Growing Hispanic Markets ⁹	
Market	Increase in Hispanic Population (2001 to 2004)
Dallas	53%
Orlando	46%
Salt Lake City	43%
Phoenix	41%
Fort Myers	37%

among Hispanics coming from different original countries, because colloquial expressions commonly used by some Hispanic consumers can seem unintelligible, have different connotations or may even be insulting to others.

— Accent: Hispanic audiences dislike listening to ads with an accent or poor diction, just as English-speaking audiences do. English-speaking advertisers and client companies are regularly able to detect pitfalls in English but not in Spanish. Some expressions, accentuations and cadences of the Spanish language, as it is spoken in some Latin American countries, identify social classes and educational levels, while others are neutral and well-accepted by most Hispanic audiences.

Markets

Some types of products are only accepted by Hispanics coming from specific Latin American countries, while others are accepted equally well among all Hispanic consumers. In addition, specific cities can offer bigger business opportunities for some Hispanic marketing initiatives than for others, due to household size (CGP, for instance) or growth rates of the Hispanic population. In addition, some markets are more cost-effective for cross-cultural studies involving both Hispanic and non-Hispanic populations. Tables 1-4 may help in making decisions related to markets when planning qualitative Hispanic research studies.

Language

Although the dominant language of

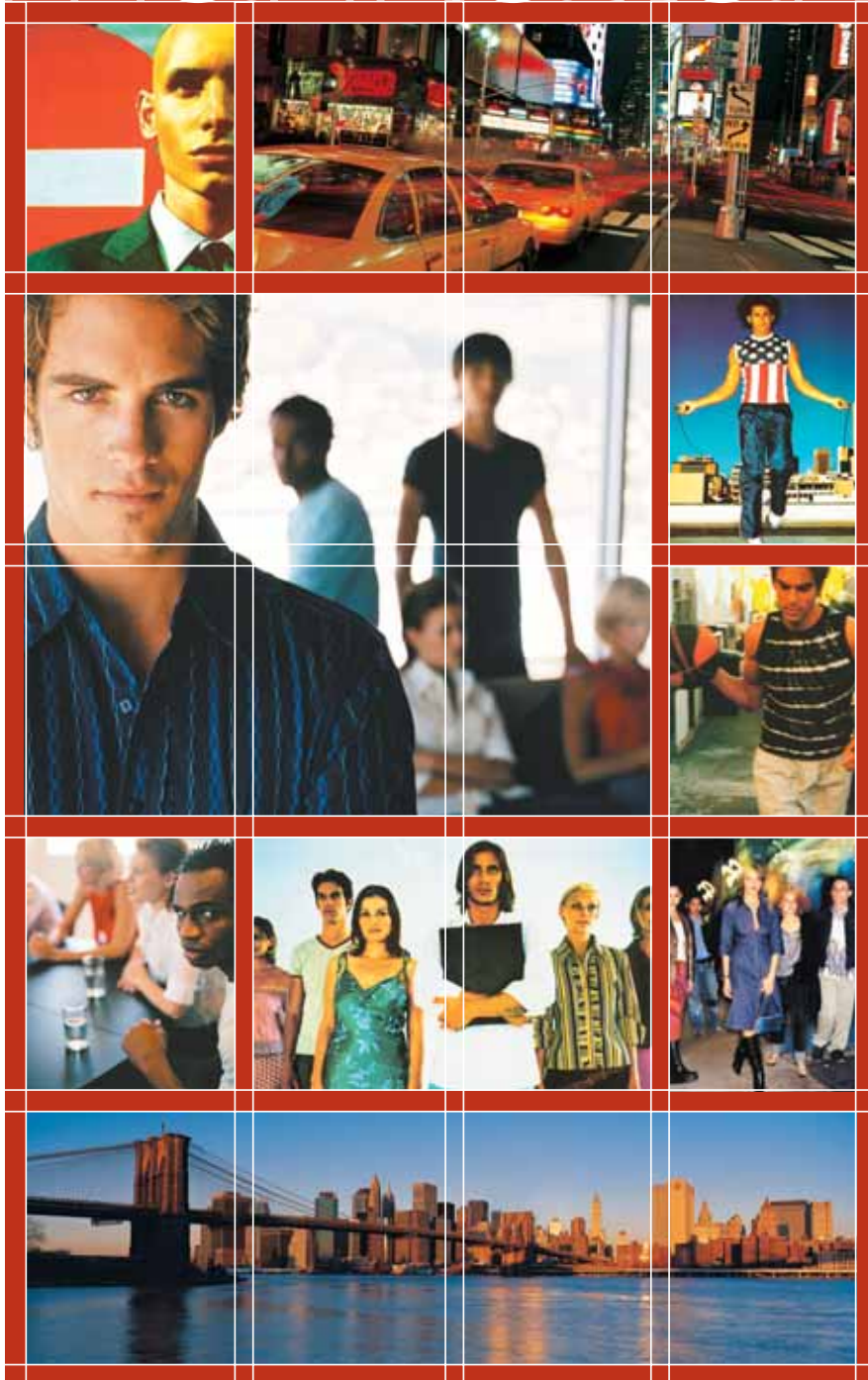
the targeted respondents may seem to be the obvious choice, language selection should never be assumed. For example, some Hispanic respondents, both first- and second-generation, are bilingual yet show varied levels of competence in either language. Others may have a dominant language for some situations and a different one for others (e.g., home versus work), and some first-generation individuals are not able to communicate in English at all. The following general guidelines will help in addressing this question:

- Spanish language: First-generation Hispanics may show different levels of ability to communicate in English, ranging from “not a single word” to “English is my second language.” However, Spanish is the first-generation consumer’s native language and consequently they are most comfortable with it. In addition, Spanish is a much richer language than English, and by asking first-generation Hispanic respondents to communicate in English, their ability to express their deepest thoughts and feelings can be challenged, perhaps leading to the loss of invaluable marketing insights and learning about cultural traits underlying their consumption preferences. Therefore, Spanish is always the best option when interviewing first-generation Hispanic respondents.

- English language: Research studies involving second-generation Hispanics should be conducted either in their preferred language (generally English), or in the language that represents the most cost-effective solution. Client companies might prefer that this segment speak English because translation services can represent a significant added expense, and many marketing executives feel more comfortable if they can listen to respondents speak in their own tongue without an interpreter. Consequently, using English for research studies including second-generation Hispanics seems to be the most reasonable decision.

However, the fact that language is not only a means to communicate,

now in manhattan



full-scale multicultural market research

Every year, minorities like Hispanics, African Americans and Asians are becoming more prominent. In fact, marketing professionals are also viewing the gay and lesbian market as a significant market sector.

In order to target your market you need know everything about them – their buying habits and perceptions on business, sports and the media.

At Ebony Marketing Research, we put you in touch with key ethnic populations. Our leading-edge multilingual research facilities in Manhattan offer you much more than just focus groups.

- Focus Groups
- Multi-Cultural Recruiting
- Central Location Intercepting
- Taste-Testing
- Medical Research
- Ethnographics
- In-Depth Interviewing
- Product Placement
- International Research
- Data Tabulation/Processing
- Quantitative Research
- Mobile Research™



ebony
marketing
research, inc.

KNOW YOUR MARKET

Manhattan • Bronx • Queens • Jersey City
Washington DC • Atlanta • Miami

Tel: 877.501.3220
info@ebonymktg.com
www.ebonymktg.com

but also the expression of the culture, challenges this view. I have heard second-generation respondents expressing very different values and motivations when speaking in English versus in Spanish about the same product. In addition, it seems logical to think that when U.S. companies conduct research targeted to Hispanic consumers, they expect to hear the Hispanic voice of the respondent, i.e., the one that express-

es and thinks in Spanish, thus Spanish cannot be automatically disregarded. A careful analysis of each particular situation should support decisions on the language to be used, while screening questionnaires play a critical role when determining a second-generation respondent's real fluency and comfort while participating in research studies in either language.

- Bilingual focus groups: In the

past, there was a trend to conduct bilingual focus groups, where both English-speaking and Spanish-speaking respondents would meet. Although this practice may represent budgeting advantages, it introduces serious biases impacting the research findings. Among others, it compromises the ability of the respondents to speak to each other, which opposes the intrinsic nature of focus groups. Focus groups have never been meant to encompass a series of questions to which each participant should respond individually, but a dynamic exchange of experiences and opinions regarding a selected topic. The exchanges and interactions among respondents, as facilitated by the moderator, should produce synergistic insights, i.e., insights that are more productive and richer than the simple sum of each individual's contributions. Leading consumers to "say more" about their own motivations and behaviors as triggered by other respondents' comments is the essence of the focus group that is blocked when participants cannot freely speak to each other due to language barriers.

Method

As with general-market research, decisions related to methodologies or techniques for a Hispanic research study depend primarily upon its objectives. Other key factors include target demographics, timing, budget and availability of the materials to be evaluated.

There are, however, two methodologies that I always consider as the first choice for U.S. client companies: ethnographic research and face-to-face focus groups. These methods offer the following advantages for better understanding the Hispanic consumer:

- Ethnographic (observational) research (visiting Hispanic consumers in their homes, accompanying them on shopping trips, watching them cook, etc.) immerses the client in the real life of the Hispanic consumer. Firsthand learning of how, where, with which tools, etc., the Hispanic



Focus Market Research is the #1 Star for Qualitative Research

TOP RATED IN THE 2005 IMPULSE

Conscientious Staff ★ Consistent Quality
Courteous Service ★ Commitment

Group **NET** rewards

Let Focus make **YOU** the Star on your next project!

FOCUS Market Research INC.
MINNEAPOLIS • PHOENIX

MINNEAPOLIS p: 612.869.8181 f: 612.869.8109 minneapolis@focusmarketresearch.com	PHOENIX p: 480.874.2714 f: 480.874.1714 phoenix@focusmarketresearch.com
--	--

www.focusmarketresearch.com

person buys or consumes a product will help develop understanding of the culture that is otherwise unattainable. Also, taking pictures of actual Hispanic environments enriches the imagery of the communication targeted to Hispanics. Marketing and communication ideas resulting from immersion into the Hispanic world will surely reflect what has been subconsciously learned while interacting with them in their real, daily lives.

- Focus groups: Clients attending face-to-face focus groups will observe real, live Hispanic consumers, and will monitor the interactions that take place when they are discussing critical issues related to their products and business, thus obtaining consumer insights that are richer than what is attained by reading written reports or analyzing secondhand impressions. The observer will be able to listen for himself/herself to all verbatims and observe all non-verbal clues to develop a familiarity with the Hispanic culture that

will help him/her accurately interpret research findings.

Both of these methods also represent a unique opportunity for U.S. client-company executives to become comfortable with thinking about the Hispanic consumer. The Hispanic individual will no longer be represented by a series of statistics and figures but will have acquired an emotional meaning (through voices, faces, names, emotions) that will lead to progressive proficiency in the understanding of Hispanic consumption patterns. Knowledge about them will accumulate, thus making both methods very cost-effective in the long run.

Careful consideration

Ultimately, planning Hispanic research is a process that requires careful consideration of each particular circumstance and research objective. Just like in any general-market research project, there are no universal formulas that can be automatical-

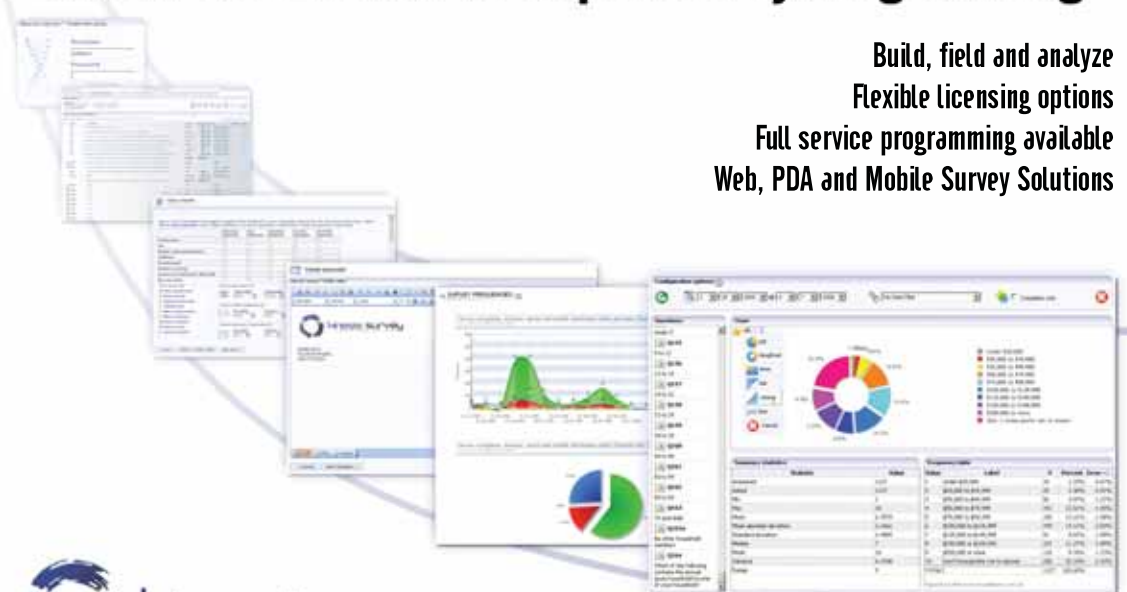
ly applied. Many large companies that have learned of criteria unique to the Hispanic marketplace from making costly errors can say today that extra analyses and considerations, due to the lack of familiarity with the Hispanic consumer, are always in order. | Q

References

- ¹U.S. Census Bureau, estimates in 2004.
- ²U.S. Census Bureau, estimates in 2004.
- ³The Pew Hispanic Center: "The Rise of Second Generation," October, 2003.
- ⁴U.S. Census Bureau: "Hispanics: A People in Motion," June, 2005.
- ⁵At least three regional Hispanic subgroups can be identified: Mexicans, accounting for 63 percent of the U.S. Hispanic population, Caribbean, mainly Puerto Rican, Cuban and Dominican (24 percent), and South American (13 percent). Depending on the type of food, some producers may want to concentrate mainly on the Mexican Hispanic group, while for some others a wider range would work better.
- ⁶Scarborough USA, DMA, 2004, cited by Arbitron's "Hispanic Consumer Buying Power."
- ⁷U.S. Census Bureau 2000, basic counting.
- ⁸U.S. Census Bureau 2000, basic counting.
- ⁹Source: Scarborough USA, DMA, September 27, 2005.

A NEW DIMENSION TO Rapid Survey Programming

Build, field and analyze
Flexible licensing options
Full service programming available
Web, PDA and Mobile Survey Solutions



kinesis survey
TECHNOLOGIES

sales@kinesissurvey.com | 1.800.313.0317 | www.kinesissurvey.com

Keep the quality in qualitative research

Here's a statement that virtually all (maybe all) qualitative research practitioners and clients would easily agree with: the qualitative research consultant (QRC) is a critical element in the success of a study. If this seems obvious, it is surprising that QRCs are often thought of and treated as a commodity, and that substandard work is often tolerated by clients. Over the years, we have seen or heard of many examples of work that ranges from the merely mediocre to the truly bad. (And, happily, many other examples of excellent work.)

What accounts for clients accepting substandard work? Some clients, we believe, simply do not have enough research expertise overall or enough familiarity with qualitative research specifically to effectively evaluate QRCs. As a result, they:

- do not realize that they should demand a higher level of work;
- have unreasonable expectations about QRCs, confusing skill with showmanship;
- buy (almost totally) on the basis of price, thinking QRCs are pretty much the same;
- focus on qualitative "techniques" and forget about the critical role that the QRC plays, regardless of method.

How much does this matter? For argument's sake, if clients accept or at least tolerate so-so quality, maybe it's okay - especially if they get their work at bargain prices.

The problem is that it *does* matter. When the research is done poorly, it may not yield insights that help the client and a good deal of money goes to waste. From a broader research industry perspective, the focus group - and by extension all qualitative research - gets a bad name as shallow or false.

What clients should expect of a QRC starts with their view of the

researcher's role. "Moderator" is a common term, one we often use ourselves, but it refers just to the interviewing portion of the job. In the case of focus groups, which U.S. clients typically observe from behind a one-way mirror, the interviewing is the most visible part of the job, of course. For the qualitative research process to be successful, however, a QRC needs to be a true researcher involved in all three stages of a project:

Phase 1: Pre-interview - designing the research sample and method,

How clients can recognize and get great work



By Judith Langer
and Carol Stuckhardt

Editor's note: Judith Langer is senior vice president, qualitative practice, at GfK NOP, a New York research firm. She can be reached at judy.langer@gfk.com. Carol Stuckhardt is director of custom research, Hearst Magazines, New York. She can be reached at cstuckhardt@hearst.com.

Extend Your Reach...



Field Facts Worldwide has boots on the ground all over the Globe for every type of **Mystery Shopping** and **Market Research**, all delivered to the same exacting standards and under the stewardship of a **single point of contact**, as well as **sumptuous focus group facilities** in London, Paris and Frankfurt.

Your "One Stop" Resource for the World

For quotes, national or international,
please visit www.fieldfacts.com London +44(0) 20 7908 6600
US 1-847-419-1278 E-mail: info@fieldfacts.com

preparing the materials for recruiting (screener) and interviewing/observing (topic guide), supervising the fieldwork.

Phase 2: Interview/observation - engaging participants/respondents through questioning and observation.

Phase 3: Post-interview - figuring out the meaning and implications of what the researcher saw/heard, reporting/presenting it to the client.

For ease of reading, "focus groups"

in this article refers to in-person group discussions. However, we believe that our recommendations are equally true for other qualitative research methodologies, including in-depth interviews, observational interviews and online bulletin boards.

To learn what not to accept, we gathered some real-life examples of low-quality or problematic qualitative research practices. All the instances cited come from other clients and

QRCs we have talked with, as well as our own observations. While some of the instances cited may seem extreme, we promise that every one is true!

At each point in the qualitative research process, you know there are problems if a QRC does any of the following:

Phase 1: Pre-interview problems

Beware the QRC who:

1. Announces he/she "only moderates," and does not manage the project process or write reports.

2. Proposes novel methods that seem strange, cringe-inducing or superficial - defeating the purpose of qualitative research. (Does a hall of 100 respondents speaking out talk show-style sound in-depth to you?)

3. Has a solution that is "always" (or even almost always) used rather than a customized approach to the client's problem.

4. Takes your RFP or topic guide draft without asking detailed questions about the study's purpose, goals and background.

5. Suggests (or agrees to) an overly ambitious agenda with too much material, too many

issues/questions/exercises/visuals. With 30 concept statements, for example, respondents can only do a quick thumbs-up/thumbs-down, not discuss their feelings about the ideas.

6. Ignores fieldwork, assuming it will "take care of itself" without close supervision.

7. Does not inform the client about recruiting problems until the last minute, if at all.

8) Makes changes in fieldwork without obtaining client approval or even informing the client (e.g., respondent specifications, raising incentives, telling respondents who the study sponsor is).

Phase 2: Interview/observation problems

During the introduction/warm-up, beware the QRC who:

1. Is long-winded, giving an overly detailed explanation of the process and ground rules; wastes precious time; is boring; is off-putting. (Do

NEW!

ViC DVD

Tired of tape?

Video powered by
Interclipper

Now, three affordable ways to get your research on CD or DVD.

viewer

Watch your video on Microsoft Media Player. Each session is labeled and divided into 10 min. sections. So it's easy to jump to the good spots. For PC or MAC.

clipper

ViC Viewer PLUS you mark clips on playback. Then export the best clips to PowerPoint or email. The fast and affordable way to get great video of real customers.

marker

ViC Clipper PLUS you mark clips LIVE during the session. Jump to clips without any need to review. A real time-saver for fast turn around projects.

Pick your ViC CD at over 135 leading facilities.

ARIZONA Arizona Market Research - Phoenix Focus Market Research - GN - Scottsdale CALIFORNIA - SOUTH Adept Consumer Testing - GN - Beverly Hills Adept Consumer Testing - GN - Encino ** Adler-Weiner Research - Los Angeles Assistance In Marketing - West LA Assistance In Marketing - Long Beach Assistance In Marketing - Costa Mesa ** Atkins Research Group - Los Angeles Davis Research - Calabasas Facts 'N Figures Inc. - Sherman Oaks ** Macchia Research - Los Angeles Murray Hill Center - Santa Monica ** Focus Pointe - Santa Monica Pacific Research - Santa Monica ** Schlesinger Associates - Los Angeles ** Trotta Associates - Marina Del Rey ** Luth Research - Irvine ** Luth Research - San Diego Taylor Research, Inc. - GN - San Diego CALIFORNIA - NORTH FocusPointe - San Francisco ** Ecker & Associates - San Francisco ** Fleischman Field Research - San Francisco ** Nichols Research, Inc. - GN - San Francisco ** Schlesinger Associates - San Francisco Q&A, Inc. - San Francisco ** Ecker & Associates - South San Francisco ** Nichols Research, Inc. - GN - Concord ** Nichols Research, Inc. - GN - Sunnyvale ** Nichols Research, Inc. - GN - Fresno ** Opinions of Sacramento Q&A Research - Novato Q&A Research - Walnut Creek COLORADO AccuData Market Research - GN - Denver Colorado Market Research - Denver Denver Research Center sigather research - Denver FLORIDA AccuData Market Research - GN - Orlando Kirk Research - Jacksonville Miami Market Research ** Schlesinger Associates - Orlando The Heron Group of Tampa, Inc. - GN ** WAC Research - Fort Lauderdale CONNECTICUT ** Focus First America - Stamford New England Marketing Research - Norwalk GEORGIA Focus on Food - Atlanta Jackson Associates - GN - Atlanta Murray Hill Center - Atlanta ** Schlesinger Associates - Atlanta	ILLINOIS Adler-Weiner Research - Chicago ** Chicago Focus - Chicago Energy Annex - Chicago ** Focus Centre - Chicago ** Focus Pointe - Chicago Focuscope - Chicago ** Home Arts Guild Research Center - Chicago Murray Hill Center - Chicago National Data Research - GN - Chicago ** Schlesinger Associates - Chicago ** Smith Research - Chicago ** Survey Center Focus - Chicago Precision Research - Chicago Accurate Data Research - Glenview Adler-Weiner Research - Lincolnwood Focuscope - Oak Park National Data Research - GN - Northfield ** Smith Research - Deerfield INDIANA Heron Associates - GN - The Idea Center Heron Associates - GN - First Indiana Plaza MARYLAND Baltimore Research ** Assistance in Marketing - Baltimore MASSACHUSETTS ** Bennett Research - Back Bay - Boston ** Bennett Research - Commonwealth Ave Boston Field & Focus - Performance Plus - GN - Boston Copley Focus Centers - Boston Cambridge Focus - Cambridge Boston Field & Focus - Performance Plus - GN - Framingham ** Focus on Boston - South Shore - Braintree Focus on Boston - Waltham MINNESOTA Focus Market Research - GN - Minneapolis Orman Guidance Research - Minneapolis MICHIGAN ** Crittens & Forman - Detroit area MOSPACE International - GN - Detroit area MISSOURI Peters Research - St Louis Pragmatic Research - St Louis NEW JERSEY Belvid - Princeton Leflein Associates - Ringwood Meadowslands Consumer Center - Secaucus ** Focus Pointe - Teaneck Northeast Data - Wayne ** Schlesinger Associates - Edison	NEW YORK Focus On Fifth - NYC Focus Plus - NYC ** Focus Pointe - NYC ** Focus Suites - NYC Murray Hill Center - NYC New York Focus - NYC ** Schlesinger Associates - NYC WAC Research - NYC NORTH CAROLINA Leflowitz Market Research - GN - Charlotte L&E Research - Raleigh OHIO OHIO-Clifton - Cleveland Q&A - Cincinnati RGD Vulpont - Portland PENNSYLVANIA ** Focus Pointe - Philadelphia JRA Rockner - Philadelphia ** Schlesinger Associates - Philadelphia ** Focus Pointe - Bala Cynwyd ** Focus Suites - Bala Cynwyd Group Dynamics in Focus - GN - Bala Cynwyd The Focus Center of Pittsburgh RHODE ISLAND Boston Field & Focus - Performance Plus - GN - Providence TENNESSEE AccuData Market Research - GN - Memphis TEXAS Focus on Dallas - GN Focus Pointe - Dallas Murray Hill Center - Dallas ** Schlesinger Associates - Dallas CQS Research - Houston MMR Houston ** Opinions Unlimited - GN - Houston ** Gateway Research - San Antonio WASHINGTON Consumer Opinion Services - GN - Seattle Gilmore Research - Seattle Market Trends - Seattle Market Trends - Bellevue WASHINGTON, DC Shugoff Research Inc. - GN - Bethesda Metro Research Services, Inc. - Fairfax WISCONSIN Milwaukee Market Research
--	--	---

Want to use an unlisted facility? Call us.

InterClipper

www.vicCD.com

*** Operated video + ViC CD bundle discount available (GN = Groupset TM)

973-733-3434
(Fax) 973-733-3440
info@vicCD.com

Worldwide Online Qualitative

We can conduct online qualitative research in multiple languages simultaneously across multiple countries. Our Internet-adapted techniques include:

- Time-Extended Online Focus Groups
- Time-Extended Online Depth Interviews
- Online Pseudo-Depth Interviews
- Online Ethnography
- Online Word/Image Association
- Online Hypothesis Quantification

We have over 5,000,000 consumers in our suite of worldwide Internet panels ready to participate in your next qualitative research project. *Let us help you improve your online qualitative research.*

Call 1-817-640-6166 or visit:
www.decisionanalyst.com

Get free STATSTTM statistical software at
www.decisionanalyst.com/download.asp



Decision Analyst
The global leader in analytical research systems

© 2005, Decision Analyst, Inc.

respondents really need to know how many observers are in the backroom and what they are eating? Do they really need to be told that if they need to go to the restroom, they should do this one at a time?)

2. Offers a “too much information” introduction of him/herself (marital status, number of kids, upbringing, hobbies, etc.). The best moderator is usually a neutral party. A good moderator establishes rapport without divulging his/her biography.

3. Asks respondents their names but does not give his/hers. While personal details should be avoided, some information helps establish a relationship - and introducing oneself is simply good manners.

4. Uses deceptive warm-up tactics/tricks (e.g., pretends a respondent did not show up and asks the group to describe him, then announces this person never did exist). This makes respondents feel fooled/tricked, and undermines trust.

During the course of a focus group, beware the QRC who:

1. Does serial depth interviews in a focus group, circling around the table repeatedly, calling on respondents one by one. This prevents or squashes interaction, a key reason to conduct focus groups in the first place.

2. Dwells on “interesting” subjects irrelevant to the study purpose.

3. Ignores timing - starts the interview late without informing respondents; keeps respondents beyond the promised end time without asking their permission. This shows a lack of respect for participants, breaks the moderator’s implicit contract with them, and risks harming rapport and good participation.

4. Does not invite quiet respondents to enter the conversation; or puts them on the spot. (“George, you haven’t said anything yet” is not a good way to draw out a quiet person.)

5. Repeatedly calls on the same respondents, ignoring the others. (We have seen male moderators who only ask/allow the men to speak.)

6. Deceives respondents by doing things like planting a ringer to stimulate discussion or, worse, to sell the client’s product. Such practices are just plain unethical.

7. Acts like the star of the show, talking more than the respondents, playing stand-up comedian by telling canned jokes. The respondents - not the moderator - should be the center of attention.

8. Talks to respondents in a demeaning or sarcastic way, shuts them off harshly. Aside from being

rude, from a research perspective, this demonstrates a lack of respect for the respondent and damages group rapport.

9. Embarrasses respondents through personal or inappropriate questions/exercises. (If asking respondents to act like their dogs at mealtime makes respondents squirm, it probably isn’t a good idea.

10. Lacks energy; speaks rarely or in a soft monotone. This, in turn, lowers the energy level of the group.

11. Is a passive non-leader - lets the group get out of hand by allowing respondents to talk endlessly, simultaneously or on tangents, with no attempt to bring them back on track.

12. Does not deal with difficult respondents who talk over others or are argumentative/hypercritical/hostile, etc.

13. Marches through the topic guide - reading it verbatim to respondents (staring at the paper, rather than making eye contact), moving on to the next question rather than following up on respondent comments.

14. Does little probing.

- Does not follow up on key issues (e.g., asking why a respondent would “never” use the client’s brand). One moderator told his client that he asks the questions on the guide and thinks about what the answers mean afterwards.

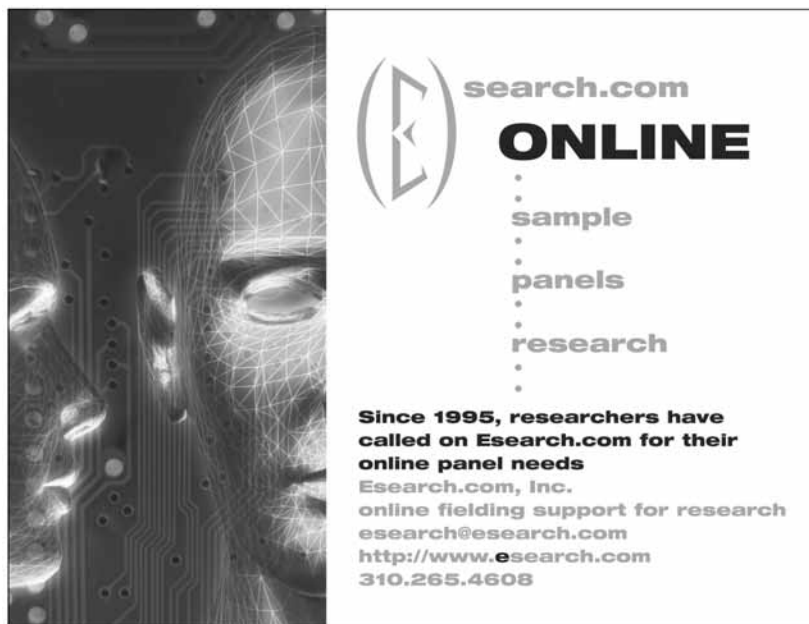
- Uses only basic, boring probes (“What do you mean?” “Anything else?”) rather than delving deeper.

- Asks the same question the same way over and over until respondents protest or lose interest.

15. Uses a focus group as a data-gathering venue (e.g., announcing in the session that “Seventy-five percent of the room thinks x,” which implies that the group is a mini-survey).

16. Dresses inappropriately for the particular respondents in level of formality, hipness/sophistication, sexiness. Looking strange or superior to respondents can prevent rapport-building.

17. Shortens the length of depth interviews over the course of the day,



(E) search.com
ONLINE
: sample
: panels
: research
:
Since 1995, researchers have called on Esearch.com for their online panel needs
Esearch.com, Inc.
online fielding support for research
esearch@esearch.com
http://www.esearch.com
310.265.4608

thereby shortchanging the client.

18. Acts in a weird/distracting way (e.g., using the moderator chair like a scooter to roll around the room).

Phase 3: Post-interview

During the post-interview phase, be wary of the QRC who:

1. Leaves out or fails to address the client's objectives in the final report/presentation of findings, and just writes about whatever interests him/her.

2. Submits a poorly written report that:

- is boring/dry, ungrammatical, unproofed, etc.;
- is semi-quantitative in style or shows tables/numbers ("three respondents," "25 percent said") - this is qualitative research, not numbers-counting;
- presents only what respondents said without interpretation and analysis (what does it really mean?);
- relies on verbatims to tell the story, is quote-heavy with little text to report/explain;
- lacks analysis of marketing implications;
- recommends naïve, impractical and/or extremely expensive ideas that conflict with the client's business realities.

Talent and training

Based on the examples cited, we hope you will agree that high-quality qualitative research takes talent and training. Like many things in life, good qualitative research may (and perhaps should) look easy, but that doesn't mean it is. And, no, not everyone who "enjoys talking with people" can do it; analytical abilities are needed throughout the process. The best qualitative research is truly exploratory, taking advantage of serendipity, and is not mechanical or rigid.

How should a client find and select the right QRC? The choice of the QRC is the critical first step in the process. For clients who do not already have a researcher they have worked with successfully in the past, here are some suggestions:

- Hire seasoned professionals you trust, are comfortable with and/or who are recommended by people whose judgment you trust.
- Choose QRCs who are skilled at qualitative research and understand marketing issues.
- Don't overpay, but recognize qualitative research is not a commodity, that QRCs are not all equally good.
- Expect the QRC to be responsi-

ble for the entire project - working with you at all stages.

• Expect the QRC to be focused throughout on the true objectives of the research, tailoring all materials and the interviewing approach to those goals.

• Choose good thinking over novelty for its own sake - try new techniques only if they make sense for the objectives and you are willing to take the risk. | Q

Discover why people are focusing on El Paso.

Take AIM in El Paso, one of the best kept secrets in Texas! A major market with a population exceeding 700,000, El Paso is one of the fastest growing cities in the United States.



Contact

Linda Adams,
Owner/Director

Joy Gallegos,
Associate Director

Bob Adams,
Technical Director



Focus Group Facilities

Aim Research maintains a specially designed 3,200 square foot, free standing focus group facility.

- ▶ 20 ft. x 20 ft. Conference Room
- ▶ 18 ft. x 12 ft. Conference Room
- ▶ Spacious 2-level Client Viewing Room
- ▶ 4 ft. x 12 ft. One-Way Mirror
- ▶ Web Broadcasting
(Member Active Group)
- ▶ Video Conferencing on Request
- ▶ 10 minutes from the Airport
- ▶ Experienced, Exact Recruiting
(English & Spanish)
- ▶ Full Kitchen
- ▶ Centrally-Located
- ▶ Easy Access, Front Door Parking
- ▶ Specialty Food Preparation and
Catering on Request
- ▶ Professional Moderators
- ▶ Language Translator Services

AIM RESEARCH

(915) 591-4777 • Fax (915) 595-6305

Since 1969

10456 Brian Mooney Avenue • El Paso, Texas 79935

internet: www.aimresearch.com • email: aimres@aol.com

So, you don't like focus groups anymore?

In the spring of 2005, Malcolm Gladwell delivered the keynote speech to American Association of Advertising Agencies, much of which was based on his research and thinking as found in several *New Yorker* articles and elegantly detailed in his book *Blink*. As was widely reported since, he criticized focus groups for delivering information so misleading as to be counterproductive.

In a *Newsweek* article (November 14, 2005), Cammie Dunway of Yahoo, Inc. said that she is abandoning traditional focus groups in favor of “immersion groups,” which she believes will be less likely to produce “false positive” responses.

In this context it is valuable to attend carefully to Gladwell's closing remarks from his speech:

“Market research, when it is observational or when it is interpretative, is profoundly useful. But those are two critical things. They require the intervention of the person conducting the research. They require the findings that are gathered are considered, and thought about, and processed and interpreted. Back in the 1950s, most of the major advertising agencies on Madison Avenue employed Freudian psychoanalysts for this precise reason, and you don't see that anymore. I think that's a big mistake.”

As a focus group moderator with 40 some years of practice, I would be the last person to suggest that respondents in a focus group environment are forever disposed to expressing empirical or behavioral “truth.” I've done too many groups with TV addicts who, with straight faces, avow a deep distaste for mindless programs and the advertising they are sandwiched between only to have them follow their diatribes with comprehensive and entertaining descriptions of both. I have listened endlessly to folks railing about the nutritional depravities of fast

food minutes after observing them depositing crumpled McDonald's bags into the trash as they filed into the room. I have attended countless sessions where group participants expressed righteous affinity for products they neither needed nor wanted.

But I contend that my clients are rarely fooled and almost always enriched by these apparent anomalies. They, and I, have come to understand that such empirically false expressions have social meaning - they carry important messages regarding what people hope to project

Try getting more involved in the process



By Stephen H. Turner

Editor's note: Stephen H. Turner is president of Chicago research firm fieldwork, Inc. He can be reached at turner@fieldwork.com.

America trusts our telephone experience

McMillionResearch
GET TO THE FACTS

NEW FOR 2006!
CFMC Web-CATI / Version 7.7



It's a fact! Across America, **McMillion Research** is the trusted source for consumer research and data collection. For 25 years, America's top companies, associations and government agencies have counted on our experience and services to reach their most important decisions.

Complete Online Panel Services

125-Station CATI Center

Leading Edge Technology and Data Storage

Dedicated 24/7 Project Management

Physician and Executive Interviewing

Tracking and Customer Satisfaction Surveys

Jury Selection Surveys and Mock Trials

One-on-One Projects

Two Focus Study and Multipurpose Facilities

HEADQUARTERS

1012 Kanawha Boulevard, East
Charleston, West Virginia 25301
(304) 343-9650 / (800) 969-9235
www.mcmillionresearch.com
jmace@mcmillionresearch.com



McMillionResearch
GET TO THE FACTS

about themselves in social settings. They may be false in terms of their behavioral components but they can be extraordinarily valuable in terms of social import.

Not misleading

In *Blink*, Gladwell talks about two Japanese words that we don't have (but may need) in English - one for something that people profess to be true even though they understand that it is, in actuality, false; the other for something that people assure each other is hoo-hah even though it's "known" to be true.

My sense is that much of what is "misleading" in focus groups isn't (or at least shouldn't be) misleading at all. It's part of the urban myth syndrome so aptly captured by those two Japanese words - people expressing things they want others to hear them expressing because it says something about them socially. The truth is, almost everyone in the group, and certainly a seasoned moderator, knows implicitly that the speaker is

expressing an aspirational truth that happens to be empirically false (and may always be). We may not have codified the phenomenon with a word as the Japanese have but we understand and we don't think of it as misleading - simply an expression of a different type of truth.

Indeed, I have found over the years that most people hold tight to at least two sets of truths about themselves and their lives and they are quite capable of espousing both in the same breath even if they appear to be logically inconsistent. One is based on a set of generalizations regarding one's social persona (what kind of person I am). The other has to do with one's literal behavior that at any point in time may or may not be in concert with one's projected social self (what I do).

When people in focus groups describe themselves in terms of social truths, even though they may stray a good distance from empirical reality in their lives they don't generally think of those wayward descriptions

as being untrue. They aren't, in their minds anyway, lying. They're telling others in the group what sort of person they think of themselves as being and wish to be thought of as being (whether they are is another matter). They are projecting an inner image and public persona.

Attentive to discrepancies

In my years as a focus group moderator, I have patterned my interviewing and analytic style to emulate mentors who were sensitive and attentive to apparent discrepancies between social and empirical "truth." Indeed, a good deal of the time I spend in groups involves winnowing out those discrepancies and calling respondents' attention to them.

The results can be very revealing. When does behavioral reality follow and when does it fly in the face of social reality and why? What are the valences that people ascribe to different levels of "truth" - in bringing a product to market how much weight should be given social and empirical

The right
tool in
the right
hands...
working
for you

Since 1985 you've turned to us for quality telephone data collection; now you can depend on us to deliver your Internet data in the same manner. Use our advanced survey technologies, our internal Internet infrastructure, and most importantly, our professionally trained people.

- On-Line Surveys
- Real-Time, On-Line Focus Groups
- Bulletin Board Focus Groups
- On-Line Panels

For your next on-line project, reach for the right people and the right tools at:

800-765-3200
www.on-linecom.com

Peggy O'Connor, Nancy Hayslett,
Ed Sugar or Molly Langridge

 **On-Line Communications®** Information you need, people you trust.

e-Rewards. The leader in online panel quality.

As a quality leader, e-Rewards Market Research can help you maximize the value of e-research. We offer 15 points of quality that set our panels apart, including industry-leading response rates, better panel retention, an invitation-only membership and the most segmentation options available. Our panels are proven to perform. e-Rewards Market Research. Put our commitment to quality to work for you.

The industry's premier business panel.

e-Rewards Business™ Panel

- Over 1 million business professionals
- Hard-to-reach executive targets
- 40+ business profile dimensions
- Balanced representation
- 25-35% survey response rates
- Quick, dependable delivery



The industry's most responsive consumer panel.

e-Rewards Consumer™ Panel

- Over 2 million consumers
- 300+ profile dimensions
- Exceptional targeting ability
- Normalized sampling
- Low-incidence study delivery
- 15-25% survey response rates
- Fast and accurate results



For more information on e-Rewards Market Research or for a custom quote,
visit e-rewards.com/researchers or call 1-888-20-EMAIL today!



More, For Lots Less

THE OTHER, SAMPLING COMPANY IN CONNECTICUT

Online Panels
Sample Only

since
1991

Phone & Online
Consumer Panel
Business Panel
Exact Age
Income
Gender
RDD Phone
Low Incidence
Children/Babies
Ethnic
Specialty Files
Ailments
Many More

Multi-Sourced, More Options
More Responsive
Dependable, Realistic
The Better Alternative

**AFFORDABLE
SAMPLES, INC.™**

Old Greenwich, CT

sales@affordablesamples.com
www.affordablesamples.com
800-784-8016

issues? And, what might be done to position the concept so that it doesn't offend the social ideal?

Most people tend to veer toward social (projective) truth when they are talking about the indefinite past. Ask someone about his or her "usual" or "typical" behavior and you're very likely to get a summary that has little to do with empirical truth. People simply aren't very good about developing a precise measure of their own central tendencies so they fill in their ideal ones.

This is even more problematic when people speculate about their future behavior. Such projections are, by necessity, based on one's sense of what's typical or usual, so empirical precision is even more remote. Most people tend to tint their expectations with a brush full of idealistic color.

Accordingly, the primary value of focus groups should not rest on respondents' ability to predict the success of a product as it is presented in the group. They are great for exploring the underpinnings of acceptance or rejection; for suggesting different ways to design, position or communicate about the product so that the specific elements that add to or detract from the concept are optimized to give it its best shot. They are excellent at finding a fatal flaw or a heretofore unanticipated goldmine in the basic idea or the way that idea is presented.

This having been said, a host of observations can be parsed from a focus group response that will get you very close to empirical, behavioral truth. The energy with which a concept is greeted is one example. The ease with which people lace the concept into the context of their actual behavior is another. While the evaluative component of group discussions can be quite misleading, the logic people use to support their evaluations can be most helpful. It is attentiveness to phenomena such as these that allows a truly proficient analyst to connect "social" and "behavioral" truths, thereby making qualitative research actionable.

The point is that focus groups

don't have to be misleading. In fact, though I may be ambushed by my colleagues for this blasphemy, I have been convinced over the years that if a quantitative study and a qualitative one fundamentally disagree over a given finding, it's usually the quantitative work that's at fault. This is largely because focus groups sacrifice reliability in favor of validity while quantitative work sacrifices validity for reliability. And, when you have a problem with quantitative findings it's usually a validity issue.

I concur with Gladwell's contention that marketing research becomes profoundly useful when it incorporates a strong interpretive component and can be counterproductive when that component is missing. Good qualitative research, in my mind, becomes useful only when it's accompanied by careful interpretive thinking.

I fear that dismay at the results in the absence of interpretive thinking is the primary reason behind this latest cycle of focus group bashing. All too often researchers and clients alike are taking responses in focus groups literally without regard to what types of truths are being portrayed. I find this amazing. Are there any other situations in which intelligent people expect to be able to take the word of strangers at face value?

Lazy clients

And now I'm really going to rev up the lynch mob. I contend that the problem is as much or more the fault of lazy clients as it is of mediocre moderators. Years ago, when "Freudian psychoanalysts" were the qualitative practitioners of choice, clients were interested in tracking the logic by which qualitative "findings" were revealed. They demanded strong, narrative reports that built a case and they actually read them. They wanted interpretation, digested it, and were prepared to evaluate its worth.

Today that sort of client/analyst relationship is a rarity. Most focus group studies culminate in a topline set of observations summarized in a

few PowerPoint bullets delivered a day (or less) after the last group. Clients want answers unfiltered by anyone - moderator, psychoanalyst or marketing consultant. They want respondents to do something that's impossible: accurately report and predict their own empirical behavior and attitudes. And when that fails, they say that there's something wrong with focus groups!

What better way to assure that erroneous observations make it to the boardroom and to be condemned later because they were patently wrong? If you're in a hurry to summarize hours of loose conversation, if you have a client who doesn't want to be bothered with wading through the logic, you're going to regurgitate literal rather than interpreted observations - you're going to report social truths as if they were empirical truths.

Pressed for answers rather than reasoning, most moderators simply cannot afford to take the time to build the logic necessary to support a reasonable prognosis. You're simply going to "take their word for it."

Of course, moderators aren't free of culpability either.

It's an easy business to get into. All you need is a glib tongue, a kitchen table and no job. There's no licensing, no certification and damn few courses in how to do it better. Way too much training emphasis is on the moderation rather than analysis.

So we've got thousands of non-interpretative focus group moderators out there servicing tens of thousands of clients who don't much care for interpretation perhaps because they've never experienced any other way to go about things. No wonder some people see focus groups as being flimsy research at best.

Shore up the techniques

But is it the form that should be faulted or the practices by which that form is being implemented? Are there ways to shore up focus group techniques so that they aren't as misleading as people like Yahoo!'s

FREE!
Live webcasts on
qualitative research topics.
Register for the next Qcasts or
view past archives at www.QRCA.org.



Calling All Research Buyers

Are you looking for a highly qualified qualitative research consultant or moderator?

Do you need a qualitative researcher with a specific kind of expertise?

QRCA Can Help

Go to www.QRCA.org and click on *Find a Consultant*. Access 900 independent qualitative research consultants.

- Search by geography
- Search by specialty
- Search by technique
- Search by industry experience

Your Search Is Free



Q R C A
Qualitative Research
Consultants Association

Leading the Way in Qualitative Research

Qualitative Research Consultants
Association, Inc.

P.O. Box 967 • Camden, TN 38320
(888) 674-7722 toll free
(731) 584-8080 • (731) 584-7882 fax

Dunway have come to expect?

It has been my experience that focus group clients can mitigate the likelihood of being misled by taking a number of steps in developing a qualitative research approach. Here are three thoughts:

1. Participate actively in the research process.

Roll up your sleeves and work with your moderator in developing a real understanding of the consumers you expect to target. A briefing at the beginning of a project is never enough, no matter how thorough it is.

Although I understand the need for it, I regret the decline in back room viewers brought about by teleconferencing and the like. Don't forget that the folks in the back room know much more about the topic than the moderator ever does. When I travel with clients I always find out something critical about the project that no one would ever think to tell me in a briefing. Listening to the conversation in the back room after a group (or at dinner later) almost always adds savvy to the analysis.

Listen, argue, suggest and explore all the way through the process. Good qualitative is an iterative process; the last group should always

be different than the first.

2. Be patient with the interviewing process.

In order to parse out what is empirical and what is social truth you have to hear people talk about both. And then you have to confront them with the discrepancies.

I can't tell you how many times clients have asked me to hurry through the "background" exploration with respondents. "We've heard that stuff a million times" is the usual argument. But while you may have heard that stuff before, you haven't heard it from these particular respondents. And listening to them tell their story allows one to understand how that person's empirical life strays from what they tell you when they are disposed to spouting social truth. And that, in turn, allows the moderator to confront people about those differences.

So, getting background information from people isn't a warm-up exercise so much as a foray into empirical truths about the people to whom you are speaking.

It's natural to want to get to the heart of the exercise of course, but it's important to get a feel for who these people are first so that when you get there you have an empirical

perspective from which to evaluate that individual's point of view.

3. Encourage meaningful analysis.

Clients who provide moderators with the wherewithal (time, patience and funding) and who let it be known that they expect to follow the moderator's analytic logic are likely to get reports that parse out what is social truth and what is behavioral truth. They are, accordingly, less likely to be misled.

Tell your moderator/analyst that:

- You expect and need a report that goes well beyond summarizing what happened in the group - you require analyses that offer interpretations of what those things mean.

A good moderator should be an expert in translating consumerese into corporate language. "This is what people say and this is what you should take away from that" should be part of what a moderator gives you.

Don't let some hoo-hah about subjectivity deter you. If you choose to believe what the consumer says literally, that's your prerogative. But I suspect your moderator will be closer to objectivity than you.

- You expect and need a report that makes recommendations about how to use this information.

A seasoned moderator has worked with lots of concepts similar in some ways to what you've got. He or she has internal norms that have been built over years of seeing his or her recommendations succeed or fail. He or she is going to be much better at predicting future behavior than people are themselves.

If the moderator's recommendations are impractical, it's a good sign that the concept isn't that good anyway. If his or her recommendations are foolish it means you are operating with information he or she doesn't have and needs to be better informed for the next study.

- You need to follow the logic of what he or she has to say.

A good analyst tells you how they arrived at their translation of consumer-speak. He or she shouldn't just

**National
Qualitative
Recruiting**

**Online
Survey
Panel**



One Source For All Your Needs

FOCUSForward

Services include: Focus Groups, Dyads, IDI's, Phone Interviews, Product Placements, National Field Coordination, Ethnos and In Office

TRANSCRIPTION: Full Staff, Quick Turn Around .WAV File, Mini, Standard and Video

www.focusfwd.com

FOCUSForwardOnline

Use Our Proprietary Panel For Your Survey Needs

Services include: Fieldwork, Sample Only, Best of Breed Programming and Hosting

www.focusfwdonline.com

FOCUSForwardLatino

Our bilingual staff addresses the Hispanic market by offering all Focus Forward and Focus Forward Online's services in language.

www.flatino.com

PHILADELPHIA 610.279.8900

NEW YORK 212.706.1615

MEXICO CITY 646.201.9393

give another point of view - he or she needs to build a ramp of understanding that you can follow to the same place. If the moderator doesn't (or does so badly), challenge him or her on that.

- You intend to read the report and talk it over in detail with him or her well before it is presented to management. Then make that happen.

Working with a moderator on a report forces him or her to codify his or her thoughts before the work is over and allows you to buy into his or her logic (or not) before it is set in concrete at a management presentation. Incidentally, research is most valuable on the day it is presented - it loses weight from that point on.

Subtle clues

One last thing: The entire concept of *Blink*, it seems to me, is based on people's ability to make use of the subtle clues our brains attend to even when, at high levels of consciousness, we don't recognize the process. But it

takes place only when people are face-to-face with the subject matter, where they can read micro-expressions, smell the flop sweat on the liar in front of them, feel their own BS detector tingle. I am confident we are much less likely to blink effectively at arm's length.

When it comes to collecting knowledge, I tend to at least partially agree with Marshall McLuhan's contention that the medium is the message. As marketing research turns more and more to the efficiency of the Internet and other modern communication systems to generate reams of data in the name of reliability, the issue of validity must not be overlooked.

This is the worst of times to walk away from focus groups and other interactive, face-to-face explorations with the people you want to buy your concept. More than ever, industry needs the richness of new observations and serendipitous insights that take place when you sit across from people and talk. You need to be there

when potential customers roll their eyes just before they tell you what a grand idea you've got.

As we move toward all-digital research, good focus group research is more important than ever. It's essential so that you aren't blindly assured that the beautiful bell-shaped curve spit out by the quant jock downstairs has you on a well-laid track downtown when your train's on a shunt to the coal yard. It's essential because it gives you and your team an opportunity to hear how real people, in a real social environment (more so than a "virtual environment" at least), think and talk about your ideas before you retool your production and distribution systems.

When you do this, retain a moderator who is an analyst as well as a facilitator and then work with him or her to parse out social and empirical realities. Use them to understand what's good and not so good about your concept, how to optimize it in terms of those realities and what the likely response will be. | Q

RIGHT NOW ...

**YOUR COMPETITORS ARE DISCOVERING
MARKETING RESEARCH OUTSOURCING**



**Save up to
45%**

- > Coding
- > Cross Tabulation
- > Statistical Analysis
- > Survey Programming
- > Proofing Services

More at:

www.delixus.com/discover/

**ISO 9001:2000
Quality**

- > Six Sigma Processes
- > Dedicated QA Department
- > 99.5% Defect Free Work
- > Easy to Use Work Order System
- > Total Work Transparency
- > Continuous Measurable Improvement

**12 Hour
Turn Around**

- > Order Work by 7 pm,
Receive Completed Work by 7 am
- > 95% of Projects Delivered
within 12 Hours
- > Low Management Overhead
- > Single Point of Contact
- > US-based Project Management



(925) 672-2623

Visit www.delixus.com/report/ for your
free report on marketing research outsourcing.

Mixing art with science

Seventy-two depth-interviews, 45 minutes each, in three cities, with four different respondent cells, and at least four primary objectives. How do you report these findings in a meaningful way that is detailed enough to include all of the key information, yet is succinct enough that it will actually be read?

Finding the correct balance between concise reporting and information overload is as much an art as it is a science. Include too much information and the key findings are lost; include too little and the words are meaningless and the findings unsubstantiated.

This is a particularly difficult balance to strike in qualitative report writing. Unlike quantitative reports, where the data tables are generally the star of the page, a qualitative report starts with a blank canvas. The amount of detail and the structure of the report are completely up to the report writer. Mastering this delicate balance often means the difference between writing a good report and a great one.

In the past, it seemed that the longer and more detailed a report was, the more it was appreciated. Market research managers and analysts wanted all the details. The report from the market research professional served the critical purpose of providing the analyst with all of the information necessary to write his or her own report or presentation for senior management. However, times have changed. As a result of mergers and layoffs, our direct clients have experienced an increase in their workload and responsibilities, leaving them little time to do their own reporting. They look to the market research supplier to provide a report deliverable that is executive-ready.

In a world of Blackberries and instant messaging, our direct clients expect to have answers provided to them quickly, powerfully and in an easy-to-comprehend format.

Executive-ready reporting is a style that simplifies the end product for the reader. It takes reporting beyond shelf research and into an integral part of the decision-making process. The report becomes an interactive tool as well as a thorough documentation of all findings relevant to a specific market research study. It can be used and understood by everyone in the company, based on its simplicity, accessibility and multiple levels of information.

However, in the move from the traditional narrative format to a

A guide to executive-ready reporting



By Carla Penel
and Will Leskin

Editor's note: Carla Penel is research manager, qualitative services, and Will Leskin is vice president, qualitative services, at the Greensboro, N.C., offices of M/A/R/C Research. They can be reached at carla.penel@marcresearch.com and will.leskin@marcresearch.com.

What are you looking for in an online survey provider?



Example of Greenfield Online survey

- ☐ Trust
- ☐ Experience
- ☐ Quality
- ☒ All of the above

When it comes to online surveys, we know what's important.

Greenfield Online has been helping marketing researchers conduct surveys online since 1994. With our experience, technology and access to a global panel of well-profiled, double opt-in respondents, we deliver on the promise of high-quality research data. What's more, we've developed a new level of technology to better engage our panelists. From the innovative Card Sort—a twist on ranking lists and images—to Shelf Testing and Flash Video, our technology can enhance your surveys to deliver better responses.

We're a true partner committed to helping you meet all of your clients' needs. Call us at 1-866-296-3046 or visit www.greenfield.com/rcdemocenter.htm to demo our unparalleled range of research tools.



STAY AHEAD™ 

more condensed, bullet-point style, some report writers have fallen prey to oversimplification. In some cases, the need to provide quick and easy-to-read findings has led to thin and hard-to-support reporting. Many of these market research reports are scarcely more than a few slides of unsubstantiated bullet points with a quote or two thrown in for good measure. In diluting the context to make the relevant points fit on a slide, the report writer has essentially diminished the quality of the report, detracting from its ability to inform executive-level decisions. The report writer has created a report that is not executive-ready.

How do you make a report executive-ready?

An executive-ready report differs from a traditional narrative in both its format and its analytical approach. A narrative report is what can be considered a “bottom up” approach in that the foundation leading up to the conclusion is laid

first to give context and meaning to the conclusions. This is how we were typically taught to write compositions in schools and how most books and movies are written. Who wants to know how the movie will end before seeing the beginning? Well, marketing executives do. In order to be a good executive-ready report writer, you have to conceive your entire analytical story and then write it backwards in a cohesive, succinct manner. This makes the report-writing process particularly challenging, but very rewarding to the reader.

The concept behind an executive-ready report relies on four basic principles: conciseness, adaptability, readability and balance.

1. What is a concise report? To understand what a concise report is, it is first necessary to understand what a concise report is not. A concise report is not one that simply relies on short phrases and liberal use of abbreviations. A concise report is not one that hits on the

major findings and leaves out the minor ones. A concise report does not try to reduce the number of slides in a PowerPoint presentation by cramming too much information onto a few slides.

Concise is simply the elimination of all unnecessary or repetitive words. Similar to headlines on a newspaper, all headlines and sub-headlines use sparse wording to communicate the key findings as simply and pointedly as possible. This allows the reader to immediately grasp the key points of the slide.

The advantage of a concise report is that it spotlights the essential information and ties it together in a spatially relevant way so that it is easy to identify and retain key findings.

2. What is an adaptable report? A great report provides value to different types of readers at different levels within an organization. By skimming the headlines only, the busy executive can understand all the key findings from a study. By reading the executive summary only, the CEO has all the strategic recommendations needed to execute the next step. By reading every word on every page, the diligent market researcher can obtain all the important information, including the secondary findings. The breadth of the report is also such that, months from now, a new product manager can quickly understand the context of the research and its results.

Adaptability not only means that the report can be read in different ways, but it can also be used in different ways. It used to be that reports and presentations were two separate entities, but now these lines have blurred with the shift from Word to PowerPoint as the application of choice. An executive-ready report should be a visually stimulating presentation that is also easy to read as a report. This offers the end user a multitude of choices on how to use the report to best suit his or her needs. The entire report can be presented, the executive summary

Your Only Resource for Mail Survey Outsourcing

Contact Readex Research's Mail Research Center for your next mail survey research project. Let us handle your project from start to finish, or simply take on the steps that you don't want to handle. Because we easily fit in at any point in the process, from questionnaire design to field work or reporting, you can be confident that your project will go without a hitch.

Benefit from our nearly 60 years of mail survey experience. Corporate marketers and researchers, research companies, consulting firms, and advertising agencies use our services for mail studies (and e-surveys too).

**Call today to discuss your project 1-800-873-2339
or visit us at www.readexresearch.com**



Experienced. Trusted. Insightful.

alone can be used as a quick debrief of the key findings, or the report can be circulated as a stand-alone documentation of the entire project.

The advantage of an adaptable report is that it can be used for different purposes by people at various levels within the organization.

3. What is a readable report? The findings from every market research study have a story to tell. The key is to make that story as interesting as possible by making one point flow effortlessly into the next. To do this, all the relevant information must be woven together in a tight package - not only verbally but spatially as well. The reader does not have to think about how one fact is related to another or flip from one section of a report to another - the report writer has already connected the dots. A readable report is also visually appealing. Visually interesting elements are more effective in capturing a reader's interest than a laundry list of bullet points.

The key advantage of a readable report is that the report is read. The value of any report is in its utility and a report that lacks interest is rarely thoroughly read, fully comprehended or properly utilized.

4. What is a balanced report?

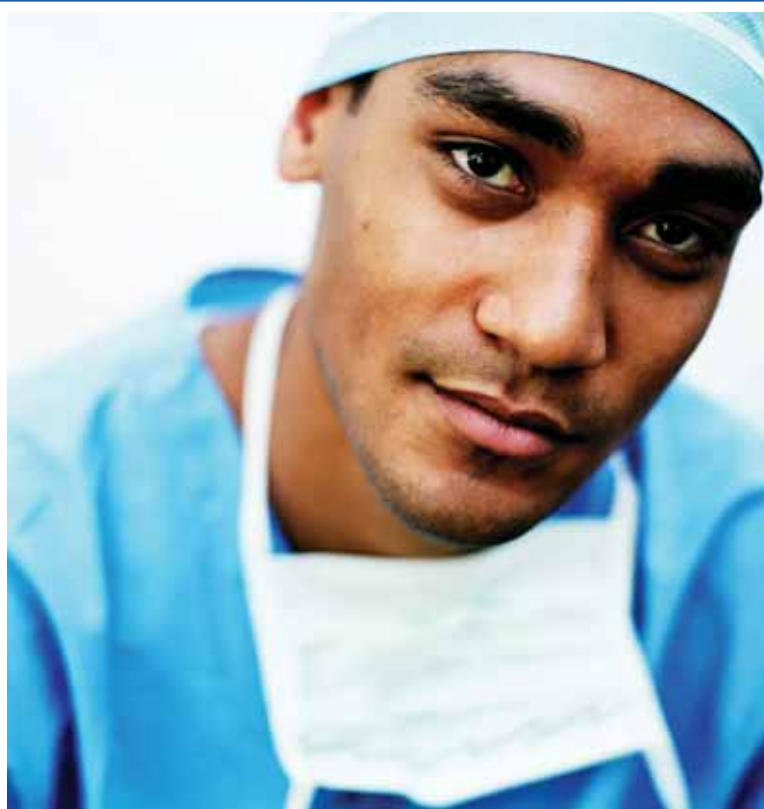
Creating a balanced report is one of the most important cornerstones of executive-ready reporting and is among the most difficult things to accomplish. Balance encompasses a couple different aspects. First, a good report strikes the appropriate balance between visual interest and professional presentation. While visual images aid in the comprehension of a report, including too many, or inappropriate ones, detracts from the report's integrity. For example, while cartoon images may have a place in highlighting certain points, too many of them takes emphasis off the key findings and undermines the credibility of the report. Next, balance must be achieved in the findings themselves. With sparse wording, every

word in an executive-ready report is important. It must be evident what the key findings are and minority opinions should not appear more important than they were in the research.

The advantage of a balanced report is that all the information is placed in the proper context, allowing everyone who reads it to have a similar comprehension of the key findings.

Pieces fit together

How do you know if you have succeeded in making your report executive-ready? It takes hours of labor to create a top-notch, executive-ready report. But in the end, if all the pieces of the puzzle fit together, if all of the dots have been connected, if the report is simple and easy to read yet is deeply insightful, you know you have achieved your goal. | Q



**315,000 US Physicians.
On call. Every day.**

We give you the power to do more.

Call Jeff Hestand or Susan Phillippe
at (215) 822-6220 or email
them at ghrs@reckner.com.



Be encouraging but firm

Of all the moderating I do, the groups with kids are definitely the most fun. I often tell my clients that kids are brutally honest consumers; and this often means that they will get valuable feedback without having to read between the lines - like you often have to with adult consumer groups.

First of all, you only want a maximum of eight children in a group. Larger group sizes tend to shut down the quiet ones and add fuel to the class clown. It is important to establish immediately that you are the one in control. I like to ask kids about a teacher they may have in school (or some other authority figure) and then tell them that my job is similar - only we get to have more fun! Keep the groups between 60-75 minutes in length. Anything over that threshold and you run the risk of the children starting to get restless.

Much like a group with adults, lay the groundwork early to establish rules: no talking out of turn; feel free to jump into the conversation once someone has finished speaking; I'm interested in everyone's opinion, not just those of a few of you. Also, alert the shy ones that you will be calling on them.

Important: Make sure you enforce your rules at the first opportunity because then it gets easier for them to catch themselves. Rewarding children with phrases like, "Thank you, Jimmy," "Nice job, Tanya," etc., leads to good discussion and good behavior.

Tips on moderating focus groups with children

Game plan

Having a game plan to deal with an easily-excitables youth is also important. Children will often follow the lead of the loudest person in the room. It is important to continue to stress how important everyone's opinion is, and make

sure that you call on individuals after questions so that you get response from everyone in the room.

In my experience, more often than not, it will be a boy who acts out. Once, while interviewing kids about board games, a particularly rowdy nine-year-old was starting to get out of hand. I had a couple of colleagues available at the ready, and I took the little boy and two other youths out to work on a "special project" with one of my co-workers. After about five minutes, I brought the other two back in



By Tyler J. Walker

Editor's note: Tyler J. Walker is executive moderator at Johnston, Zabor, McManus, Inc., a Durham, N.C.-based research company. He can be reached at twalker@jzm.com.

The Adaptable Focus Group Facility

The Boutique Effect

ingather research

is the
boutique market research
facility in Denver. We're small enough to
treat you personally, yet big enough to
get your job done!



Living Room Configuration



Standard Configuration



Kidz Room Configuration

Contact us today for a competitive bid!

303.980.1909

www.ingatherresearch.com

You're
treated as a valued
partner, receiving our attentive
service throughout your research process;

We don't look at simply fulfilling the specifics
of your recruit, but the entire scope of your project;

We focus on achieving actionable results for your
B2B, medical and consumer insight strategies;

Our services aren't "one size fits all" instead, they're
tailored to your distinctive research goals;

We anticipate the needs of our clients by
offering 10+ room configurations in our 3 focus
group rooms, and

**Spanish
language research!**

Benefits of Our Boutique

and had my colleague do an informal one-on-one interview with the disruptive youth while cutting and pasting together a “game board.” This got the child out of the room without causing alarm and got the group back on track.

In addition, assigning “jobs” to the more outspoken children allows you more control of a group. When seeking an agree/disagree response, have the group raise their hands,

then assign one of the kids to count and report for you. Stressing the importance of this job allows the child the chance to concentrate on the issues at hand so that they are ready when you call on them.

If you can establish who the shy ones might be during the introduction process, call on them early to get them engaged in the group right away. For purposes of a children’s group, it is okay if introduc-

tions run long. Give each child a chance to introduce themselves, talk a little bit about their family (parents, siblings, pets) and ask something that is easy for them to talk about, such as their favorite sport, team, or subject at school.

Listening skills are key with children. Just like a salesperson who needs to be quiet and listen to the client’s needs, the moderator needs to wait for the child to form thoughts after a question is presented to them. Kids who participate in groups are often excited to do so, but they also need to take time to digest the question and form their response.

One instance in particular reminds me why children are so much fun and such good interviewees. While conducting taste-tests with children between 6-12 years old, a common theme continued to emerge. Time after time, the children did not like the food they tasted. Consistently, sad or indifferent faces were being circled while testing the product. Some kids went so far as to spit the food back out. Then a little eight-year-old boy came in. He thought the product was fantastic. “This stuff is great,” were the first words out of his mouth. Curious, I probed to find out more about why he liked it. Finally, the child answered, “Really, my mom isn’t that great of a cook. My dad doesn’t even like her cooking, but he says we have to always tell her it’s good.” Laughter erupted from the back room. Stifling a chuckle myself, I thanked the boy for his honest answer. In a miserable day for the client - no one likes to hear their product is terrible - this burst of honesty synthesized what we were trying to discover.

Clear and simple

Questions need to be clear and simple. Make sure you address only one topic/issue/question at a time. Kids are really good at telling you things in their own words - “So (child’s name), tell me what you do when you go to playschool...you walk in the door and then...”



Not Just Another Pretty Face

Have you heard? Fleischman Field Research has joined First Choice Facilities with owner-operated locations throughout the country. Now we can offer one-stop booking for your recruiting and focus group needs. So whether you’re thinking of New York, Chicago/Oak Park, Seattle, Portland, Atlanta, Tampa, Los Angeles/Orange County or San Francisco we’ve got you covered. We offer the same great service you have come to expect. We’ll be there to make you look good.



And now, just for trying us, we’ll give you a great discount when you book your multi-city focus groups!

We’re so much more than just a pretty face!



250 Sutter Street • Suite 200 • San Francisco, CA 94108
Phone: 800.277.3200 • 415.398.4140 • Fax 415.989.4506
www.ffrsf.com



A “First Choice Facility” – owner operated for quality
Ask about our discount program.

First Choice Facilities cities: Atlanta • Chicago/Oak Park • New York
Los Angeles/Orange County • San Francisco • Seattle • Portland • Tampa

Member: ESOMAR, Active Group, Video InterClipper, MRA, AMA

Creating Connections

In this high-tech world, it's easy to forget that face-to-face interaction is still one of the best ways to learn about people's experiences and impressions. Even though technology is playing an increasing role in data collection, we know it will never replace direct conversations with customers in a focus group setting.

At Delve, we help you find creative ways to connect with your customers. Whether it's a traditional group or one that requires a more adventurous approach, we are experts in recruiting the right respondents to ensure your feedback is reliable and insightful.

Delve creates and fosters environments for dynamic dialogues between marketers and customers. Whether they be face-to-face, voice-to-voice, or technology-based settings like the Web, we are committed to providing the best in the business.

Count on our experts to bring you and your customers closer together. Connect with your Delve sales representative today!

Focus Groups
Pre-Recruits
Web Surveys
Telephone Interviews
Central Location Testing
Taste Tests
Interactive Voice Response

www.delve.com
800-325-3338

Appleton, WI
Atlanta
Chicago
Columbus

Dallas
Kansas City
Los Angeles
Minneapolis

Philadelphia
Phoenix
Seattle
St. Louis



Simple prompts - “Who do you see?” “What is the first thing that happens?” - are good ways to get a child talking.

I like giving kids exercises either before they come in or at some point during the group for the following reasons:

1. It gives them time to reenergize themselves during the group. Kids will tend to get very restless sitting in one place over the course of 90 minutes.

2. Giving them something to do and then talking about it works very well in jump-starting the conversation.

3. Children are very creative creatures, and often, in this atmosphere, they tend to be extremely creative. For example, I have had the most enlightening conversations with children who have to take medications, for example, by having them cut out and paste magazine pictures on a board to show me the importance of their medicine to them.

4. It can give the moderator a chance to discuss strategies with clients in the back room for the remainder of the group.

If you want to know how children feel about something, display the “something” - whether it’s a sign, picture, words, a drawing on board - and ask them to put a feeling sticker (smiley face, frowning, laughing, crying, etc.) or Post-it Note that describes their reaction to it. Have them post their reaction and then tell the group why they put that sticker on the visual.

Children are also very good at choosing and prioritizing but only up to about seven items. Make sure the sort cards are stiff/sturdy and large enough for the kids to easily handle.

Sharon Chamberlain, owner of Madison, Wis.-based Chamberlain Research Consultants, is a seasoned moderator. She finds her previous career as a schoolteacher invaluable experience when moderating with kids. “I like to let each of them know that I will find them and call on them from time to time. This lets them know that they cannot hide,” she says.

Chamberlain finds it helpful to start the conversation rolling with some easy questions that children are interested in. “For example, one project involved focus groups for tourism. We asked the kids, ‘Do you ever ask your parents to go somewhere? Where did you ask to go? How did you get the idea to ask to go to [location]?’ Then we would ask, ‘What did your mom/dad say when you said let’s go to [location]?’ Did you have to ask them more times? Who decided? Did you plan together what you would do on that trip? Was there one thing you really wanted to do? What happened when you got there?’ Starting with the simple questions can get you to the harder questions in a much easier fashion.”

Use words the kids use in everyday speech but don’t try to mimic their words and phrases, Chamberlain says. They can easily

spot a fake. Just do it enough to show you understand their language. It’s better to have them explain things in more generalized terms, so Chamberlain likes to tell them, “You know, I’m an old fogey. Can you explain to me what [slang term] means?”

If kids respond to something in an offensive or derogatory way such as, “That is so gay...” don’t be afraid to let them know that type of comment is not acceptable in this setting. Then get them to tell you what they mean by the statement. Issues/things that elicit powerful responses like that often have a meaning behind them.

Chamberlain insists that as you change from talking from one issue to another, make sure that you specify the transition. For example, “Okay, so you were all telling me about your first reactions, and now I want to talk about how you explored the place...and now I want to talk about if you met other kids and how you did that...and now let’s talk about places to eat at this resort - did you have a favorite place? No? A favorite food?” Those cues are important to children (as well as adults).

Lots of praise

No matter what situation arises, always remember to reward (verbally) the behavior and the discussion you want from them. Give lots of praise. If you want them to go deeper, talk about feelings and bring out the visuals for feelings. If you want to get at memories, ask what they would take pictures of to show friends when they get home.

In some ways, when moderating groups with kids you have to be a parent. So be very patient, very encouraging and very interested in what they are saying. Hang on every word - but be very specific about what you are wanting and very specific about what reactions you want from the other kids.

In the end, the reward is a fun, very informative group for you and your clients. | Q

Get all your truckers in one waffle house.

(Our online qualitative methods let you hear from your customers wherever they are.)

www.sotech.com

1-800-5-SOCRATIC

info@sotech.com



one company two continents

United



Schlesinger Associates

A Marketing Research Corporation

info@schlesingerassociates.com

www.schlesingerassociates.com

info@research-house.co.uk

www.research-house.co.uk

US Locations: New Jersey | New York | Los Angeles | Atlanta | Philadelphia
Chicago | Orlando | Boston | Dallas | San Francisco | Bala Cynwyd | Phoenix

European Locations: Central London | Wimbledon

A fuller picture

It has been said countless times that a picture is worth a thousand words. The truth of this old saying is part of the underpinnings of ethnography (or observational research), and suggests that “seeing” reveals what words alone cannot describe. Traditional ethnography, as applied to marketing research, involves the analyst spending time observing the consumer in her natural lair, so to speak, as she goes about buying and using a product or service. But ethnography doesn’t stop there. The observation of target consumers is almost always accompanied by depth interviews, during or after the observation phase. So ethnography is actually a combination of a traditional qualitative technique (depth interviews) with a new twist (some type of observation).

In traditional ethnography, the observation might be done in-person (that is, a real live human being spends hours or days with the respondent observing and studying his behavior) or via some type of installed video camera. A camera crew, for example, might install a video camera in a subject’s kitchen or laundry room so every action in that room is recorded. As the analyst observes the respondent’s behavior, he notes and records unexpected (as well as expected) behavior, then reviews this behavior with the respondents in a depth interview. So again, it is the merging of actual behavior with the participant’s explanation of that behavior that

forms the raw data that serves as the foundation of analysis.

The advantages of traditional ethnography are well-known. It is a powerful way to study and explain human behavior. However, it also has serious disadvantages: It is slow and labor-intensive.

Projects often can take months to complete. The observer’s physical presence might cause the subject to behave in atypical or abnormal ways. It is very expensive to personally visit people in their homes

or workplaces, especially if the observational period is more than a few hours or the distance from respondent to respondent is great. Because of the intrusiveness of personal observation, many people are reluctant to participate, and this makes it difficult to recruit a representative sample of consumers. The cost of personal visits also

Use online
ethnography to
learn from
respondents’ words
and their actions



By Jerry W. Thomas

Editor’s note: Jerry W. Thomas is president and CEO of Decision Analyst Inc., an Arlington, Texas, research firm. He can be reached at 800-262-5974 or at jthomas@decisionanalyst.com.

SEE it to BELIEVE it.



The universal reaction to Research Analyzer is "WOW."

New Research Analyzer is the first desk-top software that puts real-time insight at your fingertips. One extremely fast and easy-to-use tool takes you from importing data, through analysis, to converting data for presentations.

- **Blazingly fast data analysis** lets you perform a complex cross-tab on a base of two million records in a few seconds, using the simple **drag and drop** feature.
- **Best-of-breed analysis techniques** for common statistical methods including standard deviation and error of the mean, T-tests and rejection threshold, Chi Square stats and distribution, correlation, Gamma and many more.

- **Import** SPSS® or Triple-S™ as well as other popular formats. Or use our cost-effective Service Bureau to convert legacy data for hosting on our managed data warehouse.

- **Unique SuperDig™** feature lets you quickly and easily identify results for specific segments.
- **Quick reports and presentations** with one-click creation of research reports in Powerpoint®, Excel®, Outlook® and other Microsoft® Office applications. Eliminate the cumbersome and inefficient multiple exporting steps which are now often required to do your reports - WOW!
- **Live update** instantly retrieves data from hosted sources including Net-MR™, VantagePoint™, MI Pro Research Studio. Other data sources will be added in the future.

RESEARCH Analyzer

Experience Research Analyzer
See a demo or download a trial copy at
www.researchanalyzer.com
Contact us at:
info@researchanalyzer.com

Integrated solutions
for market intelligence
GMI

+1-206-315-9300 (Seattle, Global Headquarters) +61-2-9006-1695 (Sydney, Asia Pacific Headquarters) +44 (0) 207-887-6028 (London, European Headquarters) +55-11-5505-2226 (São Paulo, Latin America Headquarters)

Seattle Atlanta Boston Budapest Chicago Cincinnati Denver London Los Angeles Madrid Minneapolis Moscow Munich New York Oslo Paris Pittsburgh São Paulo Shanghai 's Hertogenbosch Singapore Sofia Stockholm Sydney Toronto Tokyo Vancouver
Microsoft, PowerPoint, Excel, and Outlook are registered trademarks of Microsoft Corporation in the U.S. and other countries.

tends to restrict the geographic areas sampled to no more than two or three major urban areas (with good airport service).

A new approach that overcomes some of the disadvantages of traditional ethnography is online ethnography.

First, a sample that is representative of the target market is pulled, typically from an online panel. One of the advantages here is that panel members are accustomed to surveys and therefore are more likely to participate than the average consumer. Also, since no one is visiting their home or office, a higher share of potential subjects will agree to participate, which creates a more representative sample.

Beyond the sampling advantages, another benefit of this approach is that the online environment promotes a sense of anonymity and safety, which encourages a high level of self-disclosure. In the online environment, participants

feel comfortable expressing their feelings. With guidance from experienced moderators, respondents can explore and describe all the behaviors, routines, thoughts, feelings and experiences they believe are most relevant to their purchasing decisions.

The respondents' normal routines are not disrupted. They can provide their detailed responses at a time of their convenience and over a span of several days (or sometimes weeks). This expanse of time also gives the respondents an opportunity to reflect on the questions posed and give detailed descriptions of their thoughts, feelings and experiences.

How does it work?

So how does online ethnography work? How is it conducted? The exact design of the project and its execution depends upon the product or service category and the objectives of the research. As a

general rule, some or all of the following steps are involved:

- Respondents might be asked to keep diaries (either online or offline) to record their behaviors, routines, thoughts and observations related to the purposes of the study.
- Participants might be asked to take digital pictures related to the focus of the study (it could be photos of their refrigerators, pantries, backyards or bedrooms). And with the spread of digital cameras (even cell phones now have digital cameras), digital photos are relatively easy for most people to take and send (with the moderator subsequently uploading the pictures for discussion).
- One member of the household could be asked to take photos or videos of other members of the household at certain times or to record specific behaviors, events, etc.
- Participants' stories or explana-



It's Paris for fine cuisine,
Tokyo for a relaxing massage,
But for Top-Rated* Marketing Research,
Quality Recruiting,
and Exceptional Client Service,
**You'll Always Come Back to AIM
Baltimore and Columbus.**

*Impulse Survey
2005 & 2006



"As president of one of the world's leading research companies, my aim is to gain

reliable, up-to-the-minute targeted marketing insight."

Dawne Widener-Burrows, President
Widener Research, Inc.

"AIM's state-of-the-art Baltimore facility and experienced project managers make my job easier. They're accessible, responsive and most importantly, their recruiting is second to none."

For information and a competitive bid, contact:
Baltimore 410-337-5000
Columbus 614-583-2100



www.aimresearchnetwork.com/b1facmain.htm



House Market Research

Want the best results for your market research dollar?

For over 38 years, **House Market Research** has provided the framework for our clients to make strategic business decisions

Usability tests, Focus Groups, In-depth Interviews, Ideation and Ethnography sessions, Mock Jury Trials, Bi-lingual moderation/ recruiting are just a sample of the services offered.

~ **State of the Art Facilities ~ Impeccable Recruiting ~**
~ **Professional Staff** ~

In 2006, we **Redecorated all 10** of our Top Rated* Focus Group Facilities in Baltimore & Rockville, Maryland.
(serving Maryland, Metro D.C. and Virginia)

Please visit: www.housemarketresearch.com for a virtual tour of our company.

We provide a blueprint for the future

Members: AMA, MRA, CMOR, FVN, ViC CD, Active Group

1829 Reisterstown Road, Baltimore, Md. 21208 410-602-2800
2301 Research Boulevard, Rockville, Md. 20850 301-948-8800

*Top rated, in the country, for the past 5 years by the Impulse Survey Guide

tions typically accompany the photos, telling us what is in the picture, who is in it, what is happening and perhaps even what it means to the respondent.

- Projective techniques can be employed as well (for example, respondents might search and select online photos or be instructed to take photos that represent the personality of a brand, or bring to mind memories of the brand).

Typically, the digital photos or videos are sent via e-mail to the moderator for review and uploading to the online depth interview. The diaries and photos are studied by the analyst and then used as stimulus in conducting the follow-up online depth interviews. These are typically described as “time-extended” depth interviews since the project unfolds over a period of several days (five to 10 days, but longer time periods are possible). In fact, the term time-extended should be used to describe the whole online ethnography process. Indeed, this is one of the major advantages of the method: The respondent’s concentration on a topic for a period of several days sensitizes her to the subject and her own feelings and motives related to the topic.

An example of an online ethnography project

An online ethnographic project was conducted by Decision Analyst on health and beauty products among women and men from the U.S., U.K. and France. All participants were medium to heavy users of skin care products.

- Respondents were asked to take digital pictures of their skin care products and other health and beauty products at their normal storage place. They were asked to accompany the pictures with stories of “what’s in the pictures.”

- Participants were instructed to record daily diary entries of their morning/evening routines when using health and beauty products.

- They were asked to provide detailed descriptions of their experiences from a regular shopping occasion for health and beauty products.

- Respondents also kept a log of advertising they noticed related to health and beauty.

- Follow-up depth interviews focused on the following types of questions: How do you define beauty? What motivates your interest in skin beauty? How would you feel if your favorite skin care lotion should vanish from the marketplace? How much time do you spend daily caring for your skin? What are your favorite brands, and why?

Some comments that accompanied pictures from one participant, Sally, in Chicago:

- “Obviously my medicine cabinet is filled with a variety of products at various price points. I admit that I like to try the high-end brands but I’m on a budget and also take advantage of the less pricey products one finds at drug-stores and stores like Body Shop. So that’s why Creme de la Mer is elbowing for room with Olay, and Kinerase is cheek-and-jowl with Ponds.”

- “Once a day first thing in the morning, I feel it is necessary to remove excess oil from my face with either water or soap and water. If I use only water, I usually do not use moisturizer. If I use soap, my cheeks and the area around my mouth feel very dry, so I need to use a little moisturiser in the morning only. During the day I have to dab my face with a napkin (I find the Starbucks brown napkins work best) usually because it soaks up the excess oils better than a tissue. If I don’t dab my face several times a day starting at about 11 a.m., by the end of the day I feel like I have enough oil on my face to fry an egg!”

No shortcuts

Once all of the photos, diaries, sto-

ries and interview transcripts are finished, the next step is the analysis, which is the most time-consuming and brain-intensive part of the process. There are no shortcuts. The analyst must comb and re-comb through all of the raw data (photos, videos, diaries, transcripts) and try to understand what it all means. Certainly some understanding of cultural anthropology is helpful to the analyst, as is some knowledge of psychology, sociology, economics, history, etc. The most important background, however, is knowledge of the target industry, the product category and previous experience with marketing and marketing research related to the product or service. If all of these knowledge sets can be integrated, the analysis is apt to be much better than an analysis based on a single academic discipline.

How does the analyst process the raw data, reach sound conclusions and make insightful marketing recommendations? First, she has to pretend she just arrived on Earth from a distant galaxy so she can see everything through the fresh, unbiased eyes of a total stranger. She must search for the obvious, and very often this is the most difficult to perceive. Our culture is the ocean in which we live, and just as fish are not aware of the ocean, we are often blind to the most obvious aspects of our own culture. The analyst, then, must see the obvious, document it and incorporate it into the final analysis. Second, the analyst must search for the invisible. What is missing? What was not shown? What was not talked about? What was avoided or dodged? Why was the “missing” overlooked or avoided? Answers to these questions can be very revealing.

In addition, what words were used to describe the product or experience of using the product? Words are revealing if you see

them with fresh eyes and think about them deeply. Why does our culture say “fall in love” instead of “get in love?” The words “fall in love” tell us something about our culture’s beliefs about love (that it is sudden, that it is unplanned, that it is accidental, that one is likely to lose control).

What do the digital photos tell us? Are the pictures consistent with the stated behavior and reasons? If pictures and words tell a different story, why is this and what does it reveal? Are the results consistent with other research? If not, why? What could possibly explain the differences?

What metaphors, associations and images are linked to the category and to brands within the category? For example, our culture often uses “chick” or “chicken” or “hen” as a metaphor for women. Why is this? What does the chicken metaphor tell us about women? Or, perhaps, what does it reveal about men?

The most important part of the analysis, however, is incorporating the business, marketing and competitive issues into the investigation. This is why the marketing and research background is so important for the analyst. How are the different brands perceived, and what imagery is associated with each brand? What motives drive the product category, and what underlying motivations drive each brand in the category? How do the products in the category compare, and what role does pricing play? Given all of this, what are the positioning options for the brand, the key advertising themes, and the critical marketing variables to achieve success?

Dig deeply

Online ethnography offers an economical and practical way to dig deeply into the DNA of a brand and identify potential mar-

keting strategies. The words tell us much, but the pictures speak to us at a deeper level.

Combining words with images provides insight into what respondents actually do and how that behavior drives their decisions. What is included in the picture and why? What are the respondents’ thoughts and feelings about the picture and the products contained within it?

Online ethnography provides a snapshot of respondents’ real-life experiences in order to truly understand not just what they report they do but what they are actually doing and how that behavior drives their decisions. In the case of online ethnography, a picture is worth more than a thousand words: It is the basis of insight and understanding into the consumer’s mind. | Q



Respondents get creative in our living room.

Our clients have found that respondents think differently when in the relaxed environment of our inviting, comfortable “Living Room.”

- Give questions more thoughtful consideration
- Interact more with each other
- Interaction leads to more creative ideas and expressed thoughts

**Videoconferencing and Videostreaming through
FocusVision and ActiveGroup**

The new Taylor Research. Expect more.

GroupMTM NET.
Ask about our exciting
Rewards Program!

TAYLOR
RESEARCH • SAN DIEGO

Bid your next project online!
taylorresearch.com
Or Call Toll Free 800-922-1545

Toward a broader definition

In a TV commercial for a car repair service, an interviewer (Comedy Central's Stephen Colbert) asks a technician, "If Mr. Goodwrench were a tool, which one would he be?" The mechanic answers, in consternation, "A wrench?" The interviewer retorts that this seemingly obvious answer is wrong and was supposed to be "miter saw." While this joke relies on a misunderstanding of projective analogies (as if there are right and wrong answers), it suggests that they are ubiquitous enough to be worth incorporating in mass-market advertising.

Nevertheless, I believe projective techniques actually are underutilized. Many researchers and clients may not realize the variety of ways in which such techniques work. The name "projective" may imply that the methods only work one way, i.e., through projection.

Though projection is indeed a powerful process for revealing consumer motivations and perceptions, most of the techniques we call projective help respondents express themselves through other psychological processes in addition to projection. Thus, I am proposing a broader adjective - "expressive" - to refer to such techniques.

Classic projection

Why is projection important? Consumers (or doctors, voters, managers, or whomever we are studying) may not tell us everything that influences them. Three obstacles stand in the way:

1. Respondents may be unconscious or unaware of a particular influence.
2. They may be aware of an influence, but feel it is too personal or socially undesirable to admit, e.g., prestige image or racial bias.
3. They may be aware that they perceive a product a particular way, but may not bother to mention this

because, in their view, it is not a logical, rational reason for buying or not buying the product. Some doctors, for example, are adamant that what they prescribe has nothing to do with the sound of a drug's name or the attractiveness of the manufacturer's logo, and is based solely on decision-making factors such as research findings, clinical experience and patient compliance.

By allowing respondents to project their motivations and perceptions onto someone else or onto some ambiguous or innocuous stim-

Is expressive a better term than projective?



By Peter J. DePaulo

Editor's note: Peter J. DePaulo is an independent research consultant based in Chalfont, Pa. He can be reached at 215-822-7413 or at pete@depauloresearch.com.

Your groups are here...



But you don't have to be.

There's a reason our blue chip client list contains more than 850 customers:
We save them time and money. Plus, they tell us we offer the best
customer service in the business.

At ActiveGroup, videostreaming of qualitative research is all we do -100% of the time. In
fact, we started the industry in 1998 and continue to innovate to help clients
cut travel time, save money and include as many people in the research process as they like.

When we book your event at one of 225+ facilities powered with ActiveGroup,
we'll take care of all the details - before, during and after the session, anticipating your
needs as well as your client's - because you have enough on the table.

Work smarter, not harder



Book your next project with ActiveGroup,
the leader in videostreaming technology.

3720 DaVinci Court . Norcross GA 30092 . 800.793.3126 . www.activegroup.net

ulus or task, they may reveal motivations that they might not realize or admit directly about themselves.

The simplest projective technique is the third-party question, e.g., “Why do other consumers [or consumers in general] buy Brand X?” One variation of this technique is described by Naomi Henderson (in *Marketing Research* magazine, fall 2005): Ask what “people in your ZIP code” would do in response to a particular terrorist attack.

Third-party questions, like other projective inquiries, can be called indirect questions because we may learn something about consumers that they might not have revealed about themselves if we directly asked them, “Why do you buy Brand X?” The theory is that in their answers to a third-party question, research respondents may let their guard down and (unconsciously) project their motivations onto the person or people to which the question refers.

In fact, there are hard data suggesting that third-party indirect questioning really can work as theorized. In a clever experiment by Robert Fisher (reported in the September 1993 *Journal of Consumer Research*), third-party questions evidently circumvented respondents’ tendency to claim only their socially-desirable purchase motivations. Most important, Fisher’s analysis revealed that data from indirect questions were better than data from direct questions in predicting purchase intentions.

Although the third-party indirect question is a simple example of a projective technique, it is exceptional in that projection may be the only way it works. I use it here as a pure example of the process of projection. Other projective techniques work in a variety of ways, not just through projection.

Basically, projective techniques are indirect approaches that help or allow respondents to express what they consciously or unconsciously think and feel. Most of these methods release respondents’ inhibitions and/or stimulate their creativity in

expressing all kinds of thoughts, feelings, and motivations - including ones that are neither unconscious nor embarrassing. Hence, I am suggesting that we call these techniques “expressive,” and note that they work through projection as well as other processes.

Now let’s look at the non-projective ways in which many projective techniques work.

**Other expressive processes:
suggesting different words,
pictures, objects, etc.**

Most respondents are neither poets nor professional writers. Even when they are willing to tell how us how they feel, they cannot describe all the nuances of their feelings and perceptions without help. In many projective procedures, respondents look at a variety of stimuli, such as magazines, photographs, sketches or Lego blocks. Respondents may even be presented with non-visual stimuli such as scents and sounds. These stimuli elicit new thinking by the respondent and suggest possibly suitable words, pictures (worth a thousand words, an apt cliché), objects, etc., for expressing the respondent’s mindset. When perusing these stimuli, the respondent has an “aha” experience, as she realizes that, yes, this word, picture or whatever tells how I feel.

For example, in medical marketing research, patients may be instructed to construct collages that represent their perceptions of their medical conditions or treatments. Typically, the respondents look through magazines, from which they cut and paste pictures and headlines into their collages. The pictures stimulate the respondents’ thinking and provide ideas for new words and phrases. In an osteoporosis study, for instance, a few respondents used pictures of Swiss cheese to convey their view of their bones as laced with holes and not sufficiently solid to provide support.

This perception of their bones probably was neither unconscious nor too embarrassing for most

respondents to admit. Nonetheless, the respondents may not have thought of using the words “full of holes like Swiss cheese” if they had not looked through the magazines for ideas. This is an example of how a projective technique can work through a non-projective process.

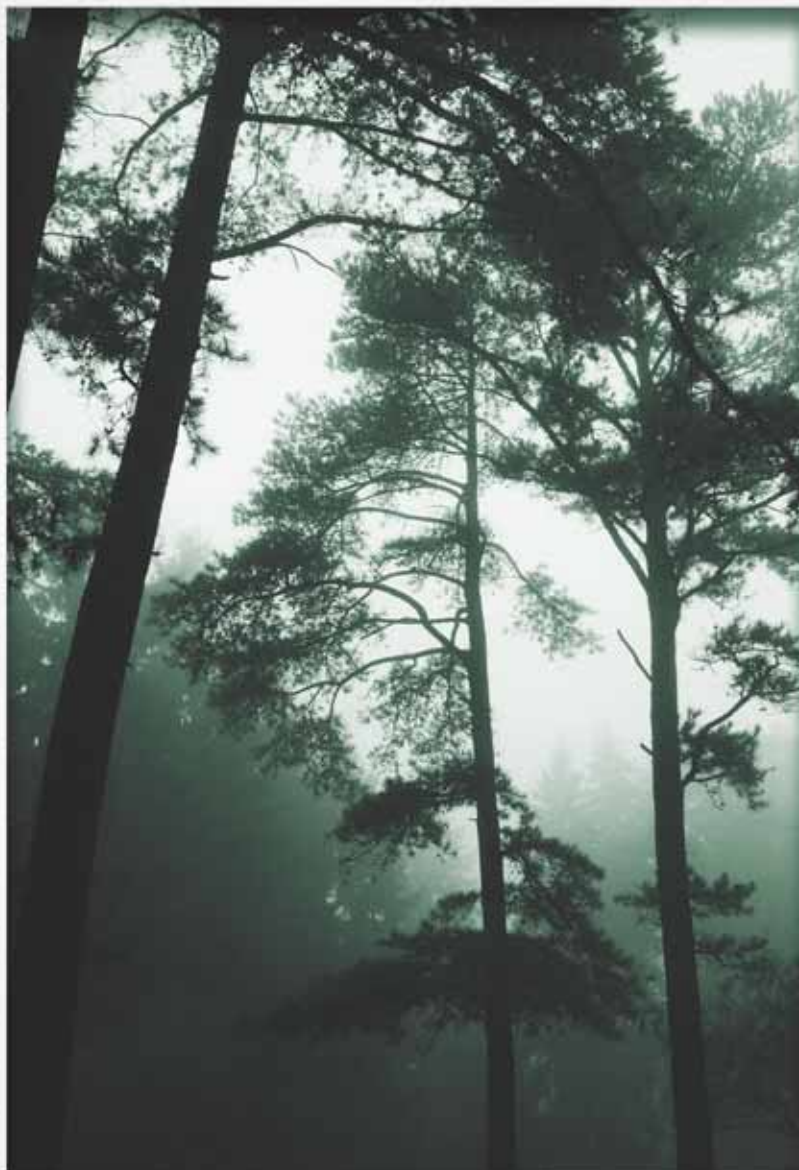
I hasten to add that collages DO help reveal unconscious or embarrassing motives. The point is that collages help respondents express all kinds of perceptions and motivations, including conscious and innocuous ones.

Another example is the Livingston Group’s Obstacle Course technique (thank you, Sharon Livingston). It can be used, for instance, in research on why patients might not complete or seek treatment for a particular disease. A collection of Lego blocks and various office and household doodads - paper clips, staplers, white-out, flashlights, pens, erasers, etc. - is spread in front of the patient. She is asked to select or construct items representing the obstacles that she overcame, or will need to overcome, along the path from the diagnosis of her disease to the completion of (hopefully) successful treatment. The doodads stimulate the respondent’s thinking and help her come up with words to describe her feelings.

A very simple psychological principle is at work here: to elicit a wide range of behavior/ideas, present a wide variety of stimuli.

Interestingly, verbal analogies (a.k.a. metaphors) such as “What car/animal/celebrity would this brand be?” also help elicit new ideas, even without the use of physical stimuli. Simply by thinking of various cars (or animals, celebrities, etc.), respondents “look at” these various stimuli in their imaginations. Those mental images serve the same purpose as physical stimuli in helping the respondent come up with apt words to express their perceptions of the product, service, disease or whatever is being studied. In other words, the stimuli are self-generated by respondents in their

In the fine art of research,
the shades of gray complete the masterpiece.



While data gives answers in black and white, it's the subtleties of the gray areas that give you the big picture. Burke understands the nuances of research. Grounded in academic principles and guided by ongoing internal research, Burke helps you determine the best research method, gather the information, and develop the best strategy for actionable results. You will have confidence in your decisions because you have the experts at Burke to support you. Visit Burke.com or call 800.688.2674 to find out more.



The Fine Art of Marketing Research

minds.

One versatile approach is to ask the respondent to relate competing brands to the residents in a hypothetical neighborhood. (I thank Cathy Boyd at TNS Healthcare for introducing this technique to me.) For example, what kinds of neighbors are the Brand X folks? Are they helpful and friendly, or do they keep to themselves? What does their house/yard look like, how do they maintain it, what kind of car do they drive, who is in the household (single person, a couple, without or without kids), how do they dress, how do they act at the block party, what other neighbors (e.g., the Brand Y's or Brand Z's) do they socialize with, would they be missed if they moved out of the neighborhood, etc. This variety of probes can stimulate respondents' creativity and help uncover multifaceted motives and perceptions that would not be evident if we merely asked respondents why they buy Brand X, Y or Z.

Communicating through symbols

In addition to helping the respondent come up with better words and images for describing their perceptions and experiences, techniques

such as collages and analogies allow the respondent to communicate through symbols. When asked to analogize tumors in terms of animals, one doctor referred to a particular type of cancer as a snake, explaining that it quietly sneaks up on the patient and fatally bites. Beyond the verbal explanation, the depiction of this particular cancer as a snake conjures additional meanings. In collages and the Obstacle Course approach, particular colors often communicate symbolically, as when a patient chooses a yellow object to represent the hope that a new treatment would be a cure.

Again, symbols help consumers communicate all kinds of motives and perceptions, not just unconscious or embarrassing ones.

Thought organization and placeholders

In the Obstacle Course, each object that the respondent places along the course serves as a mental placeholder to remind her of what is already on record. She does not need to ask herself, "Did I say X already?" because she can look down on the course and see her prior thoughts represented by obstacles. This frees her mind to concentrate on thinking of other obstacles.

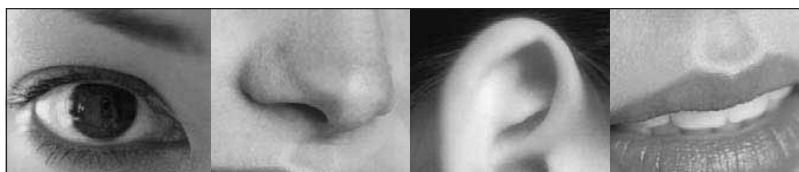
Furthermore, as the respondent places obstacles along the path, she is organizing her thoughts on the matter. Seeing and rearranging the pattern of obstacles already on the course helps stimulate creative new thoughts about additional obstacles.

Collage-making also results in thought organization and stimulation. Pictures and icons pasted onto the collage serve as the mental placeholders, and their relative positions on the poster board convey their symbolic and logical organization.

Raising the energy level

Moderators and clients are understandably uncomfortable with "dead" groups that say little. Conversely, they are delighted when the energy level of the respondents is high. Some projective/expressive techniques can be quite fun and engaging, raising respondents' energy. The greater the energy level, the greater the number and variety of insights that respondents give us.

One technique that works particularly well in brainstorming new ideas is to ask respondents to tell us the worst ideas they can think of. (I thank Glenn and Sharon Livingston for a demonstration of this method.) For example, in research intended to come up with a unique name for a new product, consumers may be asked for stinker names. Now, this technique can work through projection as respondents may reveal their unconscious or personally sensitive motivations and perceptions in their ideas of bad names. My point here is that it also works simply by raising respondents' energy level. As the respondents shout out what they think are outlandish names, they typically get giddy and worked up. Some of the ideas, though intended by respondents to be bad ones, actually are quite good - or, at least they provide insights that lead to a good name. The point is that boosting respondents' energy results in more ideas of all kinds being put on the table, not just those resulting from



The Custom Market Research and Sensory Analysis Company

For over 30 years, we have helped businesses like yours meet product development and marketing challenges by combining our expertise with integrated qualitative and quantitative tools.

We can help you too.



CALL 800-841-1177 VISIT WWW.TRAGON.COM

projection.

Low inhibition in a playful mood

Many projective techniques, such as collages and “worst ideas,” are fun. Respondents get a chance to play. When in a playful mood, respondents let their guard down. The result is that respondents open up and disclose perceptions and motivations about themselves that they otherwise might be uneasy about revealing. However, they are not necessarily projecting anything (though they often are). Their inhibitions simply are released.

Aftereffects - facilitation of subsequent discussion

There often is an afterglow following a successful projective/expressive exercise. Now that respondents have let their guard down and opened up, responses to subsequent direct questions may be enhanced. The effect is evident in more uninhibited, spontaneous and lively conversation though the rest of the session.

Explaining expressive techniques to clients

How can researchers overcome the reluctance of some clients to employ projective techniques? I recommend two approaches. First, describe their projective action in non-technical terms, e.g.:

- They circumvent consumers' lack of awareness of - or reluctance to talk about - particular motivations or perceptions relevant to their attitudes toward the product, company, concept or whatever is the subject at hand.

- They provide indirect ways for respondents to talk about motives and perceptions that they might otherwise find illogical, embarrassing or too personal. This is because respondents talk about “other people” rather than themselves, or end up revealing their otherwise unspoken motivations and perceptions in their analogies, collages or whatever responses are involved.

Second, outline the other (non-projective) ways that the particular techniques under consideration may help generate new insights of all kinds, conscious and unconscious. Depending on the method, an expressive technique may:

- release consumers' inhibitions by enabling them to play and have fun;
- stimulate respondents' creativity through high-energy interaction, or by suggesting different words, pic-

tures or nonverbal symbols to represent their thoughts and feelings;

- help respondents organize their thoughts and come up with new ideas by arranging objects/symbols physically.

Thus, by describing projective techniques more broadly as “expressive,” researchers may broaden the range of projects in which these techniques are productively applied. | Q



ACCUDATA
MARKET RESEARCH INC.

Guaranteed Recruiting

Be Choosy



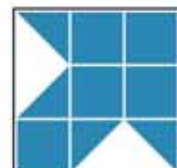
Top Rated Qualitative Research Facilities

Denver
800-808-3564

Memphis
800-625-0405

Orlando
800-831-7744

Tampa
866-232-1438



ACCUDATA
MARKET RESEARCH INC.
www.accudata.net

Drawing creativity from chaos

Even with the most skilled individuals and teams, creating innovative new products can be a daunting task. Add to the mix the stress and confusion of a company reorganization, and innovation seems nearly impossible. Changes in teams, strategies and management can leave employees with an unsettled feeling. As a result, a team's focus turns inward with concerns of possible job loss, relocation and new management. Once the dust settles, new leaders arise with a desire to blaze their own trail. When this happens, old but potentially good ideas can be lost with yesterday's team.

One company not only overcame the obstacle of reorganization but was able to excel in developing innovative new products in the midst of change. A major manufacturer of snack foods chartered a cross-functional and domestically dispersed innovation team to create new and distinct product concepts for quickly growing brands. During the beginning stages of the project, the company announced its plans to reorganize. All teams would be moved to one centralized location. Employees had two weeks to decide whether to relocate themselves and their families, or find jobs elsewhere.

To alleviate the stress of making a major life decision while also focusing on the task at hand, the innovation team hired outside consultants to design and facilitate a process to meet their charter goals. A three-stage process was developed which would involve both current and emerging teams. The goal was to quickly drive the team to success before reorganization struck and the members dispersed.

How one company found ways to innovate in the midst of reorganization

Energy levels up

The first stage was a three-day, off-site brainstorming session. The session was designed to keep the team's energy levels up through the use of immersion field trips, homework and creativity exercises. An off-site location was used to physically remove the team from the constant reminder of reorganization in the office. Choosing a new environment alleviates stress

associated with the place of work and can also help to stimulate fresh ideas. It was apparent that relocating the team for the brainstorming session was a plus as soon as the session started; the team was energized and ready for innovation.

After the initial brainstorming session, the team participated in an immersion excursion. Teams of two to three people went on an idea hunt. Team members traveled to nearby locations, including Starbucks,



By Katie Steffy,
Cara Woodland
and Andrea Birkett

Editor's note: Katie Steffy is a former project manager at Innovation Focus, a Lancaster, Pa., research firm. She can be reached at kmsteffy@yahoo.com. Cara Woodland, formerly with Innovation Focus, is division team leader in the customer behavior and insight division at Psyma International Inc., a King of Prussia, Pa., research firm. She can be reached at cara.woodland@psyma-usa.com. Andrea Birkett is project manager/innovation analyst at Innovation Focus. She can be reached at abirkett@innovationfocus.com.



Every second you wait to call Irwin™ is a second of lost profits your company *could* be generating.. *we can help.*



9250 Baymeadows Road, Suite 350
Jacksonville, Florida 32256
T 904.731.1811 F 904.731.1225
Email kblackburn@irwin-jx.com

Specializing in focus group and test kitchen data collection.

- Door-to-door interviewing
- Executive interviewing
- Online focus groups
- Medical interviews
- Mystery shopping
- Store intercepts
- Auditing

Even with the most skilled individuals and teams, creating innovative new products can be a daunting task. Add to the mix the stress and confusion of a company reorganization, and innovation seems nearly impossible. Changes in teams, strategies and management can leave employees with an unsettled feeling. As a result, a team's focus turns inward with concerns of possible job loss, relocation and new management. Once the dust settles, new leaders arise with a desire to blaze their own trail. When this happens, old but potentially good ideas can be lost with yesterday's team.

One company not only overcame the obstacle of reorganization but was able to excel in developing innovative new products in the midst of change. A major manufacturer of snack foods chartered a cross-functional and domestically dispersed innovation team to create new and distinct product concepts for quickly growing brands. During the beginning stages of the project, the company announced its plans to reorganize. All teams would be moved to one centralized location.

Employees had two weeks to decide whether to relocate themselves and their families, or find jobs elsewhere.

To alleviate the stress of making a major life decision while also focusing on the task at hand, the innovation team hired outside consultants to design and facilitate a process to meet their charter goals. A three-stage process was developed which would involve both current and emerging teams. The goal was to quickly drive the team to success before reorganization struck and the members dispersed.

Energy levels up

The first stage was a three-day, off-site brainstorming session. The session was designed to keep the team's energy levels up through the use of immersion field trips, homework and creativity exercises. An off-site location was used to physically remove the team from the constant reminder of reorganization in the office. Choosing a new environment alleviates stress associated with the place of work and can also help to stimulate fresh ideas. It was apparent that relocating the team for the brainstorming session was a plus as

soon as the session started; the team was energized and ready for innovation.

After the initial brainstorming session, the team participated in an immersion excursion. Teams of two to three people went on an idea hunt. Team members traveled to nearby locations, including Starbucks, Whole Foods, Barnes & Noble, a local spa/gym, and local restaurants offering either healthful or unhealthy fare. Team members were instructed to interact with patrons of the various facilities, order food and/or beverages, and immerse themselves in the scenario to derive information from consumers about likes and dislikes. Each team member generated two to three product concept ideas based upon this experience.

The immersion excursion, in addition to providing an opportunity for product development staff to make interesting connections with target consumers, also reinvigorated the brainstorming and product development process. By removing the team from the meeting session location, they experienced holistically and firsthand



F O C U S

ON...

Celebrating our 25th Year!

Recruiting
Medical, Consumer, Professionals, Mock Juries, Music Testing

Facility
4 Luxurious Suites, 600 sq. ft. Multi-Use Space, Test Kitchen

Features
Personalized Service, TI Lines, On-Site Catering, Free Parking

Location, Location, Location
Philadelphia Airport/25 Minutes, Train/8 minutes, Hotels/Across the Street

- **Focus Groups with InterClipper**
- **Meeting Facilities**
- **Website Usability Testing**
- **Complimentary Limo Service**



GROUP DYNAMICS

FocusVision | ACTIVE CLIPPER | Group.NET

555 City Avenue • 6th Floor
Bala Cynwyd, PA 19004

www.groupdynamics.com

866-221-2038

the marketplace in which they are trying to position their products.

Because each team hunted for ideas at a different location, it was imperative that they not only glean insight from their unique field site, but that they also report key learnings to the whole group upon their return. As such, excursion teams return to the meeting session with a slew of insights, ideas and developing concepts, as well as with samples brought from their field site location. For the excursion teams, samples included competitors' products (cereal bars, crackers) as well as previously unconsidered product opportunities (squeezeable marmalade, powdered drink mixes).

Outside strategic resources also participated in the brainstorming session; they brought new perspectives to the chartered task. The outside resources offered new product development and/or marketing insight from non-competing companies. By using carefully selected individuals who were the right fit, the session gained huge momentum from their naiveté to the subject. It guided the course of the brainstorming in new and unique directions. The team discovered that if chosen correctly, outside resources can be invaluable to both the process and content of a session.

Evaluating ideas

During the first two days over 550 seed ideas and 182 concepts were developed. The innovation team spent the final day evaluating all ideas based on criteria such as uniqueness of product, fit with brand, meeting consumer needs, feasibility and size of opportunity. The session ended with approximately 59 high-ranking concepts mapped onto a portfolio matrix of time and impact to the market. Following the brainstorming session, approximately 24 concepts from the portfolio were written into rough, consumer-friendly descriptions for developmental work with consumers. Within a week, those concepts were qualitatively tested with a small group of consumers and revised to use the consumer language garnered through the research. The polished concepts were then given rough images to illustrate the words.

The following week, Instant Response, a hybrid quantitative and qualitative research technique, was used to gauge consumer reaction to the revised concepts. The research was divided into two parts. The first (quantitative) piece brought 40-50 consumers to a central location where the concepts were presented. Consumers scored the concepts, based upon purchase intent, uniqueness and believability, using handheld punch pads. The team was able to view real-time results from a back

room observation point enabling them to quickly understand how large (or small) an idea was. For the second (qualitative) piece, a select number of consumers were asked to stay and participate in a 45-60-minute focus group which used the quantitative results as fodder for discussion. The team was able to obtain qualitative feedback, giving them insight into why an idea was liked or disliked. The process was then repeated using multiple target consumer groups until statistically sig-



Nothing gets by. No detail is too small. No study too complex. It's our approach to everything we do—from our meticulous local and national recruiting to the hoops we jump through to make you comfortable in our first-class focus group facilities. **Just what you'd expect** from a company rated one of the World's Best Facilities, 1995-2004.*


Member of  

HOUSTON	DALLAS
Next to the Omni near The Galleria Three Riverway, Suite 250 Houston, Texas 77056 713.888.0202 or 800.604.4247	Connected to the Hilton across from The Galleria One Lincoln Centre, Suite 400 5400 LBJ Freeway, Dallas, Texas 75240 214.265.1700 or 800.604.4247

* Impulse Survey: we are #1 in Houston and have been since 1995. Plus, we've been #1 in Texas and in the Top Ten worldwide more than any other facility.

The metamorphosis of a qualitative researcher

From a small West Texas town, rock band Los Lonely Boys reached national fame by blending multiple rock influences into their own distinctive style and selling it to audiences across the country. Los Lonely Boys offer fans a fresh, unique and innovative sound all their own, yet one can hear in their songs the unmistakable influences of rock pioneers Stevie Ray Vaughn, Ritchie Valens, Chuck Berry and Carlos Santana. In an interview posted on the band's Web site, guitarist Henry Garza described their sound this way: "I call it my music burrito theory. What we've done is made like our own tortilla, with all the knowledge of all the greats that are out there...we put 'em inside the tortilla, fold it up in there, we make our own burrito and we're sellin' it to the world."

Are moderators like rock stars? Yes, to the extent that there is an artistic element to what we do, a natural talent, and we build upon this talent through inspiration from others - in our case, fellow moderators. There are further similarities: successful rock stars have good managers, successful moderators have good mentors. Rock stars reach fame by constantly taking the stage, rehearsing and performing, until they produce a sound that sells out concerts. Moderators hone their skills one focus group at a time, until they build a reputation for delivering actionable, strategic qualitative information.

Be inspired

As a burgeoning qualitative researcher, I realize the value of optimizing my moderating style by drawing from the techniques of other moderators. I prefer to follow the approach taken by Los Lonely Boys: recognize your innate strengths, draw from multiple artistic influences, and blend into a unique style that accomplishes the end goal - pleasing the audience. In the case of Los Lonely Boys, they took their Tejano music roots, mixed in rock influences and created a new sound altogether. While the purpose of the "performance" is quite different,

moderators and rock stars both need to offer fans/clients something fresh, effective and fulfilling to keep them coming back.

Since moving into an exclusively qualitative role six months ago, I have been strongly influenced by veteran moderators at M/A/R/C as well as by excellent RIVA Training Institute instructors. Thus, I have

Part II: Rock star moderating - be inspired, find a manager, take the stage



By Kelly Heatly

Editor's note: Kelly Heatly is research manager, M/A/R/C Research, Irving, Texas. She can be reached at 972-983-0452 or at kelly.heatly@marcresearch.com. This is the second installment of a three-part series tracking Heatly's progress as she enters the world of qualitative research. The first article appeared in the December 2005 issue.



Does your marketing research support your strategy? **It should.**

Life is full of decisions. From naming our kids to naming a new brand, we're confronted with choices every step of the way. At Olson Research our goal is clear — to help our clients make smart marketing decisions today in order to win in the marketplace tomorrow.



o l s o n r e s e a r c h g r o u p . c o m

blended specific techniques and approaches I learned from these great moderators into my own style. Here are a few examples of my moderating influences:

- From Will Leskin, M/A/R/C Research: his patient approach and interview timing and pacing, which put respondents at ease, thereby eliciting rich information. I have also picked up on Will's creative use of worksheets during focus groups as a

time-saving means to obtain unbiased responses from participants.

- From Joan Treistman, M/A/R/C Research: her ability to be assertive and direct with respondents to obtain key information without appearing assertive or direct, a difficult skill to master but vital to the task at hand.

- From Vivian Thonger, RIVA instructor: her vibrant presence combined with smooth politeness livens up respondents, earns their respect

and centers control in the room.

- From Sandra Kluttz, RIVA instructor: her ability to keep the energy flowing through the room by throwing out bits of humor and wit while expertly fading into the background once respondents open up. I also value her effective use of short, simple questions to extract clear and detailed answers from participants.

I interviewed Kluttz to find out more about her inspirations and influences during her 18 years of moderating. She was drawn to moderating by the creativity it demands. Early exposure to other moderators made her realize that some techniques would work for her and some wouldn't. "It's like fashion-magazine shopping. You look at things and think, 'That's beautiful, but there's no way it would ever look good on me.' It's the same with moderating. You can try it, adapt it, and make it your own. That's being the authentic you," she says. The ultimate benefit of using your own style? The more authentic you are with respondents, the more authentic their responses will be.

Find a mentor

While rock stars find managers who can guide the band to stardom through lucrative record label contracts, concert bookings and promotions, moderators need mentors who can guide, listen, advise and teach best practices. Mentors are also likely to be those who have the strongest influence on your moderating style.

Training and development expert and author Chip Bell (1996) describes the best mentors as "facilitators and catalysts in a process of discovery and insight" who "practice their skills with a combination of never-ending compassion, crystal-clear communication, and a sincere joy in the role of being a helper along a journey toward mastery." (p. 8) I find Bell's definition of a mentor complete in the context of qualitative research, and I am fortunate to have a mentor who fits the bill perfectly. My primary mentor and supervisor, Will Leskin, is not only an influence on my personal moderating style but

Hmmm...

18,500 Completed Interviews Online
Among IT Decision-Makers

In 46 Countries
24 Languages
6 weeks

14+ Million Online Panelists Worldwide

RE REZ
214.239.3939 www.ReRez.com

20/20

RESEARCH
INCORPORATED

NASHVILLE • CHARLOTTE
MIAMI • ONLINE

BIG CITY SERVICES. SMALL TOWN HOSPITALITY.

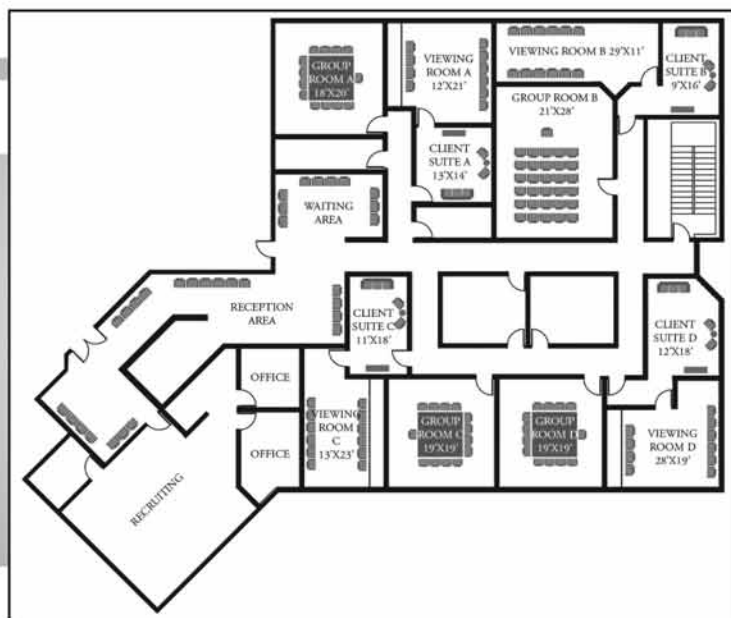
NOW OPEN IN MIAMI

At this brand new, state-of-the-art facility, you'll find:

- Spacious and comfortable focus group and viewing rooms for a great research experience. And private client suites when you need some quiet time.
- Friendly, knowledgeable and experienced project managers to take care of you from beginning to end.
- In-house bilingual recruiting to ensure the highest quality, responsive participants for your project. And DAILY updates to keep you on top of the recruiting progress.
- Access to the technology you need... digital recording, webcasting, video conferencing, wired and wireless internet access and more.
- A convenient location that's close to Miami International Airport and an easy drive from anywhere in Dade or Broward County.

MIAMI

For more information or
to request a bid, contact:
Anacarla Castrillo-Baquero,
Facility Director
20/20 Research – Miami
8350 NW 52nd Terrace, Suite 420
Doral, FL 33166
(877) 965-2020 (Toll Free)
(786) 594-3740 (Local)
(786) 594-3741 (Fax)
Email: anacarlac@2020research.com
Web: www.2020research.com



**ASK US ABOUT OUR CLIENT
LOYALTY REWARDS PROGRAM!**



Member



also a facilitator, a helper, and a guide to me during my metamorphosis into a qualitative researcher.

For those new to a qualitative research career, I recommend finding a good mentor to help you master the art of moderating. I turned to Leskin and RIVA founder and mentor extraordinaire Naomi Henderson to describe the key characteristics of a good mentor. In summary, a good mentor does the following:

Takes a parent-child approach initially; serves as a resource later.

The parent-child approach describes the mentor's desire to satisfy the protégé's initial curiosity and eagerness to learn, ultimately helping the protégé grow, reach potential and succeed as a unique individual, just as a parent does a child. Leskin considers his mentor role to evolve from an interdependent relationship into a passive, available resource once the protégé has gained a foundation of expertise: "Initially, there is a parent/child dynamic to the relationship. I am lending my experience to the person I am mentoring because almost every situation is new, and there are problems/issues that they've never encountered before. Eventually, my role evolves into being one of the resource wells that the person dips their cup into from time to time when they run dry."

Marries your skills to new insight. Henderson believes good mentors add new insight to the protégé's existing skills and abilities so you "come out on the other side with a better product," thus fostering the aforementioned concept of using outside influences to optimize your personal style. This is not a "do what I do and you'll be fine" approach, she says. This doesn't account for gender, age, culture, reference and personality differences. Rather, a mentor should encourage a protégé to model the "excellence" of the mentor, not copy the mentor. This ensures the authenticity of moderating style and the ultimate authenticity of

information obtained.

Uses a Socratic style of teaching.

Two of Henderson's early influencers and mentors, NLP founders John Grinder and Richard Bandler, use a Socratic method of teaching, where the instructor asks the class the question, and lets the class figure it out. Henderson explains the application to moderating: "Try it out and see if it works. Not knowing is the best way to learn new information." Consequently, she models her approach to RIVA training after this method, a "do it, and we'll coach you to excellence, not tell you how to do it" approach.

A mentor must also be a good listener, engaging in what she calls interstitial listening (listening to what is not said as well as what is said), probing for the underlying, subliminal question or issue, thereby helping the protégé on a much deeper level.

Each of these mentor qualities supports the aforementioned concept that successful moderating stems from blending outside influences into your own style to optimize the authenticity of the moderating technique and, ultimately, the authenticity of the information obtained. Assuming your mentor is a fellow moderator, here are tactical ways to use your mentorship as a means to achieve moderating success:

- Observe your mentor moderating as often as possible via in-person or whichever technology works best with your schedule (i.e., Webcast, CDs, audiotapes).
- Ask your mentor to view your interviews and offer constructive criticism.
- Collaborate with your mentor on qualitative research design, discussion guides, reporting and reporting.
- Most important: welcome the advice, hear it, then make it your own!

Take the stage: practice, practice, practice

Rock stars do not become who they

are simply by having talent and a unique style. They take the stage and master their sound and style one performance at a time, rehearsing with the band and improving upon each live performance. This is how Los Lonely Boys reached amazing fame from their humble roots. "Our dad told us the sky was the limit so we would just listen and listen and listen and kept playin' and learnin' and practicin' through our whole childhood, never stopping," Garza said.

Moderators are no different. Until I have established a loyal following, I can hone my moderating skills by taking the stage in a variety of ways:

- Conduct mock focus groups with employees and friends prior to conducting live groups. Mock groups serve a dual purpose: developing your moderating abilities and optimizing the information drawn from the live groups, since you will have practiced the mechanics of the discussion guide.
- Conduct pro bono focus groups for a community, charitable cause or company or organization on a shoestring budget. No one will turn you down!
- Be your company's resident in-house moderator for internal initiatives such as designing new work processes and products.

Be a star

So, with a mentor to guide me, I continue to listen, observe and learn new techniques via other moderators to enhance my own style, with the aim of offering a fresh, effective approach to drawing out consumer thoughts and behavior. The more I perform my art before actual respondents and clients, the more unique and valuable I'll become as a moderator. Then perhaps one day clients will describe my moderating in the way fans describe Los Lonely Boys' music: "rife with engaging hooks, expressive lyrics and melodic sumptuousness." A lofty aim, perhaps, but I'll strive to ensure that I meet clients' research objectives, help them achieve their business objectives and inspire them to call me back for another performance. | Q

PAMPER YOUR CLIENTS



CONSUMER SURVEYS COMPANY IN CHICAGO, WHEN YOU DEMAND EXCELLENCE

- Communicate instantly with your moderator from the viewing room by means of a *unique computer system* visible only to your moderator.
- Use a *remote control video taping system* located in the rear of the room... not in front, blocking your view.
- View the group in our *client lounge* or in our *tiered observation room* that *comfortably seats fifteen* of your agency and corporate traveling companions.
- Watch your group through a *sound insulated window*.
- Feel refreshed by our *separate air/heating system*.

IF IT'S WORTH DOING, IT'S WORTH DOING WELL



Consumer Surveys Company

Northpoint Shopping Center • 304 E. Rand Rd. • Arlington Height, IL 60004

Tel: 847/394-9411 • Fax: 847/394-0001

consumersurveys1@aol.com

Survey Monitor

continued from page 10

lite news programming (19 percent) and reading a national newspaper (18 percent).

A key indicator of media usage is age. Specifically:

- Matures (those 59 years of age and older) are most likely to rely on more traditional media outlets for information, with at least eight in 10 matures saying they watch local broadcast news (88 percent), watch network broadcast or cable news (88 percent) or read a local daily newspaper (80 percent) several times a week or daily.

- Baby Boomers (those 40 to 58 years of age) use the most varied types of media, with at least one in five Boomers using each medium examined several times a week or daily. Along with matures, Baby Boomers are most likely to watch both local and broadcast or cable television newscasts (83 percent and 74 percent, respectively), read local

daily newspapers (66 percent) and listen to radio newscasts (64 percent) and talk radio (40 percent). Boomers and Gen Xers (those 28 to 39 years of age) are most likely to go online for news (68 percent and 70 percent, respectively).

- Generation Xers are most likely to get their news several times a week or daily from local broadcast stations (69 percent) or online sources (68 percent).

- Echo Boomers (those 18 to 27 years of age) are the least-frequent users of media, with only about half or less getting information several times a week or daily from each of the media types measured. For more information visit www.harrisinteractive.com.

Poor customer service devalues brand

Customers who experience a less-than-friendly employee are likely to have a bad impression of not only that employee but also the store

manager and the entire company as a whole, according to a study from BIGresearch, Columbus, Ohio, of over 7,000 consumers. More than half (53.4 percent) of consumers felt that a bad experience with an employee not only reflected poorly on him/her as an individual but reflected poorly on the manager and the entire company as a whole.

“When you receive bad customer service or are treated rudely by a store employee, who do you feel it reflects the most poorly upon?”: the store employee - 14.1 percent; the store manager - 8 percent; the store (the whole company) - 24.6 percent; all of the above - 53.4 percent.

The majority of customers that have a bad experience with an employee think it's a poor reflection on the entire company, from the top on down. “It's a mistake I see time and time again: employers dismissing poor customer interaction on a singular level with their employees - ‘They're just having a bad day’ - as if there is ever a good time to have



**BIGGER ROOMS
BETTER RECRUITING
BEST SERVICE**



13747 Montfort, Suite 112
Dallas, Texas 75240
For Quick Estimates,
please contact us at:
(972) 386-4050 ext. 205, 202 or 241

information@savitzfieldandfocus.com
www.savitzfieldandfocus.com
*Member of Focus Coast to Coast

- Focus Groups
- One-on-Ones
- Litigation Research
- Taste Tests
- Music Tests
- Dial Tests
- Simulated Store Tests
- In-Store Interviews
- Ethnographic Studies
- Product Trial Tests

BIGGER ROOMS

3+ Conventional Sized
Focus Rooms
1 + Large Focus Rooms
(for up to 50)
Meeting/Auditorium/
Living Room Setups
Viewing Rooms for 20+ Viewers
Client Lounges with Private
Telephone Booths
Private Client Entrances
Full Test Kitchens

TOTAL TECHNOLOGY

Usability Test Equipment
Translation Equipment
Simultaneous Translators
Video Conferencing/Streaming
Wire & Wireless Data Connections
VHS/DVD/CD Recordings
Closed Circuit Viewing

BETTER RECRUITING

Signed Confidentiality Agreements
from All Personnel
Extensive Recruiter Training
& Testing
Continuous Monitoring

Validation of All Recruits
Re-screening at Our Facility
Bi-lingual Recruiters

DIVERSE TARGETS

Consumers
Moms/Children/Teens
Business to Business
High Tech
Medical Professionals
Wide Variety of Patient Populations
Hispanics/African Americans

BEST SERVICE

Seasoned Account Executives
Detail-oriented Project Directors
Timely Daily Reports
Highly Competitive Pricing
Extensive Business Services
Hotel Discounts
Computer & Printer Equipment
in All Suites
Relaxation Chairs
Vital Function Center Monitoring:
weight, body mass index,
pulse, blood pressure and
oxygen levels
Total Customer Satisfaction

SERVICE.

When it comes to sample providers, research firms around the world have many choices. Let us show you why over 1,500 choose us.

surveysampling.com

Your trusted partner in sampling



a bad experience with a customer,” says Mike Thomson of It’s All About Character, a Dublin, Ohio, organization.

Additionally the survey reports over 85 percent of consumers feel that customer service is staying the same or getting worse, not better - and 42 percent of customers feel it’s the one thing that businesses need to improve upon the most. “Overall, do you think customer service is getting better or worse?”: a lot better - 2.2 percent; a little better - 12.4 percent; same - 35 percent; a little worse - 30.6 percent; much worse - 19.8 percent.

“I think there’s a real sense of growing impatience among consumers when it comes to customer service,” says Gary Drenik, president of BIGresearch. “With all the headlines regarding corruption in business and politics, the consumer is reacting far more strongly to poor customer service as just one more symptom in a greater problem.” For more information visit www.bigresearch.com.

search.com.

\$32 billion plus-size clothing market flourishes

American women have gotten larger, and plus-size clothing manufacturers have stepped up marketing efforts in the last five years.

According to a report from Chicago research firm Mintel, the plus-size clothing market reached close to \$32 billion last year. In five years, the segment has posted close to 50 percent revenue growth. A study of the years 1999-2002 by the Centers for Disease Control and Prevention found that over 62 percent of women were likely to be overweight or obese, and this trend is being reflected in the sharp sales increase in this clothing category.

Mintel’s consumer research reveals that more than half of female respondents over 18 years old purchase plus-size clothing. With clothing chains like Torrid (sister company of Hot Topic) and Charming Shoppes (owners of Lane Bryant,

Catherine’s and Fashion Bug) continuing to expand their plus-size-focused empires, department stores have also decided to raise the bar on their clothing offerings for this category. Kohl’s has extended two of its private-label lines, apt. 9 and Daisy Fuentes, to include extended sizes.

“The increased availability of fashion options has really impacted the plus-size category,” says Kat Fay, analyst for Mintel. “For years, plus-size women had to shop from limited selections. They were also forced to shop from catalogs or online because many plus-sizes were not stocked in the stores. Easier access to purchasing clothing, coupled with more flattering styles and wider distribution, specifically through mass-merchandisers, plays a strong part in driving increased sales.”

Celebrities have also helped to champion the growth of the plus-sized clothing movement.

Rapper/actress Queen Latifah,



Creating Satisfied Customers For Over 25 Years.

At I/H/R Research Group, customer satisfaction isn't just a goal - it's a reality. That's why our customers return again and again. Our intensive interviewer hiring and training process yields superior interviewers. Superior interviewers means superior results, with a higher level of productivity. Plus, our state-of-the-art systems combined with innovative phone center management software, such as CATIHelp and Collective InfoSystems, make the I/H/R experience second to none.

Let I/H/R Research Group make customer satisfaction a reality for you on your next project, with top quality data collection at the lowest prices, on-time results, and the attention to detail you deserve.

I/H/R Research Group

(800) 254-0076 • (702) 734-0757

www.ihr-research.com • info@ihr-research.com

“Now I have more time to do what I do best. Thank you.”

Can we talk about your next project?

We know that time is your most valuable resource. We're asking outright for the opportunity to show you how Decipher can **cut report production time by 40% or more** on your next project – regardless of your data collection method or supplier.

You'll have more time to do what you do best – analyze data and tell the story.

Sounds pretty good doesn't it? **Let us show you how.**



DECIPHER
survey programming
and reporting

supermodel Emme and television personality Oprah have all presented more positive images of full-figured fashion in the media. Comedian Mo'Nique even launched the first-ever nationally-televised plus-size beauty pageant last year.

"The population has gotten larger and manufacturers are now realizing the value of catering to this previously overlooked segment of women," Fay says. "More stores are launching plus-size lines, and there is still additional room for growth and development within the market. Clearly these women have the money and the desire to look as fashionable as regular-size women."

Mintel estimates that the plus-size market will grow more than 10 percent in the next five years. In addition, more stores will look at offering more extended-size options for consumers. There continues to be a great growth opportunity in the plus-size catalog and Internet sectors, and companies have a chance to increase their revenue in these

areas. For more information visit www.mintel.com.

Online search impacts offline buying

A research study from comScore Networks, Reston, Va., confirms the importance of online search in influencing offline buying. The results show that 25 percent of searchers purchased an item directly related to their query, and of those buyers, 37 percent completed their purchase online. An even greater 63 percent completed a purchase offline following their search activity.

The study, sponsored by Google, entitled "The Role of Search in Consumer Buying," examined the impact of Web search (excluding comparison shopping sites) on consumers' holiday-related purchases completed online and offline during November and December 2005, across 11 product categories. The study reflects the searching behavior of 83 million Americans who con-

ducted more than 552 million searches in the categories analyzed using one or more of the 24 leading search engines.

"The study confirms the important role of search in influencing consumers' purchase behavior both online and offline," says James Lamberti, vice president of comScore Search Marketing Solutions. "Importantly, it's clear from this study that the influence of search on offline buying can often be responsible for the major portion of the overall financial return from investments in search marketing."

"We find that many multichannel retailers already understand that search has tremendous impact on both online and offline purchases," says John McAteer, head of retail, Google. "This research helps quantify exactly how influential search really is for the overall buying process."

The magnitude of offline buyer conversion varied by category, with the highest levels occurring in cate-

What Researchers Really Want!

Quality Data and Secure, Real Time, Internet
Reports and Data Access...24/7

Get what you want, when you want it!

800-765-3200
www.on-linecom.com



On-LineCommunications® Information you need, people you trust.

98%

of our clients would recommend us to other colleagues*.

(The remaining 2% want to keep us a secret.)

ASSESS

Assess the marketplace.
Assess the competition.
Assess the demand.

Assessor. The newly enhanced forecasting tool from M/A/R/C® offers a total-scope solution for every stage in product and service development — from concept screening and testing to full-proposition forecasting and feature optimization.

Utilizing a logic-driven model based on key purchase drivers and competitive advantage, not just historical norms, Assessor delivers more robust and accurate results. So you have the insights you need to make smart business decisions.

Discover what hundreds of satisfied clients already know: Assessor really works. To learn more, contact M/A/R/C President Merrill Dubrow today.

Call 800.884.MARC (6272) or visit www.marcresearch.com

*Through a project-based *Client Voices* questionnaire and an annual *Partnership Review*, we routinely survey clients to determine our strengths and opportunities for improvement. In surveys conducted among our clients in 2005:

- ~96% of our clients reported they were either completely or very satisfied with M/A/R/C.
- ~98% said they would recommend M/A/R/C.
- ~97% said they would consider M/A/R/C again.

**Assess the possibilities
with Assessor®.**



M/A/R/C Research
We Make Research Powerful.

gories such as consumer electronics, toys and hobbies, video games and consoles, and music/movies/videos, where more than 80 percent of conversions occurred offline.

In order to understand the latent impact of search on holiday buying, comScore analyzed the time lag between consumers' initial searches and subsequent purchases made in the same categories during November and December of 2005. Consistent with previous comScore research, this study found that more than half (56 percent) of consumers' online holiday buying actually happened in subsequent Internet sessions, clearly demonstrating the strong latent impact of search.

Among the 83 million consumers who searched in one or more of the 11 product categories analyzed during the holiday season, the 8.6 million who subsequently bought online were much more intense users of search across all product categories, performing nearly 10

times the number of searches compared to non-buyers. Additionally, the study indicates that 60 percent of all searchers started their search process before November 15, 2005. This is likely due to the aggressive pricing and marketing programs that were implemented in 2005 by many retailers prior to Thanksgiving, which apparently caused consumers to begin their shopping process earlier than normal. For search advertisers, these statistics imply that holiday-season advertising budgets should be sufficiently large and applied early enough to cover for the aggressive search behavior of buyers.

Holiday searchers lauded the merits of search in helping them make their gift purchase decisions. More than 80 percent viewed search as helpful for purchasing gifts, seven in 10 claimed search was influential in helping to find gifts and more than three out of five indicated they would be likely

to use search the next time they intended to purchase a gift. Search ranked closely with online retail stores as well as friends and family on each of these attributes, and only physical stores exceeded search on each of these attributes.

Some methodology details: population - U.S. Internet users searching in one or more of 11 holiday-related product categories; time period - searches and related purchases occurring between November 1 and December 31, 2005; definition of Web search - search activity on 24 major search engines including Google, Yahoo!, MSN, AOL, and Ask Jeeves; product categories analyzed - consumer electronics, computers/peripherals/PDAs, computer software, books and magazines, music/movies/videos, toys and hobbies, video games and consoles, jewelry and watches, apparel and accessories, flowers and greetings and home and garden. For more information visit www.comscore.com.

We Focus On The Fine Points So

YOU



- DVD Recording Capabilities
- Wi-Fi & High Speed Internet Access
- Focus Groups / One-On-One's
- Medical / Executive / B2B
- Field Management
- Usability Labs
- Video Conferencing / Web Conferencing
- Living Room Style Set-Up
- Store Shelving Units

Can Focus On Research



focuscope – Oak Park
1100 Lake Street, Suite 60
Oak Park, IL 60301

focuscope – Chicago
515 N. State Street, Suite 1920
Chicago, IL 60610

708-386-5086 (T) • 708-386-1207 (F)
www.focuscope.com

Product and Service Update

continued from page 14

E-Tabs, Pulse Train collaborate on Web-based survey tool

U.K.-based research firms E-Tabs and Pulse Train have integrated their products the E-Tabs Reader and Pulsar Web. Pulsar Web is a Web-based survey analysis tool. The forthcoming release of Pulsar Web (version 3.16) incorporates full support for the E-Tabs suite of reporting products with no intervening import/export or reformatting steps required.

The E-Tabs Professional Reader is a productivity tool for researchers (both supplier and client-side) designed to maximize their use of and access to quantitative research tables. By replacing traditional tabs with a flexible electronic E-Tabs version, researchers can disseminate research analysis among clients and colleagues, check tables for accuracy, collaborate and directly transfer key data into their Excel, Word or PowerPoint reports and presentations.

The integration of Pulsar Web and the E-Tabs Reader allows for instant charting and reporting with E-Tabs's Enterprise solution. Users may take their previously-created tables, generated in Pulsar Web, and with a couple of clicks, see their preferred PowerPoint presentation updated with the correct figures. The E-Tabs Lite reader is a free download; the Professional version offers advanced capabilities. For more information visit www.e-tabs.com or www.pulsetrain.com/solutions/application/pulsar_web.htm.

Zoomerang offers employee survey resources

San Francisco-based Zoomerang announced new Employee Survey Services and an Employee Survey Resource Center designed to help companies and organizations develop, distribute and manage employee surveys globally. The new Employee Survey Services include confidential survey distribution to help organizations survey employees and increase

survey participation rates as well as the quality of employee feedback. The Zoomerang Services Team, acting as a third party, sends out employee surveys, thereby allowing for anonymous feedback.

Zoomerang offers employee survey templates, programming and translation services, providing best practices in creating effective and comprehensive employee surveys. Zoomerang's Employee Survey Resource Center

provides customers with tools, technical resources and survey examples and can be found at www.employeesurveyresource.com.

SurveyGold 7.0 from Golden Hills Software

Golden Hills Software, Inc., Colorado Springs, Colo., has released SurveyGold version 7.0, an upgrade of its Windows-based survey application. The firm is also offering SurveyGold



European Business Sample Online?

Research Now -
The European Online
Fieldwork and Panel Specialists

- 75,000 Business to Business respondents across Europe profiled on:
 - Company role
(e.g. company owner, partner, board director, senior, middle or junior manager)
 - Company size
 - Functional area
(e.g. IT, telecoms, human resources, healthcare, finance etc)
 - Decision-making responsibility
(e.g. Decision makers for IT, telecoms, printer and printer supplies, photocopiers, fax machines, office furniture, couriers and more)
- Owners of the 800,000 strong 'Valued Opinions' family of online consumer panels across Europe
- Highest quality online panels - research-only, multi-sourced and frequently refreshed

Contact us for help and advice on any aspect of online fieldwork and panels:
Telephone: +44 (0)20 7091 7800
Email: sadia@researchnow-usa.com

RESEARCH NOW !
The European Online Fieldwork and Panel Specialists

Research Now Plc, 1001 Avenue of the Americas, New York, NY 10018
www.researchnow.co.uk www.valuedopinions.co.uk

7.0 Professional Edition, a collaborative surveying solution that allows surveys and results to be shared amongst a geographically distributed community of interest.

Surveys authored with SurveyGold Pro can be exported and subsequently imported by any other SurveyGold user, allowing surveys to be authored centrally and distributed remotely. SurveyGold Pro surveys are distributable to any other SurveyGold Pro 7.0 or SurveyGold 7.0 user. Survey results collected by SurveyGold Pro users can be exported and shared with other Pro users, allowing results from remotely-conducted surveys to be centrally gathered for reporting and analysis purposes.

Other new 7.0 features include a compact user interface with a full-featured spell-checker that supports 12 languages, support for ranking questions, improved Web survey form and confirmation style consistency, and other enhancements and usability improvements.

SurveyGold also provides custom Web formatting of colors and fonts, Web survey responses submitted using secure socket layers (SSL), and enhancements when filtering survey results. Additionally, this version lets users publish Web results in a browser and offers enhanced filtering of results and improved processing of Web survey responses. SurveyGold supports printed and telephone surveys as well as surveys on the Internet. Users can create an unlimited number of questions, responses and respondents for each survey.

For users who are printing and distributing a questionnaire, it can be imported into Microsoft Word or any word processor for customization and printing. In addition to supporting printed questionnaire forms and telephone surveys, SurveyGold supports creating and implementing surveys on the Internet.

The software lets users view survey results in full-color 3-D pie, bar and line charts. Data can be mined by drilling down on the charts to examine the results in more detail. SurveyGold's filtering capabilities let users segment data and discover rela-

tionships between responses. For more information visit www.surveygold.com.

Monitor Software updates MarketSight

Monitor Software, Cambridge, Mass., has released MarketSight 5.0, a research data analysis application that enables business users and market researchers to analyze research data and find insights needed to make business decisions. MarketSight offers a collaborative, Web-based interface and self-service approach that allows users to analyze quantitative research and iteratively explore data as new questions and hypotheses emerge. In addition to usability enhancements, other new capabilities include: interactive banner runs; support for tracking studies; statistical test automation and optimization; an automated variable creation process for "top box" and other common groupings; expanded export capabilities and homepage and navigation improvements. For more information visit www.monitorsoftware.com.

New Asian online panel

London-based media firm MindShare and Pulse Group, an Australia-based research process outsourcing company, have joined forces to design mPulse, a pan-Asian online research panel study. MPulse will track consumer media trends, habits, perceptions and attitudes toward a variety of time-sensitive issues, both quantitatively and qualitatively. It will also produce both longitudinal and latitudinal insights utilizing Pulse Group's proprietary online panels, Planet Pulse, as well as using qualitative vehicles such as Pulse Blogs. For more information visit www.pulse-group.com or www.mindshareworld.com.

Measure celebrity influence on purchase intent

Dallas research firm i.think inc. is now offering a celebrity evaluation index for brand marketers and ad agencies that determines a celebrity's ability to influence consumer purchase intent. Created in partnership with consult-

ing firm Davie-Brown Entertainment, the Davie-Brown Index (DBI) is compiled and managed by i.think inc. based on quarterly surveys from its online research panel. More than 1,500 celebrities are included in the index. It evaluates celebrities based on eight attributes: appeal, notice, trend-setting, influence, trust, endorsement, aspiration and awareness. DBI scores on any of the 1,500 celebrities in the pool are immediately available via online access. In addition, celebrities not part of the 1,500 pool can be indexed within 48 hours via i.think inc.'s online research capabilities through an add-on service called DBI Express. All data is nationally balanced based on census demographics with an error range of ± 3 percentage points. For more information contact Kerry Stover at kstover@ithinkinc.com or visit www.dbireport.com or www.ithinkinc.com.

BuzzBack approach measures reactions to non-verbal stimuli

BuzzBack Market Research, New York, has released Imagic Response, an online consumer research technology platform developed to enable product developers, brand managers and others to tap a consumer's subconscious to better understand their attitudes, emotions and what motivates their buying behaviors. Using the platform, survey participants react to a new product, brand design or concept theme through non-verbal stimuli including images, sounds and video.

One survey tool using the Imagic Response platform is BuzzBack's eCollage. With eCollage, participants create a multimedia collage of how a new product, concept or brand makes them feel, how it inspires and energizes them. These multimedia collages act as a catalyst to reveal personal feelings, memories and emotions which respondents can then describe in words through personal, associative meaning. Follow-up questions on why the participants selected a certain image or arranged them in a particular way can help reveal further associa-

**We're Turning
Market Research
Upside Down.**

THE FACILITY

N E W Y O R K C I T Y

A Revolution in Market Research Studios. Coming Soon.

373 Park Avenue South, 8th Floor • New York, New York 10016

Where the client is #1 and the service is second to none.

THE COMPANY

**Qualitative Recruiting • Focus Groups • IDIs • National Database for Physician Recruiting
Executive Recruiting • Web Surveys • Ethnographies/In-home
Interviews • Phone Interviews • Product Placement • Auto Clinics
In-Store / On-Site Intercepts • Taste Tests • Mock Juries**

AdvancedFocus
MARKET RESEARCH SERVICES

38 EAST 29th STREET, 7th FLOOR • NEW YORK, NY 10016 • Phone: 212.217.2000 • Fax: 212.217.2007

WWW.ADVANCEDFOCUS.COM

tive meaning. In the final report, the client can view the collages individually via an online gallery. In addition, reporting includes key quantitative data, such as: how many images are selected by respondents, the most frequent images used, locations of images in the overall collage, etc. These can be crosstabulated and further analyzed with other survey data, such as demographics or purchase behavior. For more information visit www.buzzback.com.

New version of virtual focus group environment

Artafact, a Fremont, Calif., research firm, has released a new version of its virtual focus group environment. The new release includes improvements to the software's built-in drawing tools, which allow participants to show researchers what they mean in addition to telling them. It also provides improved ease of use, enhanced security features and toll-free international calling for Artafact tele-Web sessions. The new client portal is now a personal, branded meeting room - Artafact clients can bring research participants into a session by way of a page that features their logo and hyperlinks to the corporate Web site. For Artafact clients that are research firms, this integrates with the rest of the firm's offerings. For more information visit www.artafact.com.

Measure loyalty by asking one question

QuestionPro, a Seattle research firm, announced a new feature designed to enable businesses to calculate customer loyalty. The feature is based on a methodology discussed in the book *The Ultimate Question* by loyalty expert Fred Reichheld, which postulates that knowing a customer's answer to the question "Would you recommend us to a friend?" can help companies determine whether they are heading in the right direction. QuestionPro has introduced a feature that automatically creates this type of methodology and incorporates answers into a report that shows users what percentages of customers are

"promoters" and "detractors" and then calculates the score. For more information visit www.questionpro.com/the-ultimate-question/.

Qualview uses Webcam interface

20/20 Research, Inc., a Nashville, Tenn., marketing research firm, is now offering Qualview, an online program that lets researchers interact with consumers over the Internet in real time. Qualview uses a Webcam interface for virtual interviewing of respondents, who participate on their own computers from home. This interface provides researchers with visual cues such as facial expressions, movement and gestures, in addition to the convenience of online participation. The software allows researchers to show images of advertisements, Web sites and PowerPoint presentations during the interview. A "white board" can be offered, allowing participants and moderators to "draw" on the stimuli. Clients can monitor the entire interview and communicate with the moderator during the interview without the participant's knowledge. The entire interview is saved on a secure server for clients, allowing access for referring to the interview at a later time. For more information visit www.2020research.com.

Briefly

The Results Network, Inc., Harrisburg, Pa., has opened a new qualitative research facility featuring an in-house Webcasting system. Housed in a 100,000-square-foot building with a new concept called a communications mall, the facility offers clients access to services such as production, graphics, management consulting, marketing communications and PR - all located in one place. For more information contact Lori Aulenbach at 717-526-4601 or visit www.theresultsnetwork.com.

India-based data processing firm Dexterity and U.S.-based Megaputer Intelligence Inc. have partnered to

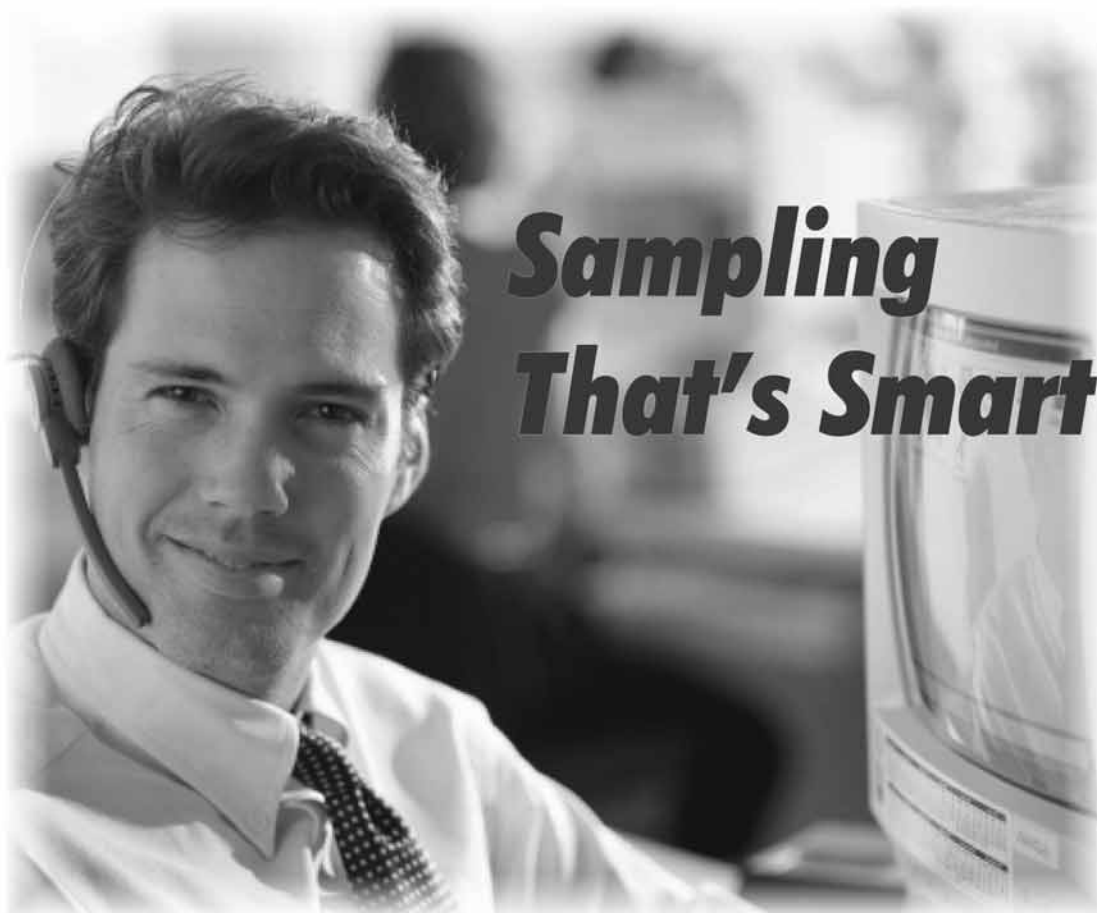
offer PolyAnalyst, a suite of data mining tools. PolyAnalyst incorporates abilities in automated knowledge discovery to analyze both structured and unstructured data. The platform is an end-to-end analytical solution - from data importing, cleaning, manipulation and visualization to modeling, scoring and reporting. For more information visit www.megaputer.com.

Seattle research firm Global Market Insite, Inc. has launched Research Analyzer, a desktop analysis, reporting and publishing tool. Without any scripting knowledge, market researchers as well as marketing managers can import very large datasets from various sources, generate complex crosstabs with up to two million respondent records, and publish real-time, presentation-ready reports using Research Analyzer's drag-and-drop feature. For more information visit www.researchanalyzer.com.

Orem, Utah-based data collection firm Western Wats has debuted its Opinion Outpost Internet panel. For more information visit www.opinionoutpost.com.

The U.K.-based Independent Consultants Group (ICG) is now offering a search tool on its www.indepc consultants.org site called Find A Consultant which helps buyers of market research locate ICG members - research consultants based mostly in the U.K. - in a variety of niche industries.

New York-based research firm Ipsos is offering the Ipsos Minute on its Web site, which features one-minute streaming videos and two-page Q&A sessions with practice leaders and subject matter experts from Ipsos member companies in North America. The first Ipsos Minute is titled "New Technologies: The Move Toward Radical Personalization" and deals with the increasing control people want to have over their media content. For more information visit www.ipsosinsight.com/IpsosMinute/default.aspx.



Sampling That's Smart

Scientific Telephone Samples (STS) offers a comprehensive array of random digit (RDD), listed, and business samples for marketing research. Since 1988, our commitment to quality, outstanding customer service, and the lowest prices has made STS the smart choice for accurate, timely, and productive sampling. Smart - because you'll always have the most

current data, on time, every time. Smart - because each sample is 100% guaranteed for quality. Smart - because you're saving money. Smart - because you can rest assured that our added dimension of broad-based research knowledge will help guarantee every sample developed by STS will be the finest available anywhere.



***RDD samples from 2¢ to 5¢ per number.
Listed samples from 6¢ to 12¢ per number.***

(800) 944-4-STG • (949) 461-5400 • www.stssamples.com • info@stssamples.com

STS
SCIENTIFIC
TELEPHONE
SAMPLES

Research Industry News

continued from page 16

Netherlands, announced that they have agreed to a public offer for VNU that values the company's equity at EUR 7.5 billion, or EUR 28.75 per common share. The expectation that VNU would reach an agreement on the intended public offer for all of the company's issued common shares and 7 percent preferred shares was realized after a meeting of the company's supervisory board. Following the meeting, VNU and Valcon entered into a merger protocol for the purchase of the company. Valcon is controlled by a private-equity group consisting of affiliated funds of AlpInvest Partners N.V., the Blackstone Group L.P., the Carlyle Group, Hellman & Friedman LLC, Kohlberg Kravis Roberts & Co. L.P. and Thomas H. Lee Partners, L.P.

The supervisory and executive boards of VNU unanimously support the offer and concluded that it is in the best interests of shareholders and all other stakeholders of VNU. The offer will be an all-cash offer for all of the issued and outstanding common shares and all of the issued and outstanding 7 percent preferred shares of VNU N.V. Based on the offer price of EUR 28.75 per common share, the value of the offer for the common shares is approximately EUR 7.5 billion. Based on the offer price of EUR 13.00 per 7 percent preferred share, the value of the offer for the 7 percent preferred shares is approximately EUR 2 million. Launch of the offer is subject to completion of preparations and customary conditions. Rob van den Bergh, chief executive officer of VNU, had previously announced that he would step down as chief executive officer. This is now anticipated to happen upon the closing of the transaction.

Separately, on March 1 VNU

announced that its **Nielsen Media Research** will pursue multiple options to measure television and, as a consequence, will decline to enter into a joint venture with **Arbitron Inc.** to commercially deploy its Portable People Meter (PPM) as the primary measurement tool for media ratings. This decision will have no impact on Nielsen's plan to proceed with Arbitron for Project Apollo, the market research joint venture among VNU's Nielsen Media Research and ACNielsen units and Arbitron in which the three businesses will collaborate on a national marketing research service which would collect multimedia and purchase information from a common sample of consumers.

Nielsen, in a separate press release, said it will communicate within 90 days a detailed plan for expanding electronic measurement across all television platforms. Taking advantage of recent advances in engineering, software and metering technology, Nielsen will pursue a portfolio strategy that will meet the needs and financial abilities of the television markets it serves. Nielsen said that the quality threshold required for market research is very different from the thresholds demanded of a television "currency" service, and that it believes the PPM offers potential for market research applications.

Acquisitions/transactions

Boulder, Colo.-based **Market Force Information Inc.**, has acquired **Shop'n Chek Inc.**, an Atlanta mystery shopping firm.

Milwaukee marketing research company **Market Probe Inc.** has acquired Maywood, N.J.-based pharmaceutical marketing research firm **Rowin Group Inc.** Terms were not disclosed. Market Probe will operate Rowin from its cur-

rent location with its existing staff.

Alliances/strategic partnerships

Synovate has signed a licensing agreement to market U.S.-based **KDPaine & Partners'** public relations measurement software, known as DIY Dashboard, throughout Asia.

Chicago researcher **Technomic, Inc.** will collaborate with Seattle research firm the **Hartman Group** to develop business-building tools for food-service organizations and their suppliers.

Norway-based research software maker **FIRM** and the **NPD Group**, Port Washington, N.Y., will develop a new panel management and sample selection platform.

Association/organization news

G & S Research is among the newest affiliate members of the **Pharmaceutical Business Intelligence and Research Group** (PBIRG). PBIRG is a not-for-profit industry association dedicated to the advancement of global health care marketing research, business intelligence and strategic planning in theory and practice. To qualify for membership, applicants must demonstrate accomplishment in the field of pharmaceutical market research on the global level. Applicants must also be approved by at least two-thirds of elected officers.

The Council for Marketing and Opinion Research (CMOR) has named Michael Mermelstein of Evans McDonough Company, Inc. as the new co-chair of the organization's government affairs committee. CMOR has also named Patrick Glaser as its new director of respondent cooperation.

Awards/rankings

Harris Interactive, Rochester,

Need **Better, Faster and Cheaper** — all at the same time?



Despite the old platitude, it *is* possible to have all three at the same time.



PRO-T-S® Telephony Systems
Leadership Through Innovation

800.336.7674

www.pro-t-s.com

BETTER

- First and only researchPredictive dialer optimized by researchers for survey environments
- Global leader in research seats
- Industry-leading technical support
- Flexible — integrates with most CATI systems and telephony configurations including analog, digital and even VoIP
- Modular — options include remote/at-home interviewing, digital recording/playback, remote monitoring, etc.
- Helps improve interviewer job satisfaction

FASTER

- Productivity boosts in excess of 24%, up to a reported 320%
- Installed, trained and operating quickly
- New interviewers reach peak productivity rapidly

CHEAPER

- Quick return on investment; pays for itself in less than 6 months

Philadelphia, PA | Lincoln, NE | Research Triangle, NC | Los Angeles, CA

N.Y., and UBS have been awarded the John and Mary Goodyear Award for best international research paper by an ESOMAR international jury. Titled "Building the Corporate Brand - Beyond Individual Loyalties," the paper elaborates on the values-based research approach designed by Harris Interactive that assists organizations such as UBS with the development of their global corporate brand positioning. Patricia Kidd, vice president of the Harris-Wirthlin Brand and Strategy Consulting Practice at Harris Interactive, and Oliver Loch, UBS global head of brand research, co-authored the paper, which was submitted in 2005. ESOMAR will publish the award-winning paper and the nominee papers in the ESOMAR Yearbook titled "Excellence in International Research 2006." The paper can also be purchased on ESOMAR's Web site at www.esomar.org/web/show/id=43300/pubid=1029.

In a ranking by the International Association of Outsourcing Professionals, India-based research outsourcing firm **Cross-Tab Marketing Services** was ranked as one of the top 100 outsourcing companies in the world. The list of the Global Outsourcing 100 was published in a special advertising feature in the April 3 issue of *Fortune* magazine.

Golden, Colo.-based **ingather research** was selected from a group of local business finalists to receive the 2006 CEBA Ethics in Business Award. This award is sponsored by the Colorado Ethics in Business Alliance. Christine Farber-Cook, president of ingather research, accepted the award.

A paper co-authored last year by two **Ipsos** researchers examining the benefits of uniting brand and customer relationship management

was cited as one of the top 50 articles by Emerald Management Reviews of Emerald Group Publishing, Ltd., a publisher of academic and professional literature in the fields of management and library and information services. The paper, "The Brand-Customer Connection," originally appeared in the July/August 2005 issue of the American Marketing Association's *Marketing Management* journal and can be found at www.ipsosloyalty.com/knowledge-center/whitepaper.cfm#. The paper, by authors Timothy L. Keiningham, Lerzan Aksoy, Tiffany Perkins-Munn and Terry G. Vavra, received the Citation of Excellence, the highest accolade that Emerald Management Reviews awards to authors. Another paper from Keiningham, entitled, "Does Customer Satisfaction Lead to Profitability? The Mediating Role of Share of Wallet," was selected as a finalist for best paper by the *International Journal of Managing Service Quality*. This paper was co-authored with Perkins-Munn, Aksoy, and Dmitry Estrin. It, too, can be found at www.ipsosloyalty.com/knowledge-center/whitepaper.cfm#.

New accounts/projects

Greenfield Online Inc., Wilton, Conn., reported that two marketing research clients - Guideline Inc. (formerly Find/SVP Inc.) and Hall & Partners L.L.C. - renewed their client/partnership agreements for the company's survey sample and programming solutions.

San Diego-based marketing and information firm **Claritas Inc.** has signed a multi-year agreement with OfficeMax to provide a national business-to-business marketing database in support of OfficeMax's acquisition and customer intelligence initiatives.

A consortium led by the **Gallup**

Organization has been selected by the European Commission (EC) to manage polls for the next four years. The commission selected Gallup to lead the consortium running the EC's Flash Eurobarometer opinion polls. As traditional telephone sampling continues to decline, Gallup will lead Flash Eurobarometer with a mixture of mobile and traditional telephone interviewing, combined with face-to-face interviewing, to provide complete coverage. A total of 34 countries will be involved, including EU member states, candidate countries and other European nations. Gallup's Hungary office will coordinate the survey work using centrally-controlled remote interviewers located in countries covered by the surveys and linked through secure Internet connections. The survey software will be webCATI, from San Francisco research software company CfMC.

Research firm **TNS** announced a five-year contract with the Kazakhstan television Joint Industry Committee (JIC) to provide trading currency television audience measurement using the Arbitron Portable People Meter (PPM) system. Installation of the PPM panel will begin in Almaty and the surrounding regions, with a rollout to other areas of Kazakhstan planned for January 2007. The move to the PPM system from the current diary-based television audience measurement service will signify an increase in the number of households covered across Kazakhstan, from 600 to 715, making a panel of 2,000 individuals. It will also mean an increase in the number of urban centers covered, from seven to 13.

Los Angeles research firm **PhaseOne** is completing a brand communications audit for Blue

Shield of California. The audit includes more than 200 pieces of communication aimed at four distinct audiences: consumer/member, producer/agent, employer and internal. The objective of the audit is to understand where the Blue Shield brand stands in terms of current communications, what personality and attributes have been conveyed, the likely brand impression that has been communicated and to identify the gap between where the communication is and where the client wanted it to be. In addition, PhaseOne has worked with the brand team to develop messaging guidelines, designed to help them bridge the gap when creating new communications.

OMD and **PHD**, two media services agencies, have signed a contract for the use of New York-based **Arbitron Inc.**'s Portable People Meter (PPM)-based radio

audience estimates. The agreement covers the U.S.-based radio planning and buying activities of **OMD** and **PHD**, both part of the Omnicom Media Group. Arbitron will start the rollout of the PPM system as its radio ratings service in the top 50 markets, beginning with Houston in July 2006.

Separately, **Horizon Media** has signed a commitment to use radio audience estimates for Houston and Philadelphia based on the PPM when Arbitron deploys it in those markets. In addition, advertising agency **J.L. Media** has signed an agreement for the PPM ratings service when deployed in the Houston and Philadelphia markets. Fast-food firm **Wendy's** has entered into a multi-year agreement for the PPM service when it begins commercial deployment in the U.S. radio marketplace. **Spanish Broadcasting System Inc.**, has entered into a multi-year, multi-market agree-

ment for PPM audience measurement services when deployed in New York, Los Angeles, Chicago, San Francisco and Miami. These five mainland U.S. markets are served by nine Spanish Broadcasting System stations. In addition, 23 broadcasters in the Québec Franco market have chosen to increase the Portable People Meter panel to 800 households.

New companies/new divisions/ relocations/ expansions

London-based **TNS** has expanded its Asia-Pacific network to include New Caledonia and French Polynesia. The addition of the two new offices in Noumea and Papeete are the result of the extension of an existing relationship between TNS and SARL MBA Consultants. While the two companies' Asia-Pacific operations did not previously have any formalized

You asked for working women.



Experienced Recruiting Makes All the Difference.

300 West Pratt Street, Suite 250, Baltimore, MD 21201
410-332-0400 www.observationbaltimore.com

Baltimore's Recruiting Specialists.

- Two elegant, tech-friendly focus group suites
- Multiple-setting conference rooms
- Precise recruiting: 100,000+ database, fresh respondents
- Active Group & Focus Vision
- Walk to everything: hotels, restaurants & shops
- Only focus group facility in downtown Baltimore



Observation
Baltimore

relationship, TNS Australia and SARL MBA Consultants have collaborated on projects several times in the years since their European counterparts signed an agreement in 1999 (SARL MBA Consultants was a franchise of Louis Harris, which belongs to TNS).

Seattle research firm **Global Market Insite Inc.** has opened a new office in Los Angeles, supported by the appointment of Thyra Lees-Smith as sales director for the L.A. area. The Los Angeles office is located at CNN Tower, 6430 Sunset Boulevard, Suite 415, Los Angeles, Calif., 90028. Phone 323-825-2641. Fax 323-960-9162. E-mail info@gmi-mr.com.

Marketing and research firm **Hilty Moore & Associates LLC**, Chagrin Falls, Ohio, has opened an office at 92 Murphy's Crossing Dr., Powell, Ohio, 43065. Phone 614-323-3292.

Market research company **Synovate** has opened a new office in Mexico City and named Evelyn Jabiles as managing director of Synovate in Mexico.

Baltimore Research Inc. has formed a non-partisan public affairs-voter research division and named political analyst and consultant Gerry R. Patnode Jr. as director.

Company earnings reports
Netherlands-based **VNU** reported 2005 earnings per share of EUR 1.00, exceeding the company's earlier guidance of EUR 0.85 to EUR 0.90 per share. Reported EPS of EUR 1.00 was driven by better-than-expected business results, along with a positive impact of EUR 0.22 per share related to a lower effective tax rate resulting primarily from the closing of several tax audits and the associated release of provi-

sions for potential tax exposures. Reported 2005 earnings also benefited from a gain on the disposition of businesses (EUR 0.04), a gain associated with the change in pension and post-retirement obligations in the Netherlands (EUR 0.03) and revised provisions associated with discontinued operations (EUR 0.02). The net positive impact of these items, in total, more than offset the negative impact of one-time transaction costs associated with the IMS merger and costs related to the settlement of the IRI antitrust litigation (combined negative impact of EUR - 0.20 per share).

VNU continued to deliver top-line growth, with most businesses performing well, particularly VNU Media Measurement & Information, which grew organic revenues 11 percent. Overall, organic revenue growth was just over 5 percent, at the low end of the previous guidance, due primarily to difficult economic conditions in Europe that affected both ACNielsen and VNU's trade magazines, particularly its IT titles. Reported revenues, at EUR 3,457 million, were up 4 percent from the prior year.

Organic EBITDA, excluding one-time items, rose 11 percent, surpassing the previous estimate of high single-digit growth. Reported EBITDA of EUR 587 million was up 2 percent, reflecting the negative impact of IMS Health merger costs (EUR -30 million) and IRI settlement costs (EUR -47 million) in 2005, and restructuring provisions (EUR -38 million) and a real estate gain (EUR 14 million) in 2004.

In financial year 2005, Germany-based **GfK Group** exceeded its guidance for sales and income announced in early 2005. Following the acquisition of NOP World and the extended

scope of consolidation as of June 1, 2005, GfK revised its guidance to expected sales of around EUR 900 million and an EBIT margin after income from participations and including highlighted items of at least 12.5 percent. GfK will exceed this guidance by around 4 percent for sales and around 10 percent for EBIT after income from participations including highlighted items. The EBIT margin will stand at 13.7 instead of the expected minimum of 12.5 percent.

For the quarter ended December 31, 2005, **Jupitermedia Corporation**, New York, reported revenues of \$36.1 million compared to revenues of \$18.1 million for the same period last year, an increase of 99 percent. Operating income for the fourth quarter of 2005 was \$9.0 million compared to operating income of \$4.9 million for the same period last year. Income before income taxes for the fourth quarter of 2005 was \$6.6 million compared to \$5.0 million for the same period last year. The provision for income taxes for the fourth quarter of 2005 increased to \$1.4 million from \$143,000 for the same period last year. Net income for the fourth quarter of 2005 was \$5.4 million, or \$0.15 per diluted share, compared to net income of \$5.5 million, or \$0.16 per diluted share, for the same period last year. Highlights for the year 2005 include: revenues grew 101 percent to \$124.6 million; operating income before depreciation and amortization grew 120 percent to \$38.1 million; overall gross profit margins were 66 percent; overall operating margins grew to 25 percent; net income was \$78.4 million, or \$2.15 per diluted share. Net income for 2005 included a gain of \$29.1 million, net of income taxes, related to

the sale of Jupitermedia's Search Engine Strategies events and ClickZ.com Network, as well as a \$23.5 million benefit from the reversal of a valuation allowance related to deferred income tax assets.

In financial results for the fourth quarter and the year ended December 31, 2005,

Opinion Research

Corporation, Princeton, N.J., reported revenues for the full year 2005 of \$190 million, an increase of 6 percent from \$179 million in 2004. Income from continuing operations was \$1.6 million, as compared to \$1.5 million in 2004. Social research revenues in 2005 were \$138 million, increasing 7 percent from \$128 million in 2004. Market research revenues totaled \$52 million as compared to \$51 million in 2004, an increase of 3 percent. Revenues for the last quarter of 2005 were \$48.4 million, increasing 6 percent from \$45.6 million in the prior year's fourth quarter. Social research revenues were \$33.7 million, an increase of 4 percent, as compared to \$32.3 million in last year's fourth quarter. Market research revenues totaled \$14.7 million, increasing 11 percent from \$13.3 million in the prior year's fourth quarter. Income from continuing operations was \$1.6 million in 2005 as compared to \$1.5 million in 2004. Income from continuing operations in both years was reduced by refinancing related loan fee write-offs and in 2005 by the write-off of the costs of an abandoned equity offering, which together totaled \$1.6 million in both years. Income from continuing operations was \$266,000 for the fourth quarter as compared to \$580,000 in the prior year's fourth quarter. A principal reason for the lower results in the quarter was the

interest on subordinated debt issued in July, 2005, offset in part with interest savings from the 2005 refinancing and debt repayments.

The loss from discontinued operations was \$6.2 million in 2005 versus income of \$911,000 in 2004. The loss from discontinued operations was \$1.6 million in the fourth quarter versus

income of \$144,000 in the prior year's fourth quarter. The results in 2005 included a loss from the disposition of the discontinued operations in the fourth quarter and a goodwill impairment charge in the third quarter that impacted income by \$1.1 million and \$3.6 million respectively. Both of these items relate to the teleservices segment.

Focus Market Research is the #1 Star for Qualitative Research

TOP RATED IN THE 2005 IMPULSE

Conscientious Staff ★ Consistent Quality
 Courteous Service ★ Commitment

GroupXNET *rewards*

Let Focus make **YOU** the Star on your next project!

FOCUS Market Research INC.
 MINNEAPOLIS • PHOENIX

MINNEAPOLIS
 p: 612.869.8181 f: 612.869.8109
 minneapolis@focusmarketresearch.com

PHOENIX
 p: 480.874.2714 f: 480.874.1714
 phoenix@focusmarketresearch.com

www.focusmarketresearch.com

Names of Note

continued from page 12

has named **Barry Morsillo** sales director for the southeast region of the U.S. He is based in Atlanta.

Research International has named **Kathy Lubner** client service account executive, Chicago.

At U.K.-based research firm *Millward Brown*, **Nigel Hollis**, previously executive vice president, global development, has been named executive vice president, chief global analyst.

Richard E. Cavanagh is stepping aside as president and CEO of the *Conference Board*. He expects to serve until the end of this year pending the appointment of his successor.

King of Prussia, Pa., research firm *Psyma International, Inc.* has named **Cara L. Woodland** and **Daila Boufford** to its customer behavior and insight division as division team leader and senior project manager, respectively.

Clear Channel Outdoor, Phoenix,

has appointed **Tony Jarvis** as its first global research chief.

Survey Sampling International, Fairfield, Conn., has named **Peter Milla** chief information officer and tapped **Michael Newman** as vice president, business development.

ABI Research, Oyster Bay, N.Y., has named **Clint Wheelock** vice president of research.

Giant Food Stores, LLC, Carlisle, Pa., has promoted **Sharon Eiswert** to director of consumer research, and **Jerry Griffin** to director of customer relationship marketing.

Chicago-based *Tampico Beverages* has appointed **Richard M. Ross** vice president of marketing.

R. L. Polk & Co., Southfield, Mich., has named **Walter Rothschild** vice president, global marketing and product strategy.

New York-based *Starwood Hotels and Resorts Worldwide* has named **Chad Waetzig** senior vice presi-

dent marketing for its Sheraton Hotels and Resorts unit.

Ted Hong has been promoted to vice president of marketing and product development at Los Angeles-based ticketing service *Fandango*.

St. Louis online brokerage *Scottrade* has named **Chris X. Moloney** as chief marketing officer. Marketing research will be among his responsibilities.

London-based *TNS* has named **John Abraham** head of strategic development and marketing.

Toni Holloway has joined Atlanta-based *Polaris Marketing Research* as a marketing research project manager.

Evansville, Ind., research firm the *ARS Group (rsc)* has promoted **Jeffrey K. Cox** to chief operating officer.

Boston research firm *Chadwick Martin Bailey* has named **Jessica Templin** director of qualitative research.

New York-based online media analysis firms *BuzzMetrics* and *Intelliseek* announced the appointment of key executive managers now that BuzzMetrics, Inc. has completed its acquisition of Intelliseek. New company officers include: **Pete Blackshaw**, chief marketing officer; **Ori Levy**, president of Israel operations; **Richard Nelson**, executive vice president, corporate strategy and general counsel; **Jay Stockwell**, senior vice president, sales; **Jerry Needel**, senior vice president, client services; **Karthik Iyer**, senior vice president, business development. In addition, **Sundar Kadayam** has been appointed chief technology officer and will lead a technology team including: **Braxton**

FOCUS GROUPS/ CLEVELAND SURVEY CENTER

Established in 1962

**Three Large Suites Multi-Purpose Room
Multiple T1 Lines in all Suites
Litigation Research, Medical, Consumer,
Product Placement, Taste Tests,
Pre-Recruits, Videoconferencing, On-Site
Excellent Recruiting - Project Management
We are the only centrally located facility serving all
parts of greater Cleveland/Akron & vicinity**

Call: 800-950-9010 or 216-901-8075

Fax: 216-901-8085 or 216-642-8876

Web: www.focusgroupsofcleveland.com

Real People. Real Results.



25% speak Spanish at home.
50% drive a foreign car.
75% spend two hours a week shopping online.
100% love the color pink.

Carbonview's Authenticated Panel™ delivers hard-to-reach respondents.

Carbonview's Authenticated Panel™ is built by screening respondents face to face at retail centers nationwide. We focus on hard-to-reach demographics such as **African Americans, Hispanics and young adult males**. And better yet, 100% of the recruitment is verified. We make sure your field management consultation and online community management is customized to fit your specifications. Need it fast? Carbonview can meet even the toughest deadline.

Find out how you can rely on Carbonview to provide the most trusted online research intelligence available. For more information, call us at 866.340.7204, e-mail sales@carbonview.com or visit our Web site at www.carbonview.com.



www.carbonview.com

© 2006 Carbonview. All rights reserved. Carbonview is a division of the MVL Group.



Robbason, chief product officer; **Jonathan Schler**, vice president of research and development; **Matthew Hurst**, head of science and innovation; and **Chris Connaughton**, vice president of technology services.

Ryan Tew has joined *AllPoints Research, Inc.*, Winston-Salem, N.C., as research analyst. In addition,

Nick Polk has been named director of marketing research strategy and **Jill Rogers** has been named director of marketing research service.

New York media firm *Ziff Davis* has promoted **Chris Stetson** to vice president research and market intelligence.

U.K.-based research firm *ESA* has promoted **Anne Broome** to field executive and **Rachel Crowe** to human resources executive.

Robert "Cab" Callaway has joined Los Angeles research firm *PhaseOne Communications* as vice president operations. **Joel Lowell** has joined the firm as senior research manager.

Hilty Moore & Associates, LLC, a Chagrin Falls, Ohio, strategic marketing and research firm, has named **Nicholas A. Stephanadis** project manager and **Janice A. Lindstrom** partner.

Lightspeed Research has named **David Day** European chief executive officer.

Janet Hunt, special projects manager at *ingather research*, Golden, Colo., has received **Professional Research Certification** from the *Marketing Research Association*. She received certification at the expert skill level.

Tim Wragg has been appointed as the new U.K. head of client service for *Millward Brown*.

Los Angeles-based *Virgin Entertainment Group, North America* has promoted **Dee McLaughlin** to director of brand marketing and named **Wayne Scholes** director of strategic marketing.

Volker Kruger has joined *J.D. Power and Associates*, Frankfurt, Germany, as director of business

development for automotive forecasting.

Research firm *JRA, J. Reckner Associates, Inc.*, has announced staff additions. **Meredith Falvo** has been named manager of its White Plains, N.Y., product testing and focus group facility. **Marianne Brooks**, market research analyst and **Melissa Andersch**, moderator, have joined JRA's full-service division in Montgomeryville, Pa.

Arlington, Va., customer research firm *TARP Worldwide*, has named **George Harmon** senior vice president.

Calgary-based *Ipsos* announced a number of new hires and promotions in its western business unit. **Steve Mossop** (Vancouver office) has been promoted to president, market research Canada west. **Tim Olafson** (Calgary office) has been promoted to president, Ipsos Observer. **Majid Khoury** (Vancouver office) has been promoted to senior vice president, Ipsos ASI. **Tim Moro** (Calgary office) has taken over the responsibilities of managing Ipsos' market research business in Alberta, in addition to his current role as senior vice president, energy practice. **Paul Lauzon** (Calgary office) has been promoted to senior vice president and managing director, lottery and gaming practice. **Dave Pierzchala** (Vancouver office) has been promoted to vice president, travel and tourism practice. **Jennifer Fleming** (Calgary office) has been promoted to senior research manager, lottery and gaming practice. **Catherine Gunther** (Vancouver office) has been promoted to senior research manager, Ipsos Public Affairs.

Harris Interactive, Rochester, N.Y., has added **Howard Lax** as vice president, senior consultant in its customer loyalty management research practice.



RELIABLE, SECURE INCENTIVE PAYMENT SOLUTIONS

The Worry Free Way to Manage Incentive Pay

- Incentive Payments By Check or ACH
- Interactive Website
- Billing Options
- Respondent Payment Options
- On-Line Payment Tracking
- Competitive Pricing
- Standard File Processing

www.incheckonline.com

444 17th Street, Ste. 203
Denver, CO 80202

303 296-9593

In business since 1994

2006

Focus Group Moderator Directory



Welcome to the second annual Focus Group Moderator Directory. This directory was compiled by mailing, e-mailing and faxing listing forms to companies that we identified as having on-staff focus group moderators. Each firm was given a free basic listing including one on-staff moderator and also had the option to purchase a write-up, company logo insertion and industry and market cross-reference categories. We list nearly 1,100 moderators at over 900 firms. The directory has four sections. The first section lists all the firms alphabetically and includes their contact information along with the names of the moderators they have on staff. The second section cross-references firms by the industries and markets they specialize in. The third section is a personnel cross-reference of the moderators and the fourth is a cross-reference by geographic location (metropolitan area). For your convenience, this directory is also available online at www.quirks.com.

Focus Group Moderator Directory Table of Contents

Company Alhabetic (main directory) p. 102
Industries & Markets Cross-Reference p.161
Personnel Cross-Reference p. 173
Geographic Cross-Reference p. 181

Is your firm not listed? Go to the online Focus Group Moderator Directory and download a listing form to be included in the online version of the directory.

Copyright 2006 Quirk's Marketing Research Review

A & K Research, Inc.

22312 Garrison St., Suite 3
Dearborn, MI 48124
Ph. 313-406-2590
abenedict@ankresearch.com
www.ankresearch.com

Allan Benedict

1200+ sessions since 1984

A Total Resource Group

936 E. 12th Ave.
Denver, CO 80218
Ph. 303-813-0009
TotalResourceGrp@aol.com

Allan Hoffenberg

100+ sessions since 1986

A Z G Research

325 E. Wooster St.
Bowling Green, OH 43402
Ph. 800-837-4300
sgries@azgresearch.com
www.azgresearch.com

Jonathan A. Augustine

475 sessions since 1986

Stephanie Gries

140 sessions since 1991

AZG Research offers moderation services by our experienced professional moderators for advertising agencies: advertising concept, message evaluation; health care industry: hospitals, patient satisfaction, health care advertising concept, message evaluation using our health care consumer database for participant recruitment; higher education; and secondary education: community needs, image and levy qualitative research.

Abbott Research & Consulting

18 Banff Road
Toronto, ON M4S 2V5
Canada
Ph. 416-481-7409
info@abbottresearch.com
www.abbottresearch.com

Susan Abbott

N/A sessions since 2001

Able Associates Research Group

21021 Devonshire St., Suite 206
Chatsworth, CA 91311
Ph. 818-998-0255
tbreslin@aaresearchgroup.com
www.aaresearchgroup.com

Carole Bowers

100+ sessions since 1989

ABM Research, Ltd.

2 Bloor St. E., Suite 2222
Toronto, ON M4W 1A8
Canada
Ph. 416-961-5511
charles@abm-research.com
www.abm-research.com

Dr. Charles Leech

2500+ sessions since 2000

ACCE Inc.

Consumer Guidance Research
2575B Dunwin Dr.
Mississauga, ON L5L 3N9
Canada
Ph. 905-828-0493 ext. 218 or 800-608-2223
kembury@acceintl.com
www.acceintl.com

Elizabeth O'Neil

300+ sessions since 1985

ACCE, located in Mississauga, is a full-service consumer guidance research company that manages multi-centered projects providing sensory, quantitative and qualitative research insights. Our focus is on determining how clients can leverage the product drivers of consumer acceptance to maximize profits across all major food and beverage categories.

Acertiva

Av. Insurgentes Sur 800 Piso 8
Col. Del Valle
Mexico City, DF 03100
Mexico
Ph. 52-55-5448-4915
contact@acertiva.com
www.acertiva.com

Victor Manuel Solis, Ph.D.

100+ sessions since 1999



ActionableCustomerInsights

ActionableCustomerInsights

(formerly N.B.S. Consulting)
2501 Clearwood Dr.
Arlington, TX 76014
Ph. 888-440-NO BS (6627)
andrey@actionablecustomerinsights.com
www.actionablecustomerinsights.com

Andrey Osiatynski

1500+ sessions since 1979

25+ years of international experience: moderating, account planning and managing qualitative department for a research supplier. Innovative methodologies - including: "show and tell" online ethnography, "Qualitative Zoom-ins" - using online (bulletin board) IDI's for insights on the "meanings" behind quantitative responses of selected online survey participants. Qualitative Web site usability research. "Creative-Customer-Interaction" - fine-tuning creative and new product concepts through repeated online (BB) qualitative input from the same target audience respondents. Salespeople/distribution qualitative.

Active Focus

3832 Mintwood
Pittsburgh, PA 15201
Ph. 412-414-1103
research@activefocus.com
www.activefocus.com

Carole J. Robbins

N/A sessions since 1990

AD consulting

33, Fluierului Street, Sector 2
Bucharest 021434
Romania
Ph. 40-21-252-1864 or 40-742-007-124
dana.levitchi@adconsulting.ro
www.adconsulting.ro

Dana Ciobotaru Levitchi

1000+ sessions since 1998

Ad Hoc Research

1250 Guy, 9th Fl.
Montreal (Quebec), PQ H3H 2T4
Canada
Ph. 514-937-4040 (ext. 175) or 877-937-4040
info@adhoc-research.com
www.adhoc-research.com

Michel Berne

1800 sessions since 1984

Adrian Information Strategies (AIS)

15305 Dallas Parkway, Suite 300
Addison, TX 75001
Ph. 972-862-2582
AIStrategies@aol.com
www.adrianreyesconsulting.com

Adrian Reyes

250 sessions since 1992

Advance Insight, LLC

6406 Yaupon Dr.
Austin, TX 78759
Ph. 512-340-0123 or 888-633-0123
olivia@advanceinsight.com
www.advanceinsight.com

Olivia Wakeman

N/A sessions since N/A

ADVANTIS Research & Consulting, Inc.

2600 Eagan Woods Dr., Suite 130
St. Paul, MN 55121
Ph. 651-452-8632
marketing@advantisresearch.com
www.advantisresearch.com

Paul Habegger

300+ sessions since 1983

Akerson Marketing Research, Inc.

9641 W. 170th St.
Lakeville, MN 55044
Ph. 612-599-6946
sakerson@charter.net

Steven D. Akerson

500 sessions since 1984



FOCUS POINTE GLOBAL



EUROPEAN FACILITIES

Frankfurt
London
Paris

US FACILITIES

Atlanta
Boston
Chicago
Dallas
Los Angeles
New Jersey
New York
Philadelphia
San Francisco
Suburban Philadelphia

PLUS

Worldwide Fielding
in 70+ Countries

ONE WORLD. ONE CALL.

Worldwide eMail:
onecall@focuspointeglobal.com

Calls from the US:
888.873.6287

Calls from outside the US:
+44 (0) 20.7908.6600



www.focuspointeglobal.com



ALTERNATE ROUTES

Alternate Routes, Inc.

531 Main St., #100
El Segundo, CA 90245-3060
Ph. 310-333-0800 or 310-938-5035
lance@alt-routes.com
www.alt-routes.com

Lance Bustrum

1500+ sessions since 1992

Mike Zarneke

1500+ sessions since 1992

Use Alternate Routes to get more out of your qualitative research. Traditional qualitative research doesn't go deep enough. It is often just a question and answer session with respondents, ultimately yielding little more than surface reactions. We conduct qualitative research differently, engaging consumers in new ways to get deeper insight and understanding that goes beyond what typical qualitative methods yield. You'll see a difference in our analysis as well. As a research and strategy company, we are skilled in making research meaningful and actionable. Get off the beaten path, take Alternate Routes instead.

Analytic Insight, Inc.

903 E. Brookwood Dr.
Arlington Heights, IL 60004
Ph. 847-255-5511
gthrane@analyticinsightsinc.com

Gary Thrane

1000+ sessions since 1982

Anderson Analytics, LLC

154 Cold Spring Rd., Suite 80
Stamford, CT 06905
Ph. 203-912-7175
inquiries@andersonanalytics.com
www.andersonanalytics.com

Dr. Anna Song, Ph.D.

50 sessions since 2002

Jeff Anderson Consulting, Inc.

P.O. Box 1744
La Jolla, CA 92038-1744
Ph. 858-456-4898 or 877-682-7300
jeff@jeffandersonconsulting.com
www.jeffandersonconsulting.com

Jeff Anderson

3580 sessions since 1987

Anderson Marketing Research

3412 Irving Ave. S.
Minneapolis, MN 55408
Ph. 612-822-1822
amrsurvey@aol.com

Al Anderson

1500 sessions since 1976

Anderson Qualitative Research, Inc.

812 Carlston Ave
Oakland, CA 94610
Ph. 510-663-5311
katie@andersonqualitative.com

Katie Anderson

1000+ sessions since 1998

The Angell Research Group, Inc.

1500 South Lakeside Drive
Bannockburn, IL 60015-1234
Ph. 847-940-8889
joeadler@angellrg.com
www.angellrg.com

Joseph S. Adler

1000+ sessions since 1968

Answers, Inc.

109 Eighth St.
Augusta, GA 30901
Ph. 706-724-2679
mark@answersincresearch.com
www.answersincresearch.com

Mark Alison

150 sessions since 1990

AnswerSearch, Inc.

8745 Belter Dr.
Orlando, FL 32817
Ph. 407-677-5939
answersearch@earthlink.net
www.answersearchinc.com

Catherine Giordano

350 sessions since 1990

Any Small Town Market Research

(Formerly Klein Market Test/small town market research)
12726 Overbrook Rd.
Leawood, KS 66209
Ph. 913-338-3001
smltownresearch@aol.com

Ann Klein

2000+ sessions since 1980

Any Small Town Market Research specializes in setting up focus groups in "small towns" where there is no local field facility. Services: professional recruitment, two hotel meeting rooms connected with closed-circuit TV and hostess - just like a one-way mirror facility. Will cover any state. Mystery shops. Telephone surveys. One-on-ones.

Appel Research, LLC

Marketing & Public Opinion Survey
2452 Hilltop Rd.
Niskayuna, NY 12309
Ph. 518-372-3200
steve@appelresearch.com
www.appelresearch.com

Steve Appel, PRC

500 sessions since 1983

Experienced moderator with arsenal of investigative tools for in-depth strategy uncovering and usable analysis - beyond merely surface-scratching. Focus groups; IDI's; Perception Analyzer™ dial panels for video testing, mock trials and trade-off decision-making; Web site usability studies. Categories include health and public policy. QRCA member and workshop presenter.

Applied Behavioral Dynamics

7 Monterey Court
Holmdel, NJ 07733
Ph. 732-946-1616
Hal@AppliedBehavioralDynamics.com
www.AppliedBehavioralDynamics.com

Hal Sokolow

1600+ sessions since 1984

ARC Research

14 Commerce Dr.
Cranford, NJ 07016
Ph. 908-276-6300
info@arcresearch.com
www.arcresearch.com

Mindy Miraglia

350 sessions since 1998

Argentieri Marketing Research

285 Yorkminster Rd.
West Chester, PA 19382-1815
Ph. 610-918-9922
miaargen@aol.com

Mia Argentieri

200+ sessions since 1984

Arizona Market Research Services (Br.)

Div. of Ruth Nelson Research Services
10220 N. 31st. Ave., Suite 122
Phoenix, AZ 85051-9562
Ph. 602-944-8001 or 303-758-6424
azmktres@att.net
www.ruthnelsonresearchsvcs.com

Roxanne Lenny

200+ sessions since 1998

ARPO Research Consultants

Caidos de la Division Azul, 1
Portal Oficinas
28016 Madrid
Spain
Ph. 34-91-350-52-32
sartinano@arpo.es
www.arpo.es

Silvia Artinano

2000 sessions since 1990

Arundel Street Consulting, Inc.

175 Arundel St.
St. Paul, MN 55102
Ph. 800-750-4077 or 651-222-6782
info@arundelstreet.com
www.arundelstreet.com

Tom Eckstein

1000+ sessions since 1985

Asia Link Consulting Group

10 W. 66th St.
New York, NY 10023
Ph. 212-721-5825
www.aslinkny.com

Wanla Cheng

800+ sessions since 1992

Ask For Research

4 Sweet Apple Tree
Wistanswick
Market Drayton, Shropshire TF9 2AY
United Kingdom
Ph. 44-1630-639759
info@askforresearch.co.uk
www.askforresearch.co.uk

Angie Lowe

75 sessions since 1993

Ask Miami Research

2121 Ponce De Leon Blvd., 2nd Floor
Miami, FL 33134
Ph. 800-282-2771 or 305-448-7769
info@askmiami.com
www.askmiami.com

Robert Ladner

900+ sessions since 1980

Athena Research Group

6700 Indiana Ave., Suite 270
Riverside, CA 92506
Ph. 951-369-0800
lynn@athenamarketresearch.com
www.athenamarketresearch.com

Lynn Diamantopoulos

200+ sessions since 1994

Atkins Research Group, Inc.

4929 Wilshire Blvd., Suite 102
Los Angeles, CA 90010
Ph. 323-933-3816
atkins@atkinsresearchinc.com
www.atkinsresearchinc.com

David Atkins

60 sessions since 2002
(See advertisement on this page)

Atlantic Research & Consulting, Inc.

109 State St.
Boston, MA 02109
Ph. 617-720-0174
kbasile@atlantic-research.net
www.atlantic-research.net

Peter Hooper

200 sessions since 1978

Audience Impact Research

8415 Skiff Lane
Cincinnati, OH 45039-9527
Ph. 513-583-5704
brugen@audienceimpact.com
www.audienceimpact.com

Barbara Rugen, Ph.D.

1000+ sessions since 1996

Automotive Insight, Inc.

Sports Insight, Inc.
27761 Marina Pointe
Bonita Springs, FL 34134
Ph. 239-949-5950
abrunner@automotiveinsightinc.com
www.automotiveinsightinc.com

Arlene Brunner

300 sessions since 1986

Douglas J. Brunner

200 sessions since 1990

Jessie Boo

50 sessions since 1999

Full-service marketing research firm. Under corporate umbrella of Automotive Insights Inc., other divisions include Sports Insight, Insight21 and Brunner Design. Conducted proprietary consumer research in automotive, sports equipment, sporting events, technology, even marketing, finance, building design, employee satisfaction, business to business, community development, brand loyalty, mystery shopping, new product design, car clinics, ride and drives. A minority (female) owned firm.

AutoPacific, Inc.

2991 Dow Ave.
Tustin, CA 92780-7219
Ph. 714-838-4234
dhall@autopacific.com
www.autopacific.com

George Peterson

2500 sessions since 1985

Avista Consulting Ltd.

Derwent House, 91 Byng Road
Barnet, Hertfordshire EN5 4NP
United Kingdom
Ph. 44-20-8364-9291
info@avistaconsulting.co.uk
www.avistaconsulting.co.uk

Charles Jennings

500 sessions since 1990

Myril Axelrod Marketing Directions Ascts.,

15 Stuyvesant Oval, 12B
New York, NY 10009
Ph. 212-533-1545
myrilax@aol.com

Myril Axelrod

1000+ sessions since 1970

The Axiom Group, Inc.

10156 Gristmill Rd.
Eden Prairie, MN 55347
Ph. 952-941-8101
www.axiom-group.com

Mark Niederluecke

500+ sessions since 1989

B & B Research Services, Inc.

8833 Chapel Square Lane
Cincinnati, OH 45249
Ph. 513-583-4660
focusmark@fuse.net

Mike Stewart

800+ sessions since 1989

B. Champion Associates, Ltd.

210 E. Pearson St., #8-d
Chicago, IL 60611
Ph. 312-951-9630
champbarb@aol.com

Barbara Champion

2000+ sessions since 1985

Formed in 1990, B. Champion Associates specializes in qualitative methodologies including focus groups, in-depth interviews, en situ observation, and ethnography among consumer, B2B, executive and health care targets. Experience spans diverse industry groups, pharmaceutical/health care, CPG, financial, retail, personal grooming. Our focus is on innovative study design and experienced -based analytics to maximize the marketing and communications outcomes of clients seeking actionable results.

William M. Bailey, Ph.D.

WMB & Associates, Statistical Services
4310 Citrus Blvd., Suite 100
Cocoa, FL 32926-2822
Ph. 321-637-0777
info.statmanz@earthlink.net
www.home.earthlink.net/~statmanz

William M. Bailey

400+ sessions since 1990

Cris Bain-Borrego Bilingual Consultant

5248 Nagle Ave.
Sherman Oaks, CA 91401
Ph. 818-784-7235
bainborrego@adelphia.net

Cris A. Bain-Borrego

500 sessions since 1997

Began in the "back room" and learned essential skills, creative techniques and approaches to success as a moderator. Bilingual and bicultural, I offer a consistent solution for studies involving general-market and/or Hispanic research. My category experience runs the gamut. Integrity and flexibility are my standards.



**ATKINS
RESEARCH GROUP, INC.**

www.atkinsresearchinc.com

Ph 323.933.3816 Fx 323.933.3916

We bring the
world
to you

Ideal central Los Angeles location—
near Beverly Hills for client pampering,
yet uniquely near the heart of our diverse
ethnic research specialties:

African American

Hispanic

South & East Asian

General Consumer

Medical

Mock Juries



Gemma C. Baker Research
45 Bushy Hill Rd.
Granby, CT 06035-2903
Ph. 860-653-5241
gcbaker@aol.com
Gemma C. Baker
150 sessions since 1994

Balaban Market Research Consulting (BMRC)
3133 E. Calaveros Dr.
Phoenix, AZ 85028
Ph. 602-765-2172
caryn@bmrc-research.com
www.bmrc-research.com
Caryn Balaban
100+ sessions since 1999

Balboa Consulting
4018 W. 175th St.
Torrance, CA 90504
Ph. 310-542-5191
isabel_balboa@hotmail.com
Isabel C. Balboa
2000+ sessions since 1992

BALCH ASSOCIATES
635 S. Kenilworth Ave.
Oak Park, IL 60304-1129
Ph. 708-383-5570
gbalch@uic.edu
George I. Balch, Ph.D.
N/A sessions since N/A

Phil Balducci & Associates, Inc.
918 River Basin Court, Suite 202
Bradenton, FL 34212
Ph. 941-748-5053
balducci@tampabay.rr.com
Phil Balducci
2000+ sessions since 1988

Baltimore Research
8320 Bellona Ave., Suite 220
Baltimore, MD 21204
Ph. 410-583-9991
info@baltimoreresearch.com
www.baltimoreresearch.com
Ted Donnelly, Ph.D.
200+ sessions since 2000
(See advertisement on p. 3)

Barbuto & Associates
16 Carol Dr.
Englewood Cliffs, NJ 07632
Ph. 201-871-2075
lbarbuto@nj.rr.com
Lorraine Barbuto
2000+ sessions since 1986

Rosalia Barnes Associates
23 Manor Rd.
Old Greenwich, CT 06870
Ph. 203-637-7388
rosalia@rosaliabarnes.com
www.rosaliabarnes.com
Rosalia A. Barnes
2000 sessions since 1990

The Bartlett Group, Inc.
3690 Vartan Way
Harrisburg, PA 17110
Ph. 717-540-9900 or 800-555-9590
thebartlettgroup@aol.com
www.bartlettresearch.com
Jeff Bartlett
200 sessions since 1986

Bate Facilitation Services
38 Gilman Lane
North Andover, MA 01845
Ph. 978-689-4349
jdbate@aol.com
Doug Bate
500+ sessions since 1987

Baxter Strategies Incorporated
26 Fairbanks Blvd.
Woodbury, NY 11797
Ph. 516-367-1783
skane@baxterstrategies.com
www.baxterstrategies.com
Steven Kane
483 sessions since 1988

Bay Area Research
9936 Liberty Rd.
Randallstown, MD 21133
Ph. 410-922-6600
bbridge@mdmarketingsource.com
www.bayareamarketingresearch.com
Dr. Arlene Malech
200+ sessions since 1979

Stephanie L. Becker Consulting
444 E. 86th St., Suite 30H
New York, NY 10028
Ph. 212-744-4429
sbecker444@aol.com
Stephanie Becker
300 sessions since 1997

Becker Research
1415 Evergreen Terrace
Glenview, IL 60025
Ph. 773-549-8203
beckerresearch@aol.com
Liz Becker
325 sessions since 2001

Behavioristics, Inc.
520 Washington Blvd., #179
Marina Del Rey, CA 90292
Ph. 310-823-6543
heather@gte.net
www.behavioristics.com
Heather Desurvire
1500 sessions since 1989

Bell Associates Marketing Rsch. & Consulting
P.O. Box 9504
The Woodlands, TX 77387-9504
Ph. 936-321-6269
dbell7246@aol.com
Darla Bell
2000 sessions since 1986

BenchMarketing Associates, Inc.
120 W. LaSalle, Suite 605
South Bend, IN 46601
Ph. 219-233-1566
wkramer@benchmarketing.com
www.benchmarketing.com
Wayne A. Kramer
250+ sessions since 1990

Berenhaus Research Solutions, LLC
37 Jamie Court, 2nd floor
Bloomfield, NJ 07003
Ph. 973-566-0095 or 973-495-9411
iberenhaus@comcast.net
www.berenhaus.com
Ira Berenhaus
50 sessions since 2001

BERENT Deutschland GmbH
Carl-Ludwig-Str 10
37213 Witzzenhausen
Germany
Ph. 49-5542-911-901
info@berent.de
www.berent.de
Markus Fiebelkorn
N/A sessions since N/A

C. Berger Group, Inc.
327 E. Gundersen Dr.
Carol Stream, IL 60188-2402
Ph. 630-653-1115
carolb@cberger.com
www.cberger.com
Joel Patrick Berger
0 sessions since 2006

Bernstein Research Group, Inc.
4 Old Woods Dr.
Harrison, NY 10528
Ph. 914-698-5141
Betsy Bernstein
4500 sessions since 1982

Berry Marketing Research
4871 Vista Dr., #3
Huntington Beach, CA 92649
Ph. 714-849-1981
dhberry@yahoo.com
Doris Berry
1000+ sessions since 1987

Ken Berwitz Marketing Research
78 School Rd. West
Marlboro, NJ 07746
Ph. 732-536-4346
kbmr@optonline.net
Ken Berwitz
100+ sessions since 1970

Bethart Bilingual Research

7600 S.W. 117 St.
Miami, FL 33156
Ph. 305-255-2170 or 305-588-9007
mbethart@yahoo.com

Marta Bethart

2500+ sessions since 1981

One of the leading U.S. Hispanic moderators. Establishes excellent rapport with both respondents and clients. Excellent ability to make respondents feel comfortable. Responsive to client needs. Strategic thinker with excellent writing skills. Fully bilingual. Experienced in a vast array of product categories and age groups including children and teens.

Beyond, Inc.

2934 W. Whitman Court
Anthem, AZ 85086
Ph. 623-551-1235
mschaefer@beyondmarketresearch.com

Marjorie Schaefer

3000 sessions since 1977

Bierer Research Group

7226 Jardiniere Court
Charlotte, NC 28226
Ph. 704-575-1990
jeff.bierer@bierergroup.com

Jeffrey Bierer

577 sessions since 1981

Bilingual Moderator

(formerly Utilis Hispanic)
1001 Avenue of the Americas, 12th Floor
New York, NY 10018
Ph. 212-939-0077
freelancemoderator@yahoo.com

Raul Perez, Ph.D.

450 sessions since 2000

Dr. Perez adapts his clinical psychology background to copy tests, concept evaluations, and product trials. He has completed projects for beer brewers, food marketers, pharmaceutical companies, and telecommunication providers, among others. With a specialty in Spanish-language research, he conducts focus groups, individual interviews, and online bulletin boards.

David Binder Research

44 Page St., #404
San Francisco, CA 94102
Ph. 415-621-7655
will@db-research.com
www.db-research.com

David Binder

N/A sessions since 1987

Will Gudelunas

N/A sessions since 1998

David Binder Research has been a source of innovative research for over 23 years. We develop a customized research strategy for each project using unique, often proprietary, methodologies based on traditional research techniques. We provide clear insights to the data and work as a strategic partner to help implement action.

Bingle Research Group, Inc.

819 E. 64th St., Suite D-5
Indianapolis, IN 46220
Ph. 317-255-5561 or 317-925-0010
fbingle@binglerg.com
www.binglerresearchgroup.com

Fred Bingle

400 sessions since 1989

BioVid

5 Vaughn Dr., Suite 111
Princeton, NJ 08540
Ph. 609-750-1400
ecohen@biovid.com

Eric Cohen

N/A sessions since N/A

Bisno Associates

114 W. Hunter Dr.
Nixa, MO 65714
Ph. 417-860-2056
lbisno@yahoo.com

Larry Bisno

2500 sessions since 1984

Blake Qualitative Research Services

3697 River Rd.
Lumberville, PA 18933
Ph. 215-297-8225
pblake@blakeresearch.com

Pamela J. Blake

1000+ sessions since 1994

Blass Communications

17 Drowne Road
Old Chatam, NY 12136
Ph. 518-766-2222
kweiss@blasscommunications.com
www.blasscom.com

Kathy Weiss

700 sessions since 1996

Blue Hill Consulting

27 Vose Hill Road
Milton, MA 02186
Ph. 617-910-9410
kathy_butler@comcast.net

Kathy Butler

1000+ sessions since 1993

Blue Sky Strategies

902 Grove Dr.
Louisville, CO 80027
Ph. 303-666-1360
blueskysteve@comcast.net

Steve Costello

2500+ sessions since 1988

Blumenthal Qualitative Research

8828 Oakham St.
Huntersville, NC 28078
Ph. 704-947-5490
michelle@bqresearch.com
www.bqresearch.com

Michelle Blumenthal

500+ sessions since 1992

bob's your uncle

Winshesters House, 259-269 Old Marylebone Rd.
London NW1 5RA
United Kingdom
Ph. 44-20-7170-4395
mattkirby@bobsyourunclesearch.com
www.bobsyourunclesearch.com

Matt Kirby

1500+ sessions since 1992

Dee Chalmers

1500+ sessions since 1989

We're a qualitative research and planning consultancy. We do qualitative research, ethnography and planning consultancy, and are equally at home with domestic and global projects. We've managed companies in the UK and USA, and are experts in projects with a transatlantic dimension. bob's your uncle - smart thinking, clear vision.

Boomer Groups

(a Division of Ray Research, Inc.)
975 Vernon Ave
Winnetka, IL 60093
Ph. 847-501-5665
sharon@boomergroups.com
www.boomergroups.com

Sharon Ray Alt

N/A sessions since 1979

Boston Innovation Group (B.I.G.)

96 Julian Rd.
Harwich Port, MA 02646
Ph. 508-430-1244
big@capecod.net
www.bostoninnovationgroup.com

Jim Ferry

N/A sessions since 1988

Boulder Focus Center

RRC Associates, Inc.
4940 Pearl East Cir., #103
Boulder, CO 80301
Ph. 303-449-6558
liz@boulderfocuscenter.com
www.boulderfocuscenter.com

Chris Cares

425 sessions since 1980

Bowe Marketing Research Consultants

P.O. Box 42
San Dimas, CA 91773
Ph. 909-592-5776
bmrc@bmrc-usa.com
www.bmrc-usa.com

Mike Bowe

500+ sessions since 1974

Boyut Marketing Research & Consultancy Ltd.

Buyukdere cad.
Emlak bank Bloklay C1/7 1.Levent
Istanbul 80620
Turkey
Ph. 90-212-282-80-82
boyutresearch@superonline.com

Petek Dalyan

2678 sessions since 1987

Brain - Brand Investigation S.A. de C.V.
 Presidente Masarik #191, 4th Floor
 Col. Chapultepec Morales,
 Mexico, DF 11570
 Mexico
 Ph. 52-55-5282-1382 or 52-55-5262-1700
 mruvalcaba@brain-research.com
 www.brain-research.com

Luisa Zocchi Pozzi
 3000 sessions since N/A

Brand-Aid Consulting
 89 Williams St.
 Wrentham, MA 02093
 Ph. 508-384-2075

Allan Hoffenberg
 200+ sessions since 1986

Bravo Bi-lingual Services
 P.O. Box 221013
 Charlotte, NC 28222
 Ph. 704-365-2685
 bravo.mail@att.net
 www.cross-cultural.net

Natan Feldman
 58 sessions since 2000

BRC Field & Focus Services
 1101 N. First St.
 P.O. Box 13178
 Phoenix, AZ 85002-3178
 Ph. 602-258-4554 or 800-279-1212
 info@brc-field.com
 www.brc-field.com

Jim Haynes
 200+ sessions since 1995

Rhonda Carrillo
 200+ sessions since 1992

Our focus and moderating services include:
 ethical recruiting, difficult recruits, centrally-
 located facility. Specialties: Hispanic - com-
 plete bilingual services including hosting and
 moderators; other - executive B2B, medically
 at-risk populations, Native Americans, low-
 incidence groups; national project coordina-
 tion. Skilled moderators with experience han-
 dling highly sensitive topics or general con-
 sumer issues.

Bread & Butter Research & Planning
 2 Ridge Street
 North Sydney, NSW 2089
 Australia
 Ph. 61-2-9963-4600
 info@bread-and-butter.com.au
 www.bread-and-butter.com.au

Rob Mason
 1500+ sessions since 1985

Brennen Consultants, Inc.
 3529 Hanover Court
 South Bend, IN 46614-2331
 Ph. 574-299-1700
 brennen930@comcast.net
 www.brennen-consultants.com

William E. Brennen
 120+ sessions since 1985

Bressan Research Associates, Inc.
 30514 Forest Dr.
 Burlington, WI 53105
 Ph. 262-763-8980
 lbressan@wi.rr.com
 www.bressanresearch.com

Louis P Bressan
 300 sessions since 1985

Irwin Broh & Associates
 1011 E. Touhy Ave., Suite 450
 Des Plaines, IL 60018
 Ph. 847-297-7515
 info@irwinbroh.com
 www.irwinbroh.com

Melissa DeLuca
 175 sessions since 1996

Brooks Adams Research
 207 W. Franklin St.
 Richmond, VA 23220
 Ph. 804-649-3704
 sbarsh@aol.com
 www.researching.com

Robert T. Adams
 100+ sessions since 1990

Brooks Rose Marketing Research, Inc.
 515 Madison Ave., 40th Floor
 New York, NY 10022
 Ph. 212-829-0888
 brooksrosemr@att.net
 www.brooks-rose.com

Mitchell Brooks
 1500 sessions since 1994

Brophy Research
 221 E. 94th St., 2N
 New York, NY 10128
 Ph. 212-348-1041
 dbbrophy@att.net

David Brophy
 1000+ sessions since 1990

Jerome Brown Communications
 Convention Research Studies
 1333A North Ave., #702
 New Rochelle, NY 10804
 Ph. 914-525-8251
 jerry@jeromebrowncomm.com
 www.jeromebrowncomm.com

Jerome Brown
 1000+ sessions since 1968

Nancy S. Brown Marketing Research
 2625 Salem Ave. S.
 Minneapolis, MN 55416
 Ph. 952-922-5947
 nbrownmpls@aol.com

Nancy Brown
 1000 sessions since 1982

Brugaletta & Associates
 1430 N. Astor St., Suite 7B
 Chicago, IL 60610
 Ph. 312-943-9666
 yolandabrugetta@msn.com
Yolanda Brugaletta
 2000 sessions since 1970

BRX Global Research Services
 110 Marina Dr.
 Rochester, NY 14626
 Ph. 585-453-8388
 jguttenberg@catdir.com
 www.brxresearch.com

Jeff Gutenberg
 80 sessions since 1999

Buffalo Qualitative Research
 11005 Riverview Rd.
 Fort Washington, MD 20744-5832
 Ph. 301-292-3275
 donitabuff@aol.com

Donita Buffalo
 300+ sessions since 1995

Buffalo Survey & Research, Inc.
 1249 Eggert Rd.
 Buffalo, NY 14226
 Ph. 716-833-6639
 buffalosur@aol.com

Lee Grunert
 5000+ sessions since 1975

Bunofsky Research Group, Inc.
 43 N. Gannon Ave.
 Staten Island, NY 10314
 Ph. 718-477-0425
 bunofskyresearch@aol.com
 www.bunofskyresearchgroup.com

Terri Bunofsky
 100+ sessions since 1995

Burke, Incorporated
 805 Central Ave.
 Cincinnati, OH 45202
 Ph. 800-688-2674
 info@burke.com
 www.burke.com

Trenton Haack
 2000 sessions since 1995
 (See advertisement on p. 67)

Burr Research
 1130 40th St.
 Bellingham, WA 98229-3118
 Ph. 360-671-7813
 BURRRESEARCH@aol.com

Robert Burr
 4000 sessions since 1966

Business Communication Consultants, Inc.
 2822 Third Ave. N., Suite 211
 Billings, MT 59101
 Ph. 406-248-4404
 cft@chucktooley.com

Chuck Tooley
 78 sessions since 1992

Business Research Group
 1030 Stratford Place
 Bloomfield Hills, MI 48304
 Ph. 248-642-6400
 jsaquet@comcast.net
Dr. Jeannette Saquet
 2500 sessions since 1980



Need A Superhero For Your Qualitative Mission?

Let one of our InVision moderators lead the way!

C&R Research
500 N. Michigan Ave.
Chicago, IL 60611
800.621.5022
www.crrresearch.com



Business Research Group

University of Dayton
300 College Park
Dayton, OH 45469-2110
Ph. 937-229-2453 or 888-483-2237
richard.stock@notes.udayton.edu
www.udayton.edu/~brg

Richard Stock

75 sessions since 1993

Business Research Services, Inc.

26600 Renaissance Parkway, Suite 150
Cleveland, OH 44128
Ph. 216-831-5200 or 888-831-5200
info@MarketingResearch.com
www.MarketingResearch.com

Ron Mayher

100 sessions since 1990

C R Market Surveys

9510 S. Constance, Suite C-6
Universal City Professional Bldg.
Chicago, IL 60617-4734
Ph. 773-933-0548 ext. 1
info@crmarketsurveys.com
www.crmarketsurveys.com

Cherlyn Robinson

76 sessions since 1997

Dr. Luis Salces

100+ sessions since 1994

Energetic moderator, marketing professional, and qualitative consultant with highly successful experience researching products and services within following industries: health care, food, education, beauty care, alcoholic beverages, and financial services. Target markets include African American and general market, with field management capabilities. Associate moderator is Dr. Luis Salces, Hispanic market specialist.


C&R Research Services, Inc.

Creative & Response Research Services, Inc.
500 N. Michigan Ave., Suite 1200
Chicago, IL 60611
Ph. 312-828-9200
info@crresearch.com
www.crresearch.com

Sharon Seidler

3000 sessions since 1974

Robert J. Relihan

3000+ sessions since 1982

Mary McIlrath

600 sessions since 2001

Christine Holt

300 sessions since 2003

Liria Barbosa

1100+ sessions since 1998

Raluca Usery

1100+ sessions since 1997

Casey Sloan

800+ sessions since 1999

C&R Research is a full-service market research company with over 40 years of experience providing custom research solutions within the B2C and B2B arenas. C&R has seven experienced moderators with diverse backgrounds including liberal arts, law, business, social services and academia. In addition to general consumers, C&R's moderators specialize in conducting research among kids, teens, Boomers and the Hispanic segments. Specialty divisions of C&R include KidzEyes™, TeensEyes™, BoomerEyes™ and LatinoEyes™. C&R also offers a wide range of custom quantitative services including strategic studies, brand imagery, positioning studies, customer satisfaction research, concept and advertising testing.
(See advertisement on p. 109)

C.A. Walker Research Solutions, Inc.

3800 Barham Blvd., Suite 410
Los Angeles, CA 90068
Ph. 323-850-6820
info@cawalker.com
www.cawalker.com

Kevin Gentry, Ph.D.

200+ sessions since 1990

C.H. Souweine Associates

8630 S. Fairway Point, Suite 127
Victoria, MN 55386
Ph. 952-443-2323 or 612-308-3080
souweine@aol.com

Candace H. Souweine

500+ sessions since 1995

C.L. Gailey Research

347 La Mesa Ave.
Encinitas, CA 92024
Ph. 760-436-1462
clgailey@cox.net
www.clgaileyresearch.com

Carol Gailey

1000+ sessions since 1980

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


Cambridge Associates, Ltd.

2315 Fairway Lane
Greeley, CO 80634
Ph. 800-934-8125
walt@postslot.com
www.focusgroupguru.com

Walter Kendall

1000+ sessions since 1976

Lynn Kendall

200+ sessions since 2000

Telephone, online and traditional focus groups; conjoint analysis; in-depth interviews (telephone/in-person); surveys. Call to discover the difference.

Cambridge Research, Inc.

3521 W. 24th St.
Minneapolis, MN 55416
Ph. 612-929-8450
dalelongfellow@cambridgeresearch.com
www.cambridgeresearch.com

Dale Longfellow

3500+ sessions since 1969

Campbell Rinker

25600 Rye Canyon Rd., Suite 202
Valencia, CA 91355
Ph. 888-722-6723 or 661-775-5925
info@campbellrinker.com
www.campbellrinker.com

C. Dirk Rinker

40 sessions since 1999

**We make finding the right
moderator easy**

The quirks.com Web site has a
fully searchable version of the
moderator directory available at
no charge.



Campos Market Research, Inc.

D/B/A Campos, Inc.
216 Boulevard of the Allies
Pittsburgh, PA 15222-1619
Ph. 412-471-8484 ext. 309
kellib@campos.com
www.campos.com

Yvonne Campos

2600 sessions since 1990

Rena Geraci

N/A sessions since N/A

Yvonne Campos is president of Campos Inc., a market research and business consulting firm founded in 1986. She has over 20 years of experience designing and implementing market research for a variety of corporations and non-profits. With a background in qualitative research, Yvonne is a nationally known moderator with group dynamic skills that extend from one-on-one interviews to focus groups.

Campos Research & Analysis

6921 E. Nichols Pl.
Centennial, CO 80112-3131
Ph. 303-267-0453
campos@cr-a.com
www.cr-a.com

Rusty Campos

400 sessions since 1978

The Caney Group LLC

731 Main St.
Monroe, CT 06468
Ph. 800-666-9550 or 203-445-1880
info@caneygroup.com
www.caneygroup.com

Philip Harriau

300+ sessions since 1994

Rebeca Cantu Helmstetler

P.O. Box 760
South Fork, CO 81154
Ph. 719-873-5240 or 719-850-8996
rchelmstetler@mindspring.com

Rebeca Cantu Helmstetler

500 sessions since 1998

Bilingual (Spanish) qualitative research consultant. Of Mexican heritage. Experienced in Hispanic culture. Conducted numerous groups and depth interviews in English and Spanish. Clients in health care, financial services, travel and tourism and more. Skilled facilitator, evocative communicator, empathetic interviewer, insightful researcher, conscientious project manager, experienced traveler, straight shooter, marathon runner.

Capitol Research Services, Inc.

2940 Lake Lansing Rd.
East Lansing, MI 48823
Ph. 517-333-3388
crs@capitolresearchservices.com
www.capitolresearchservices.com

Rachelle S. Neal

1000 sessions since 1986

C.A. Cappel Associates

5081 Rollman Estates Dr.
Cincinnati, OH 45236
Ph. 513-793-4167
ccappel@fuse.net

Catherine Cappel

5700 sessions since 1986

Capture Research, LLC

73 Whitcomb
Boston, MA 02130
Ph. 203-788-4850
jmblevaert@msn.com
www.captureresearch.com

Jan Blevaert

100 sessions since 1986

Camille Carlin Qualitative Research, Inc.

36 Palmer Ave.
Sleepy Hollow, NY 10591-1614
Ph. 914-332-8647
c.carlin@worldnet.att.net

Camille Carlin

5000 sessions since 1987

Susan Carter Focus Research

P.O. Box 2218
Westport, CT 06880
Ph. 203-853-7949
susanhcarter@aol.com

Susan Carter

10000+ sessions since 1981

Carter Market Research Services

3907 Jenica Way
Louisville, KY 40241-1530
Ph. 502-339-8735
lcarter1@bellsouth.net

Linda Carter

22 sessions since 2002

Castillo & Associates, Inc.

2400 Fifth Ave., Suite 128
San Diego, CA 92101
Ph. 619-683-3898
info@c-asoc.com
www.c-asoc.com

Enrique F. Castillo

1000+ sessions since 1998

Center for Concept Development

P.O. Box 677
Sonoita, AZ 85637
Ph. 520-455-0100
info@ccd-usa.com

Dr. Eugene Cafarella

2000+ sessions since 1980

Central Focus

819 Washington St.
Wilmington, DE 19801
Ph. 302-655-3665
dickdahn@abcfocus.com
www.abcfocus.com

Dick Dahn

350 sessions since 1998

Chadwick Martin Bailey, Inc.

179 South St.
Boston, MA 02111
Ph. 617-350-8922
tandre@cmbinfo.com
www.ChadwickMartinBailey.com

Mark Doherty

750+ sessions since 1994



Complete. Confident.

Chamberlain Research Consultants, Inc.

710 John Nolen Dr.
Madison, WI 53713-1422
Ph. 800-246-9779
quirks@chamberlainresearch.com
www.chamberlainresearch.com

Sharon Chamberlain

1500 sessions since 1988

Teri L. Fulton

50 sessions since 2003

Laura Ehmann

250 sessions since 1986

Jon Harrington

300 sessions since 1991

At Chamberlain we specialize in getting past casual, top-of-mind responses through a mix of scientific techniques and years of experience. Our innovative approaches to qualitative research get participants to brainstorm productively and reveal their true views and opinions, while simultaneously exploring trade-offs, alternatives, expectations and unconscious motivators. As a full-service marketing research firm our moderators come from a variety of backgrounds and bring specific industry knowledge to the table, so you can be sure that you'll always be working with someone who speaks your "language." At Chamberlain our mission is simple: take the risk out of business by helping companies make informed decisions that drive profitability, differentiation, and growth.

Charles, Charles & Associates Inc.

8377 S. Mountain Air Lane
Gold Canyon, AZ 85218
Ph. 480-983-8833
chptacek@aol.com
www.charlescharles.com

Charles H. Ptacek

250+ sessions since 1975

CIBA Research & Consulting, LLC

4610 Tiger Lily Way
Marietta, GA 30067
Ph. 770-565-0882 or 678-463-4289
egibson@gociba.com
www.gociba.com

Elvenya Gibson

500+ sessions since 1999

Focus groups, in-depth interviewing, online focus groups, ethnography. We use many techniques to gain consumer insight. Specialties include communication research, positioning, new product development, packaging, and brand identity development for product and service companies. Expect clear, actionable reports and strategic recommendations from a moderator with significant consumer marketing and research experience.

Dorene Ciletti Consultant

Duquesne University
458 Rockwell Hall
Pittsburgh, PA 15282
Ph. 412-396-4875
ciletti@duq.edu
www.bus.duq.edu/faculty/ciletti

Dorene Ciletti

10 sessions since 2004

Clarion Research

1776 Broadway, Suite 1000
New York, NY 10019-2002
Ph. 212-664-1100
diane.traiger@clarionresearch.com
www.clarionresearch.com

Steve Crane

500+ sessions since 1994

Clarity

14021 E. Coyote Rd.
Scottsdale, AZ 85259
Ph. 480-661-5453
amiller1957@cox.net

Alison Miller

100+ sessions since 1995

Clayton Reed Associates

3rd Floor, 46 Hatton Garden
London EC1N 8EX
United Kingdom
Ph. 44-20-7405-7445
cra.quirks@clayreed.co.uk
www.clayreed.co.uk

Mike Reed

800 sessions since 1989

Clear Concepts

1329 Federal Ave., Suite 6
Los Angeles, CA 90025
Ph. 310-473-5453

Karen Kleiner

40 sessions since 1995

Clear View Brand Insight & Strategy

2300 Lincoln Park W., #1109
Chicago, IL 60614
Ph. 773-805-4831
gloria@clearviewbrand.com
www.clearviewbrand.com

Gloria Quigley

100+ sessions since 1995

The Clowes Partnership

373 Saybrook Rd.
Higganum, CT 06441-4110
Ph. 860-345-4570
clowesline@sbcglobal.net

Rusty Clowes

1000+ sessions since 1989

Cluff, Inc. Market Research

Strategic Market Research
1634 S. Rock Hill Rd.
St. Louis, MO 63119
Ph. 314-961-5211
ccluff@aol.com
www.cluff-inc.com

Cynthia Cluff

N/A sessions since 1990

**CMI**

2299 Perimeter Park Drive
Atlanta, GA 30341
Ph. 678-805-4000 or 888-311-0936
rbacik@cmiresearch.com
www.cmiresearch.com

Laura Johnson

350+ sessions since 2000

Hannah Baker-Hitzhusen

350+ sessions since 2000

CMI offers qualitative research as a stand-alone tool or in conjunction with quantitative methods in both the consumer and B2B segments. With their broad experience base, CMI's moderators are expert advisors, skilled in a variety of techniques (e.g., voice of the customer, laddering, small groups, ice breakers, pre-group tasks, projective) and methodologies (e.g. in-person and telephone focus groups, dyads/triads, IDI's, case studies). Other expertise includes facilitation, Web usability, and ethnographic research.

Saul Cohen & Associates, Inc.

30 Eliot Lane, Suite 102
Stamford, CT 06903
Ph. 203-322-0083
scohen@aol.com
www.saulcohenassociates.com

Saul Cohen

4000+ sessions since 1982

Colburn & Associates, Ltd.

Research Triangle Park
1908 Mountain High Rd.
Wake Forest, NC 27587
Ph. 919-570-7900
paul@colburnresearch.com
www.colburnresearch.com

Paul L. Colburn

500+ sessions since 1986

COMPASS Consulting Group, Inc.

38 Transit St.
Providence, RI 02903
Ph. 401-521-9050
rpowers@compasscg.com
www.compasscg.com

Bob Powers

100 sessions since 1986

Compass Qualitative Research, Inc.

#7 Waterbury Court
Little Rock, AR 72223
Ph. 501-367-0003
info@compassqualitativeresearch.com
www.compassqualitativeresearch.com

Christy Olson

100+ sessions since 1994

Competitive Edge

309 Calle Neblina
San Clemente, CA 92672
Ph. 949-498-0122
skessler@competitiveedge.com
www.CompetitiveEdge.com

Sheila Kessler, Ph.D.

1000+ sessions since 1987

Concept Catalysts, Inc.

1655 Spinnaker Dr., Suite 42
Alpharetta, GA 30005
Ph. 404-432-6605
info@conceptcats.com
www.conceptcats.com

Karen Falkenberg

N/A sessions since 2001

Concepts In Focus

A Div. of Ulrich Research
1329 Kingsley Ave., Suite A
Jacksonville, FL 32073
Ph. 904-264-5578
nancy@conceptsinfocus.com
www.conceptsinfocus.com

Nancy Ulrich

1000+ sessions since 1982

ConStat, Inc.

70 Washington St., Suite 225
Oakland, CA 94607
Ph. 510-267-3100
info@constat.com
www.constat.com

William Deaton, Ph.D.

2500 sessions since 1986

Consumer & Professional Research, Inc. (CPR)

435 N. LaSalle St., Suite 210
Chicago, IL 60610-0884
Ph. 312-832-7744
pmorich@cprchicago.com
www.cprchicago.com

Don Morich

100 sessions since 1978

Consumer Connection, Inc.

9055 S.W. 166 Ave.
Miami, FL 33196
Ph. 786-522-3534
info@consconnect.com
www.consumerconnectionresearch.com

Elba Valle

500+ sessions since 1993

Consumer Connection is a marketing research and consulting company that specializes in diversity segments. We provide services that help businesses and brands connect to diversity in the marketplace: qualitative, quantitative, ethnography, online, brand-building workshops, marketing opportunity analyses, and market immersion tours.

Consumer Focus LLC

6505 W. Park Blvd., Suite 306 - 368
Plano, TX 75093
Ph. 214-542-8787
sstewart@consumerfocusco.com
www.consumerfocusco.com

Sue Stewart

50+ sessions since 2001

Specializing in the customer relationship management, financial services, insurance and direct marketing categories. Providing both qualitative and quantitative research services. Experienced moderator, plus over 15 years of senior-level experience in: marketing research, marketing strategy, marketing communications, customer relationship management, and product development.

The Consumer Network, Inc.
2401 Pennsylvania Ave., Suite 2A4
Philadelphia, PA 19130
Ph. 215-235-2400
mona@consumernetwork.org
www.consumernetwork.org
Mona Doyle
250 sessions since 1980

Consumer Opinion Services, Inc.
12825 First Ave. S.
Seattle, WA 98168
Ph. 206-241-6050
info@cosvc.com
www.cosvc.com
Greg Carter
200 sessions since 1995
(See advertisement on this page)

Consumer Opinion Services, Inc. (Br.)
10829 N.E. 68th St., Bldg. B
Kirkland, WA 98033
Ph. 425-827-3188 or 206-241-6050 for bids
info@cosvc.com
www.cosvc.com
Greg Carter
200 sessions since 1995
(See advertisement on this page)

Consumer Opinion Services, Inc. (Br.)
Lloyd Focus & Videoconference Center
2225 Lloyd Center
Portland, OR 97232
Ph. 503-493-2870 or 206-241-6050 for bids
jim@portlandopinion.com
www.cosvc.com
Jim Weaver
150 sessions since 2003
(See advertisement on this page)

Consumer Opinion Services, Inc. (Br.)
Northtown Mall
4750 N. Division St.
Spokane, WA 99207
Ph. 509-487-6173 or 206-241-6050 for bids
info@cosvc.com
www.cosvc.com
Greg Carter
200 sessions since 1995
(See advertisement on this page)

Consumer Opinion Services, Inc. (Br.)
City Focus
2101 North 34th St.
Northpoint Offices, Suite 110
Seattle, WA 98103
Ph. 206-632-7859 or 206-241-6050 for bids
info@cosvc.com
www.cosvc.com
Greg Carter
200 sessions since 1995
(See advertisement on this page)

Consumer Pulse of Baltimore (Br.)
1232 Race Rd.
Baltimore, MD 21237
Ph. 800-336-0159 or 410-687-3400
baltimore@consumerpulse.com
www.consumerpulse.com
Richard Miller
500+ sessions since 1972

Consumer Pulse of Charlotte (Br.)
Eastridge Mall
246 N. New Hope Rd., #120
Gastonia, NC 28054
Ph. 800-336-0159 or 704-854-8320
charlotte@consumerpulse.com
www.consumerpulse.com
Richard Miller
500+ sessions since 1972

Consumer Pulse of Chicago (Br.)
Stratford Square Mall #D24
424 Stratford Square
Bloomington, IL 60108
Ph. 800-336-0159 or 630-894-9103
chicago@consumerpulse.com
www.consumerpulse.com
Richard Miller
500+ sessions since 1972

Consumer Pulse of Detroit (Br.)
725 S. Adams Rd., Suite 265
Birmingham, MI 48009
Ph. 800-336-0159 or 248-540-5330
detroitwats@consumerpulse.com
www.consumerpulse.com
Richard Miller
500+ sessions since 1972

Consumer Pulse of Los Angeles (Br.)
South Bay Galleria, #269
1815 Hawthorne Blvd.
Redondo Beach, CA 90278
Ph. 800-336-0159 or 310-371-5578
losangeles@consumerpulse.com
www.consumerpulse.com
Richard Miller
500+ sessions since 1972

Consumer Pulse of Milwaukee (Br.)
The Grand Avenue Mall, #2004A
275 W. Wisconsin Ave.
Milwaukee, WI 53203
Ph. 800-336-0159 or 414-274-6060
milwaukee@consumerpulse.com
www.consumerpulse.com
Richard Miller
500+ sessions since 1972

Consumer Pulse of New York (Br.)
Garden State Plaza, #1170
Paramus, NJ 07652
Ph. 800-336-0159 or 201-909-0144
newyork@consumerpulse.com
www.consumerpulse.com
Richard Miller
500+ sessions since 1972

Concept, Name & Fragrance Tests done FAST

Flash Test

How fast do you need to know if a concept, name or fragrance tests well?

How about 24 to 48 hours?

We can field a test as fast or faster than anyone in the research industry and back it up with over 45 years of professional experience.

To learn more or book a test with results in a flash call 206-241-6050.



Consumer Opinion Services

Knowledge is power

12825 1st Avenue South Seattle WA

206-241-6050

www.cosvc.com

Info@cosvc.com

Seattle ♦ Spokane ♦ Boise ♦ Portland ♦ Salt Lake City ♦ Chicago

Consumer Pulse of Philadelphia (Br.)

One Plymouth Meeting Office Center & Plymouth Meeting Mall
Plymouth Meeting, PA 19462
Ph. 610-825-6636 or 800-336-0159
philadelphia@consumerpulse.com
www.consumerpulse.com

Richard Miller

500+ sessions since 1972

Consumer Pulse of Washington (Br.)

8310 C Old Courthouse Rd.
Vienna, VA 22182
Ph. 800-336-0159 or 703-442-0960
washington@consumerpulse.com
www.consumerpulse.com

Richard Miller

500+ sessions since 1972

Consumer Pulse, Inc.

725 S. Adams Rd., Suite 265
Birmingham, MI 48009
Ph. 800-336-0159 or 248-540-5330
cpi@consumerpulse.com
www.consumerpulse.com

Richard Miller

500+ sessions since 1972

Consumer Research Centre Ltd.

1398 West 7th Avenue
Vancouver, BC V6H 3W5
Canada
Ph. 604-714-5900 or 866-455-9311
info@consumerresearch.ca
www.consumerresearch.ca

Ed Gibson

650 sessions since 1994

Ed has moderated across the spectrum from apparel and automotive to telecom and tourism. His specialty is health care and pharmaceuticals, where he has built a reputation for his ability to relate to physicians. His own respected recruiting team can be relied on to source the specialist needed for the study.

Consumer Truth® Ltd

802 Bittersweet Lane
Hinsdale, IL 60521
Ph. 630-325-4660 or 630-325-6902
isabelle@consumertruth.com
www.consumertruth.com

Isabelle Albanese

900 sessions since 1997

Consumer Voice

9 Story Book Lane
Lincolnshire, IL 60069
Ph. 847-405-0808
laurie@consumervoice.biz
www.consumervoice.biz

Laurie Richter

1000 sessions since 1993

ConsumerSpeak

4565 Lanercost Way
Columbus, OH 43220
Ph. 614-326-2107
kpoppp@columbus.rr.com

Kathy Popp

1000+ sessions since 1998

Contemporary Research Centre - Montreal

1250 Guy St., Suite 802
Montreal, PQ H3H 2T4
Canada

Ph. 800-932-7511
kathleend@crccdata.com
www.crccdata.com

Kathleen Deslauriers

1000+ sessions since 1990

Aline Gabriel

250+ sessions since 2000

Christiane Ballant

120 sessions since 2003

CRC provides a complete range of qualitative research services in both French and English, including moderating, analysis and reporting. CRC has moderators in-house who cover a wide range of industries and topics such as the health care sector, consumer goods and services, information technology, financial services as well as automotive. At CRC, we relate to people. Let CRC be your Canadian research partner.

Continental Research Associates, Inc.

4500 Colley Ave.
Norfolk, VA 23508
Ph. 757-489-4887
www.continentalresearch.biz

Nanci A. Glassman

1500 sessions since 1974

Conundrum Qualitative Research

7422 Rosewood Circle
Prairie Village, KS 66208
Ph. 816-729-7858
conundrumresearch@msn.com

Teresa Nichols

100+ sessions since 1994

Cook Research & Consulting, Inc.

6600 France Ave. S., Suite 214
Minneapolis, MN 55435
Ph. 952-920-6251
info@cookresearch.com
www.cookresearch.com

Harold W. Cook

2000+ sessions since 1975

Copley Focus Centers

20 Park Plaza
Boston, MA 02116
Ph. 617-421-4444
frank@copleyfocuscenters.com
www.copleysquarefocus.com

Ron Kornokovich

600 sessions since 1975

Core Research

2161 N.W. Military Hwy., Suite 202
San Antonio, TX 78213
Ph. 210-366-4210
korbel@world-net.net
www.corresearch.biz

Dr. Susan Korbel

75 sessions since 1987

Corey, Canapary & Galanis

447 Sutter St., Penthouse N.
San Francisco, CA 94108
Ph. 415-397-1200
jon@ccgresearch.com
www.ccgresearch.com

Jon Canapary

137 sessions since 1996

Cornerstone Research & Marketing, Inc.

84 Sweeney St.
N. Tonawanda, NY 14120
Ph. 716-743-1988
rhonda@cornerstoneresearch.net
www.cornerstoneresearch.net

Rhonda Ried

250 sessions since 1983

Corporate Research Center, Inc.

106 Fairridge Court
Jamestown, NC 27282
Ph. 336-812-3500
corporateresearch@triad.rr.com
www.corporateresearch.org

John Deuterman

300 sessions since 1984

Creative Focus, Inc.

1120 Hope Rd., Suite 150
Atlanta, GA 30350
Ph. 404-256-7000
vardis@mindspring.com
www.creativefocus.net

Harry Vardis

1000+ sessions since 1980

Creative Marketing Solutions, Inc.

P.O. Box 487
Lahaska, PA 18931
Ph. 215-794-9277
creativemktsol@aol.com

Larry Schwarz

1000 sessions since 1986

Creative Research Services, Inc. (Br.)

9518 Brentgate Dr.
Dallas, TX 75238
Ph. 214-340-3725
frank.mcgin@creativeresearch.com
www.creativeresearch.com

Frank McGinn

1000+ sessions since 1984

Creative Waves

Innovations in Qualitative Research
20 Wilton Rd.
Pleasantville, NY 10570
Ph. 914-747-8086
creativewaves@att.net
www.creativewavesresearch.com

Mary Beth Keller

500+ sessions since 1987

Cross-Tab Marketing Services Pvt. Ltd.

171-B, Mittal Tower, 210 Nariman Point
Mumbai 400021
India

Ph. 91-22-22022043

sales@cross-tab.com

www.cross-tab.com

Bharati Eligar

300+ sessions since 1998

CSK Marketing Inc.
5620 River Hills Rd.
Racine, WI 53402
Ph. 262-681-7355
cskmarketing@aol.com
www.cskmarketing.com
Christine Shields Kann
N/A sessions since 1997

Cultural Access Group
445 South Figueroa St., Suite 2350
Los Angeles, CA 90071
Ph. 213-228-0309
plopez@accesscag.com
Iris Yim
62 sessions since 2003

Cultural Horizons Inc.
11824 Central St.
Kansas City, MO 64114-5536
Ph. 816-941-7000
culturalhorizons@aol.com
www.cultural-horizons.com
Nancy Huaco Lang
100+ sessions since 1994

Cunningham Research Associates
500 Ashwood Lane
Fairview, TX 75069
Ph. 972-529-4965
markc@craresearch.com
www.craresearch.com
Mark Cunningham
1500 sessions since 1986

Customer Connections
6509 - 246th Ave.
Salem, WI 53168
Ph. 262-843-4400
custcon@acronet.net
www.custcon.net
Cheryl Raith
2000 sessions since 1980

Customer Insights Research, Inc.
515A Fitzsimmons St.
Hendersonville, NC 28792
Ph. 828-692-3763
insights@bobrutter.com
Robert S. Rutter, Ph.D.
500 sessions since 1995

Customer Strategy Consulting
P.O. Box 10178
Beverly Hills, CA 90213
Ph. 310-659-8536
info@yourcustomer.com
www.yourcustomer.com
George Sloan
N/A sessions since 1984

D. Kom Market Assessment Ltd.
338 City Rd.
London EC1V 2PY
United Kingdom
Ph. 44-(20-7239-8278
dkomm@gmail.com
Doug Komilaides
500+ sessions since 1984

I have over twenty years of moderating experience, handling NPD, customer service and communications issues mainly in the technology sectors but also in retail, entertainment and finance. This includes B2B and consumer research for agencies and clients from North America, Europe and beyond. I also provide qualitative research training.

D/R Added Value
7474 N. Figueroa St.
Los Angeles, CA 90041
Ph. 323-254-4326
maggie.taylor@dr-added-value.com
www.dr-added-value.com
Eric Villain
1000+ sessions since 1984

D/R/S HealthCare Consultants
121 Greenwich Rd., Suite 209
Charlotte, NC 28211
Ph. 704-362-5211
drsimon@mindspring.com
www.drmsimon.com
Dr. Murray Simon
7500+ sessions since 1982

D/R/S HealthCare Consultants specializes in qualitative market research with health care professionals, patients and administrators. The company was established in 1982 by Dr. Murray Simon, a former health care provider who believes that research with health care professionals is more comprehensive and productive when personally conducted by someone who understands the complex patient/provider interaction through having experienced it.

Daniel Research Group

Daniel Research Group
49 Hill Rd., Suite 4
Belmont, MA 02478
Ph. 617-484-6225
sdaniel@earthlink.net
Steve Daniel
1000 sessions since 1985

Daniel Research Group, a full-service market research firm designing and executing studies among users and buyers of information technology products and services worldwide. Focus group studies employ our FOCUS/IT methodology based on 20 years of experience in designing and conducting high-technology focus group in technical, commercial and consumer segments. Our Model Enabled Consulting Services apply sophisticated quantitative forecasting methodologies to aid in making strategic and tactical design, development, marketing and sales decisions.

Frances Darpino Consulting
103 Earlington Rd.
Havertown, PA 19083
Ph. 610-449-7382
fjdarpino@comcast.net
Frances Darpino
1000+ sessions since 1982

Data & Management Counsel, Inc.
428 Exton Commons
Exton, PA 19341
Ph. 610-524-7900
datamngt@aol.com
Bill Ziff-Levine
1000 sessions since 1985

Davidson-Peterson Associates
A Division of Digital Research, Inc.
201 Lafayette Center
Kennebunk, ME 04043-1853
Ph. 207-985-1790
karen.peterson@digitalresearch.com
www.dpaonline.com
Karen Peterson
1000 sessions since 1974
Jane Mount
150 sessions since 1990

Davidson-Peterson Associates (DPA) has been providing direction in travel and tourism since 1974. Both Ms. Peterson and Ms. Mount have conducted focus groups in the areas of attractions development, advertising message development, and establishing travel destination imagery. DPA also provides a full range of quantitative research services.

Lin Davis & Associates
225 E. 73rd St.
New York, NY 10021-3654
Ph. 212-737-1388
lda1@ix.netcom.com
Linden Davis
150 sessions since 1994

M Davis & Co., Inc.
1520 Locust St., 3rd Floor
Philadelphia, PA 19102-4403
Ph. 215-790-8900 or 800-842-4836
info@mdavisco.com
www.mdavisco.com
Ron Campbell
100+ sessions since 1989

Decision Analysis
12400 Wilshire Blvd., Suite 1455
Los Angeles, CA 90025
Ph. 310-979-0999
info@decision-analysis.com
www.decision-analysis.com
Richard Gabriel
475 sessions since 1988


Decision Analyst, Inc.

604 Avenue H East
Arlington, TX 76011-3100
Ph. 817-640-6166 or 800-262-5974
jthomas@decisionanalyst.com
www.decisionanalyst.com

Jerry W. Thomas

5000 sessions since 1969

Melanie Lobo

450 sessions since 1998

Roger Wallace

50+ sessions since 2001

From in-person focus groups and depth interviews to ethnography and laddering techniques, Decision Analyst delivers highly analytical and decision-oriented insights. Decision Analyst offers both in-person and online qualitative research services. In-person services include: focus groups, sensitized groups, dyadic and triadic interviews and depth motivational studies. Decision Analyst is a world leader in online qualitative research: time-extended online focus groups, time-extended depth interviews, online ethnography and online pseudo-depth interviews. (See advertisement on p. 37)

DecisionTrack

5 Penny Lane
Lititz, PA 17543
Ph. 717-625-3632
dectrack@ptd.net
www.decisiontrack.net

Dan F. Duda

100+ sessions since 1986

DeLevie Group Research

41 Amherst Dr.
Hastings-on-Hudson, NY 10706
Ph. 914-478-5126
DGRCO@aol.com

Sharon DeLevie

1000+ sessions since 1987

DeNance & Associates

625 N. 137th St.
Seattle, WA 98133
Ph. 206-417-1538
adenance@earthlink.net

Andrew DeNance

1000+ sessions since 1995

Development II, Inc.

107 Middle Quarter Mall
P.O. Box 992
Woodbury, CT 06798
Ph. 203-263-0580
info@development2.com
www.development2.com

Steve Lewis

500+ sessions since 1980

Dialogue Resource, Inc.

1506 Post Rd.
Fairfield, CT 06824
Ph. 203-256-9211
dri@dialogueresource.com
www.dialogueresource.com

Nino DeNicola

10000 sessions since 1982

Ruth Diamond Market Research Services

Boulevard Mall
770 Alberta Dr.
Buffalo, NY 14226
Ph. 716-836-1110 or 716-836-1111
RDMKTRSCH@aol.com
www.ruthdiamond.com

Harvey Podolsky

300+ sessions since 1980

Bette Dickinson Research, Inc.

7468 Mariner Dr. N.
Maple Grove, MN 55311-2611
Ph. 763-420-4385

Bette Dickinson

1000+ sessions since 1968

The Dieringer Research Group, Inc.

3064 N. 78th St.
Milwaukee, WI 53222-5025
Ph. 414-449-4545 or 800-489-4540
sales@thedrg.com
www.thedrg.com/quirks

Robert Fichtner

175 sessions since 1991

Digital Research, Inc.

201 Lafayette Center
Kennebunk, ME 04043-1853
Ph. 207-985-7660
bob.domine@digitalresearch.com
www.digitalresearch.com

Karen Peterson

1000 sessions since 1974

Bob Cuzner

600 sessions since 1985

Jane Mount

150 sessions since 1990

Digital Research has been providing unique perspectives in marketing research since 1992. DRI offers three moderators who focus on the youth and family markets, as well as consumer products and services. Our professionals serve the qualitative research needs of a national client base. DRI also provides a full range of quantitative research services and is a two-time EXPLOR Award winner.

Direct Dialogue

Willow House
Fressingfield Eye, Suffolk IP21 5PE
United Kingdom
Ph. 44-137-958-6850
david@directdialogue.net
www.directdialogue.net

David Spenser

3000+ sessions since 1980

Direct Feedback, Inc.

Four Station Square, Suite 545
Pittsburgh, PA 15219
Ph. 412-394-3676 or 800-519-2739
mignella@dfresearch.com
www.dfresearch.com

Tara Conroy

267 sessions since 1990

Direct Marketing Research Associates

1731 Embarcadero Rd., Suite 200
Palo Alto, CA 94303
Ph. 650-856-9988
mikeg@dmrainc.com
www.dmrainc.com

Michael Green

1000+ sessions since 1982

Directions Research Corp.

P.O. Box 1731
Mason City, IA 50401
Ph. 641-423-0275
thultc@willowtree.com

Tom Thul

1500 sessions since 1980

Discovery - National Qualitative Network

Corporate Office
1061 E. Indiantown Rd., Suite 204
Jupiter, FL 33477
Ph. 561-748-0931 or 888-331-7779
peterb@quicktest.com
www.quicktest.com

Shannon Kannenberg

20 sessions since 1995

Discovery Research

726 Las Trampas Rd.
Lafayette, CA 94549
Ph. 925-283-8216
DisRsh@aol.com

Judith Coleman Cohen

400 sessions since 1985

Discovery Works, Inc.

12025 Paul Meadows Dr.
Cincinnati, OH 45249
Ph. 513-489-1887
jhriester@discoveryworks.net
www.discoveryworks.net

John Riester

1500+ sessions since 1991

Disher Strategic Research, LLC

873 Fenchurch Court
Cincinnati, OH 45230
Ph. 513-226-4385 or 888-9-DISHER
dave@disher.com
www.disher.com

Dave Disher

350 sessions since 1999

Distinctive Marketing, Inc.

516 Bloomfield Ave.
Montclair, NJ 07042
Ph. 973-746-9114
dmiassociates@verizon.net
www.distinctivemktg.com

Diane Spencer

100+ sessions since 1990

DMS Research

840 Larrabee St., Suite 4209
Los Angeles, CA 90069
Ph. 888-214-2853 or 310-659-8732
jdraper@dmsresearch.com
www.dmsresearch.com

John Draper

200+ sessions since 2000

DO Research

505 E. 79th St.
New York, NY 10021
Ph. 212-734-4544
dokrent@aol.com

Diane Okrent

1500+ sessions since 1976

Doane Marketing Research, Inc.

1807 Park 270 Dr., Suite 300
P.O. Box 46904
St. Louis, MO 63146
Ph. 216-491-9515 ext. 211
vthies@doanemr.com
www.doanemr.com

Louis Chavez

20 sessions since 2002

Dodge Business Research Consulting

3109 W. 50th St., #311
Minneapolis, MN 55410
Ph. 800-685-7934
tony@dodgeresearch.com
www.dodgeresearch.com

Tony Dodge

1000+ sessions since 1983

Dolobowsky Qualitative Services, Inc.

94 Lincoln St.
Waltham, MA 02451
Ph. 781-647-0872
reva@doloqual.com
www.doloqual.com

Reva Dolobowsky

2000+ sessions since 1975

Dominion Focus Group, Inc.

Dominion Marketing Research, Inc.
Commerce Plaza I
2809 Emerywood Pkwy., Suite 100
Richmond, VA 23294
Ph. 804-672-0500 or 804-672-1417
bana@dominionfocusgroup.com
www.dominionfocusgroup.com

Bana Bhagchandani

80 sessions since 1998

Jack R. Doub Co.

3512 Honeybrook Ave.
Dayton, OH 45415-1545
Ph. 937-898-0128
JackDoub@aol.com

Jack Doub

30 sessions since 1974

Melanie Dowe Marketing Group, LLC

145 Tyee Dr., #1129
Point Roberts, WA 98281
Ph. 360-945-3693
mdowe@dowemarketing.com
www.dowemarketing.com

Melanie Dowe

1000 sessions since 1987

**Doyle Research Associates, Inc.**

400 N. Michigan Ave, Suite 800
Chicago, IL 60611-4148
Ph. 312-863-7600
info@doyleresearch.com
www.doyleresearch.com

Susan Sweet

500+ sessions since 1995

Martha Rivera

400+ sessions since 1997

Tom McGee

1000+ sessions since 1985

Carole Schmidt

750+ sessions since 1990

Christine Efken

750+ sessions since 1990

Nan Burgess-Whitman

500+ sessions since 1997

Doyle Research Associates is an innovative qualitative research firm specializing in focus groups, in-depth interviews, observational research, and online research with both the general population and Hispanic markets. We also provide ideation services among consumers (kids, teens and adults), professionals and internal teams. Category experience includes food and beverage, food service, personal and home care, pharmaceutical, telecommunications, toys and games, publishing, non-profit/social issues, media and entertainment, and durable goods. (See advertisement on this page)

DRW Research

26968 N. Monroe Drive
Southfield, MI 48034
Ph. 248-350-0056
dwilliamsonpcs@sbcglobal.net

Dr. Darlene Williamson

100+ sessions since 1985

Dr. Darlene Williamson is a psychologist with over 18 years experience conducting research with consumers of different demographic profiles, business owners, executives, managers, and employees. Dr. Darlene Williamson has personally directed and implemented qualitative and quantitative studies with multicultural segments across industries. Topics: corporate and brand image, ad concept testing, product development, taste tests, car clinics, sponsorship evaluation, diversity and inclusion issues.

Ebel Marketing Group

6039 Beverly Hills Rd.
Coopersburg, PA 18036-1827
Ph. 610-282-9978
cebel@epix.net
www.ebelmarketing.com

Christopher J. Ebel

150 sessions since 1986

Blanka Eckstein Qualitative Research

251 Lexington Ave.
New York, NY 10016
Ph. 212-685-1635
blanka@nyc.rr.com

Blanka Eckstein

600 sessions since 1980

We ask questions to help you find answers.

Doyle Research Associates:
Innovative Qualitative Research & Idea Generation



Focus Groups
In person, phone, online

Hispanic Research NEW SERVICE
U.S. & Latin America

Ethnographic Research

Children/Tweens/Teens

kideation®/Idea Generation

MineSights™ NEW SERVICE
Qualitative Meta-Analysis



Doyle Research Associates
400 N. Michigan Ave., Suite 800, Chicago, Illinois 60611
Telephone 312.863.7600
www.doyleresearch.com

Bonnie W. Eisenfeld

2031 Locust St., #402
Philadelphia, PA 19103
Ph. 215-567-1635
bwehrl@yahoo.com

Bonnie Eisenfeld

N/A sessions since 1980

Eliant, Inc.

15635 Alton Parkway, Suite 200
Irvine, CA 92618
Ph. 949-753-1077 or 800-814-9595
pmorton@eliant.com
www.eliant.com

Robert Mirman

100 sessions since 1984

Ellison Research

14804 N. Cave Creek Rd.
Phoenix, AZ 85032
Ph. 602-493-3500 ext. 130
ronsellors@ellisonresearch.com
www.ellisonresearch.com

Ron Sellers

950 sessions since 1988

Abby Ellison Research

Div. Of EQR, Inc.
936 Fifth Ave., Suite 7-A
New York, NY 10021
Ph. 212-452-2938 or 917-576-2458
EQR2@aol.com

Abby Ellison Kanarek

25,000 sessions since 1969

ENERGISTICS

109 Sonoma Way
Chapel Hill, NC 27516
Ph. 919-933-0614
susannassar@energistics.com
www.energistics.com

Susan Nassar

3000 sessions since 1987

National focus group moderator and creative idea/name generation facilitator. Extensive corporate/strategic/quantitative experience; marketing mix/positioning or corporate/organizational issues. Very versatile - all regions and socioeconomic levels; big projects or small; general market or African-American. Fluent French for groups or interacting with Francophone clients. Thorough, customized reports.

Energy Infuser

1123 W. Washington
Chicago, IL 60607
Ph. 312-733-2639
www.energyannex.com

Kay Allison

1200 sessions since 1999

Envision Marketing Research

31 Honey Line, R.R. #5
Warkworth, ON K0K 3K0
Canada
Ph. 705-924-1570
envision@trytel.net

Elizabeth Heon

1000+ sessions since 1979

Epp Consulting

2 Candle Terrace S.W.
Calgary, AB T2W 6G7
Canada
Ph. 403-201-2583
lhepp@shaw.ca

Lois Epp

N/A sessions since 1989

eQualitativeResearch.com

5499 N. Federal Highway, Suite P
Boca Raton, FL 33487
Ph. 561-988-7099
info@eqrinc.com
www.eqrinc.com

Renee H. Frengut, Ph.D.

2500+ sessions since 1978

EquiBrand Consulting

1100 Moraga Way, 1st fl
Moraga, CA 94556
Ph. 925-247-1400
tim@equibranding.com
www.equibrandconsulting.com

Tim Koelzer

100+ sessions since 1990

Eshelman & Townsend, Ltd.

313 Maple Ave.
Wyncote, PA 19095
Ph. 215-884-9060
ENTMKTRSCH@aol.com
MaryAnne Eshelman, Ph.D.
2500 sessions since 1980

Essential Resources, LLC

45 Park Place S., Suite 330
Morristown, NJ 07960
Ph. 908-832-6979
essresou@na2k.net

Lucy Mundo

100 sessions since 1996

Essman/Research

100 E. Grand Ave., Suite 340
Des Moines, IA 50309-1800
Ph. 515-282-7145
mail@essmanresearch.com
www.essmanresearch.com

Denise Essman

100+ sessions since 1981

Eureka Facts, LLC

17 W. Jefferson St., Suite 5
Rockville, MD 20850-4201
Ph. 866-693-2287 or 301-610-0590
jorge@eurekafacts.com
www.eurekafacts.com

Jorge Restrepo

100 sessions since 1994

Evans/McDonough Co., Inc.

315 1st Ave. S., Suite 400
Seattle, WA 98104
Ph. 206-652-2454
info@evansmcdonough.com
www.evansmcdonough.com

Don McDonough

200 sessions since 1989

Evolve Research

P.O. Box 60835
Oklahoma City, OK 73146
Ph. 405-209-8456
kristen@evolve-research.com

Kevin Mark Jessop

20+ sessions since 1999

The Exploration Station, Ltd.

P.O. Box 4375
Rivonia Sandton 2128
South Africa
Ph. 27-11-783-1573
explore@icon.co.za

Sue Lerena

1000+ sessions since 1976

Explorations

2207 W. Addison St.
Chicago, IL 60618-6026
Ph. 773-472-3710
sue@explorations-qrc.com

Sue Gartzman

300+ sessions since 1994

EyeTracking, Inc.

6475 Alvarado Rd., Suite 132
San Diego, CA 92120
Ph. 619-594-0370
info@eyetracking.com
www.eyetracking.com

Sylvia Knust

700+ sessions since 1999

FacFind, Inc.

6230 Fairview Rd., Suite 108
Charlotte, NC 28210-3253
Ph. 704-365-8474 or 888-590-8073
FacFind@aol.com
www.facfindresearch.com

Sandra Barritt

1000+ sessions since 1985

Facts 'n Figures

15301 Ventura Blvd.
Garden Office Bldg. B, Suite 500
Sherman Oaks, CA 91403
Ph. 818-986-6600
steve_escue@factsnfiguresinc.com
www.factsnfiguresinc.com

Bonnie Ponaman

500+ sessions since 1998

Fader & Associates

372 Central Park W., Suite 7N
New York, NY 10025
Ph. 212-749-3986
jenniferlarsen@faderfocus.com
www.faderfocus.com

Susan Fader

2500+ sessions since 1988

Falk Research Associates, Inc.

1177 Louisiana Ave., Suite 214
Winter Park, FL 32789
Ph. 407-647-3333
thor@falkresearch.com
www.falkresearch.com

Thor Falk

1000+ sessions since 1989

The Family Research Group
300 W. Pratt St., Suite 250
Baltimore, MD 21201
Ph. 410-332-0400
bg@obaltimore.com
www.observationbaltimore.com
Barbara Gassaway
1000+ sessions since 1986

Fearless Branding
2677 Larkin St., Suite 301
San Francisco, CA 94109
Ph. 415-292-5100
robert@fearlessbranding.com
www.fearlessbranding.com
Robert Friedman
25 sessions since 2004

Feldman Research Lab
119 Cherry Lane
Teaneck, NJ 07666
Ph. 201-833-9607
rich@researchlab.tv
www.researchlab.tv
Richard Feldman
250 sessions since 1985

Field & Tab, Inc.
32 Broadway, Suite 1114
New York, NY 10038
Ph. 212-566-2400
info@fieldandtab.com
www.fieldandtab.com
Carolyn Broullon
18 sessions since 2005

FieldHouse Marketing Research
6677 N. Lincoln Ave., Suite 110
Lincolnwood, IL 60712
Ph. 847-410-0707 or 847-751-0707
J.Dimbert@fhmr.com
www.fhmr.com
Jonathan Dimbert
300 sessions since 1995

FieldHouse Marketing Research
7220 W. 98th Terrace
Overland Park, KS 66212
Ph. 913-341-4245
info@fhmr.com
www.fhmr.com
Ron Dimbert
2000+ sessions since 1970



First Insights
350 Seventh Ave., Suite 1503
New York, NY 10001
Ph. 212-926-3700
info@firstinsights.com
www.firstinsights.com
Lon Taylor
500+ sessions since 1999

First Insights specializes in usability testing, ethnographic studies, contextual interviews, focus groups and heuristic analysis. We've conducted research projects in a variety of industries and can offer complete project management to include: facility selection, screener development, creation of a moderator's guide and moderation in one-on-one group, phone or online settings. Our team pays careful attention to understanding your business, marketing or IT objectives and we always deliver an easy to understand summary report.

First Research
1915 Drexel Rd.
P.O. Box 21146
Greensboro, NC 27420
Ph. 336-691-8100
gwfirstsrh@aol.com
www.firstsrh.com
Gratia Wright
2500+ sessions since 1987

Fischer Research Assoc. Inc.
6100 Hidden Valley Dr.
Doylestown, PA 18901-9473
Ph. 215-794-2665
klfischer@comcast.net
Karen I. Fischer, Ph.D.
2000 sessions since 1982

Flake-Wilkerson Market Insights, LLC
333 Executive Court, Suite 100
Little Rock, AR 72205
Ph. 501-221-3303 or 800-327-8831
brent.beazly@fw-mi.com
www.fw-mi.com
Karen Flake
90 sessions since 1988

Anne Flanz Custom Marketing Research
343 Maple Ave.
Glen Ellyn, IL 60137
Ph. 630-469-1092
aflanz-cmr@sprynet.com
Anne Flanz
10000+ sessions since 1978

I have been providing customized qualitative marketing research solutions for more than 20 years for both direct-to-consumer and business-to-business clients across a broad and varied range of industries. My moderating skills are informed and supported by 10 years as a clinical psychologist. Areas of specialization include but are not limited to: new products, communications/advertising, strategic positioning and brand imagery.

Andrew Fletcher Consulting Ltd.
25 Ngarimu Grove NGA10
Wellington
New Zealand
Ph. 64-4-479-3783
andrew@fletcher.co.nz
www.fletcher.co.nz
Andrew Fletcher
600 sessions since 1994

Flynn Consulting
322 Longview Blvd.
St. Louis, MO 63122
Ph. 314-822-4634
flynnconsult@worldnet.att.net
Mike Flynn
2500 sessions since 1980

Focal Research
7071 Bayers Rd., Suite 326
Halifax, NS B3L 2C2
Canada
Ph. 902-454-8856
focal@focalresearch.com
www.focalresearch.com
Heather Marriott
100+ sessions since 1985

Focus Inn™
1093 Greenwood Lake Turnpike
Ringwood, NJ 07456
Ph. 973-728-0643
info@focusinn.com
www.focusinn.com
Adele Schwartz
100 sessions since 1994

FOCUS LATINO

Focus Latino
1617 Cabinwood Cove
Austin, TX 78746
Ph. 512-306-7393
gcafocuslatino@austin.rr.com
Guy C. Antonioli
1357 sessions since 1996
Beatriz Noriega
1528 sessions since 1978
Guy C. Antonioli II
138 sessions since 2002

Established 1996. Hispanic and general market qualitative consumer research and ethnography. Bilingual and bicultural, we moderate in Spanish or English. Beatriz - a psychologist; Guy - a seasoned marketing, advertising and research professional, both have extensive experience working in USA, Mexico and Latin America; and Guy II - a 2002 communications graduate from the University of Texas, has proven most valuable conducting projects with younger target audiences. Our combined areas of expertise and option of female or male moderators enable us to better uncover consumer insights and provide value-added recommendations; and offer clients cost and time efficiencies when conducting projects among various ethnic segments.



Food & Beverage Research and Development

Focus on Food

6679 Peachtree Industrial Blvd., Suite M
Norcross, GA 30092
Ph. 770-300-0168 or 888-300-0467
cari@focusonfood.com
www.focusonfood.com

Mark Michelson

2000+ sessions since 1984

For consumer driven concept development, Focus On Food is the food and beverage research specialist serving the national chain restaurant and food and beverage manufacturing industries with qualitative and quantitative projects. Outstanding commercial and residential-style kitchens. Focus On Food provides complete or component services as your needs dictate including project design, moderation, execution, data tab and analysis. Product/menu development, positioning strategies, marketing campaigns, packaging concepts. Multi-market project management through the Focus On Food National Network.

Focus One Research, LLC

110 Jones Lane, Suite C
Flowood, MS 39232
Ph. 601-932-8281
info@focus1research.com
www.focus1research.com

Linda Harmon

500+ sessions since 1985

Focus Portland

4915 S.W. Griffith Dr., Suite 210
Beaverton, OR 97005
Ph. 503-350-4829
info@focusportland.com
www.focusportland.com

Steve Boespflug

200+ sessions since 1993

Focus Research

31662 W. Nine Dr.
Laguna Niguel, CA 92677-2955
Ph. 949-369-0226
Focusjh@aol.com

Jeanne Harris

1000+ sessions since 1985

Focus Research & Marketing

P.O. Box 356
Boys Town, NE 68010
Ph. 402-491-0408
focusjohn@aol.com

John Lee

1000+ sessions since 1990

Focus Research, Inc.

5001 E. Hwy. 190 Service Rd., Suite B-5
New Orleans, LA 70433
Ph. 985-867-9494 or 985-867-9437
info@focusresearchinc.com
www.focusresearchinc.com

Kirsty D. Nunez

1750+ sessions since 1990

Focus Suites of Philadelphia

One Bala Plaza, Suite 622 Center
Bala Cynwyd, PA 19004
Ph. 610-667-1110
ellen.kozac@focussuites.com
www.focussuites.com

Ellen Kozac

500+ sessions since 1997

Focused Marketing

91 Riverview Terrace, #108
Benicia, CA 94510
Ph. 707-746-7737
chuckwhiteinfo@sbcbglobal.net

Chuck White

1000+ sessions since 1970

FOCUSED Marketing Research, Inc.

P.O. Box 70
Wales, WI 53183
Ph. 262-646-5553
info@focusedmr.com
www.focusedmr.com

Vern Dougherty

1000+ sessions since 1998

Focused Research

8247 Valley Dr.
Chagrin Falls, OH 44023
Ph. 440-543-5258
sstonetoo@aol.com
Susan Ray Stone
100+ sessions since 1983

Focused Solutions

907 Monument Park Cir.
Salt Lake City, UT 84108
Ph. 801-582-9917
bill@focusedsolutions.net
www.focusedsolutions.net

Bill Sartain

3000+ sessions since 1968

Foley Research, Inc.

8535 S.E. Willock Rd.
Olalla, WA 98359
Ph. 253-858-8074
cdfoley@centurytel.net
www.foleyresearch.com

Carol D. Foley, Ph.D.

375 sessions since 1999

Foresight Research

640 W. University Dr.
Rochester, MI 48307
Ph. 248-608-1870
cstommel@foresightresearch.com
www.foresightresearch.com

Steven Bruyn

200 sessions since 1983

4C Research & Consulting

55 Freshet Rd.
Madbury, NH 03823
Ph. 603-740-0077
ahooper@fourcresearch.com
www.fourcresearch.com

Anne R. Hooper

100+ sessions since 1995

Fox Management

21107 Jonathan Dr.
Stronesville, OH 44149
Ph. 440-572-1334
JillJB@stratos.net
Jill Bernaciak
100 sessions since 1983

John Fox Marketing Consulting

800 Compton Rd., Unit 37A
Cincinnati, OH 45231
Ph. 513-771-3699
JohnFoxMktg@aol.com
www.johnfoxmktg.com

John Fox

300 sessions since 1984

Franklin Communications

53 Stickle Ave
Rockaway, NJ 07866
Ph. 973-625-8811
mfranklin@fc4research.com
www.fc4research.com

Michael Franklin

500+ sessions since 1982

Specialists in health care market research. Clients include major pharmaceutical and equipment manufacturers, advertising agencies, professional medical, nursing and pharmacy publications, medical and nursing societies. Rx, OTC and DTC experience.

JD Franz Research, Inc.

550 Bercut Dr., Suite H
Sacramento, CA 95814
Ph. 916-440-8777
jdfranz@jdfranz.com
www.jdfranz.com

Jennifer Franz

200+ sessions since 1985

Frieden Qualitative Services

14802 Addison St.
Sherman Oaks, CA 91403
Ph. 818-789-6894
garytheg@aol.com

Gary Frieden, Ph.D.

15000+ sessions since 1984

Full Measure Research, Inc.

413 Cottage Ave.
Glen Ellyn, IL 60137
Ph. 630-858-2309
wcdawe@sbcbglobal.com
www.fullmeasureresearch.com

William Dawe

N/A sessions since 2003

**Fundamental Research Group, Inc.**

720 Second St. Pike, Suite 201
 Southampton, PA 18966
 Ph. 866-953-7655
donna.siegfried@funresearch.com
www.funresearch.com

Donna Siegfried

2500+ sessions since 1977

Fundamental Research Group is a certified Woman Owned Business (WBENC) offering full-service marketing research without the consultative pricing. Specialists in behavioral and statistical analytics, we are best known for our 24/7 hours of operation, immediate responsiveness, flexibility, integrity and involvement of the principals of the company. Areas of expertise include C-level executive interviewing, unique online interviewing techniques with personally recruited respondents, qual-quants, resourceful sampling for B2B and consumer segments, expedited customized reporting techniques. Proprietary process - S.T.A.T.™.

Furmansky Associates

3200 Madison Ave., Suite B36
 Bridgeport, CT 06606
 Ph. 203-374-3720
hfurmansky@sbcglobal.net

Howard Furmansky

300 sessions since 1993

Furst Analytic Center, Inc.

3 Washington Square Village
 New York, NY 10012
 Ph. 212-228-1388 or 212-674-1072
ryphor@aol.com

Sidney C. Furst

14000+ sessions since 1962

Fyffe and Co.

P.O. Box 6380
 Napa, CA 94581
 Ph. 707-864-9550 or 415-378-7980
pfyffe@concentric.net

Pamela Fyffe

200 sessions since 1985

G2 Marketing

3270 Cold Spring Rd.
 Charlottesville, VA 22903
 Ph. 434-293-5544
gg@g2marketing.net
www.g2marketing.net

Gretchen Gehrett

350+ sessions since 1995

Harris Gabel Associates, Inc.

520 Washington Blvd, #412
 Marina del Rey, CA 90292
 Ph. 310-477-7330

Martha Baker

300+ sessions since 1991

Gadbois Research

1013 Floral Ave. S.E.
 Grand Rapids, MI 49506-3432
 Ph. 616-243-2737
mary@gadboisresearch.com
www.gadboisresearch.com

Mary Gadbois

1000 sessions since 1998

Galli Research Services

3742 Bernard St.
 Chicago, IL 60618
 Ph. 773-4-SURVEY
galliinc@aol.com

Joan Marks

2000+ sessions since 1980

Galloway Research Services

4751 Hamilton Wolfe Rd., Suite 100
 San Antonio, TX 78229
 Ph. 210-734-4346
info@gallowayresearch.com
www.gallowayresearch.com

J. Patrick Galloway

125+ sessions since 1998

Garcia Fontana Research

36 Ventura St.
 Half Moon Bay, CA 94019
 Ph. 415-516-4528
rmgfontana@yahoo.com

Rose Marie Garcia Fontana, Ph.D.

700 sessions since 1992



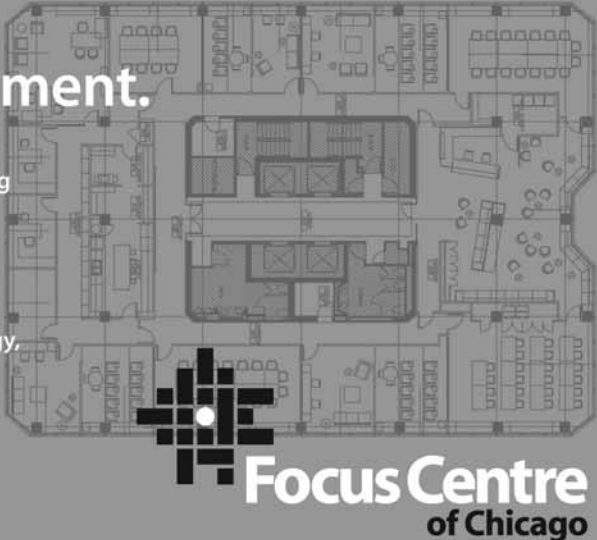
Now affiliated with:
LW research group
 A FOCUS CENTRE FACILITY • LOS ANGELES

Same great team. Incredible new environment.

Lynn and Darcy Rissman, formerly of Chicago Focus*, have built a reputation for extraordinary service, meeting every challenge, with exquisite attention to detail. Now, they are capitalizing on their experience and know-how to form Focus Centre of Chicago.

The brand new facility features all the latest in technology, yet it's designed for maximum comfort. The space will dazzle your eyes, the service will dazzle your mind.

For more information please visit our website at:
www.focuscentre-chicago.com



**Focus Centre
 of Chicago**

211 East Ontario Street, Suite 400, Chicago, IL 60611
 Phone: (312) 628-7171 • Fax: (312) 628-7177 • www.focuscentre-chicago.com

*No longer affiliated

Garner Insight

1410 St. Paul St.
Denver, CO 80206
Ph. 303-321-7636
jen@garnerinsight.com

Jennifer Garner

300+ sessions since 1998

The Gediman Research Group, Inc.

1 Valley View Dr.
Stamford, CT 06903
Ph. 203-321-1913
GedimanResearch@worldnet.att.net

Lewis M. Gediman

3000+ sessions since 1975

Gendel Marketing Research Co.

14 Clinton Lane
Jericho, NY 11753
Ph. 516-938-2695
hmgendel@att.net

Dr. Howard Gendel

5000 sessions since 1970

Genesis Marketing and Research, Inc.

1239 73rd St., Suite E
Des Moines, IA 50311
Ph. 515-457-7484
engelken@netins.net
www.genesismarketingandresearch.com

Dale W. Engelken

225 sessions since 1990

Genesis Research Associates

10190 Oak Grove Dr.
Descanso, CA 91916
Ph. 619-659-1177
jeni@genesisresearch.net
www.genesisresearch.net

Jeni Sall

2000+ sessions since 1978

Gentleman Associates

8141 Sycamore Rd.
Indianapolis, IN 46240
Ph. 317-251-3453
karen@gentlemanassociates.com

Karen Gentleman

800 sessions since 1978

Geo Strategy Partners

1010 Huntcliff, Suite 1350
Atlanta, GA 30350
Ph. 770-642-4959
inquiries@geostategypartners.com
www.geostategypartners.com

Mark Towery

50 sessions since 1992

GfK Custom Research Inc.

8401 Golden Valley Rd.
P.O. Box 27900
Minneapolis, MN 55427-0900
Ph. 763-542-0800
info@gfkcustomresearch.com
www.gfkcustomresearch.com

Jaonne Kaplan

500+ sessions since 1990

GfK Turkey

IBS Marketing Research Services
Siracevizler Cad. Esen Sok., Saruhan Plaza
No:6 Kat:5 34381
Sisli, Istanbul

Turkey

Ph. 90-212-368-0700 or 90-212-368-0790
denizozerdil@gfkturkiye.com
www.gfkturkiye.com

Burcak Gokbayrak

650+ sessions since 1999

GfK-NOP

Customer Management Center of Excellence
One Belmont Ave.
Bala Cynwyd, PA 19004
Ph. 610-667-1649
mlowenstein@nopworld.com
www.gfkamerica.com

Judith Langer

6000 sessions since 1971

D.L. Gigler Marketing Research

955 Heberton St.
Pittsburgh, PA 15206
Ph. 412-361-3694
dlg@andrew.cmu.edu

Dianne L. Gigler

25 sessions since 1990

Gingold Research

253 Willoughby Way West
Minnetonka, MN 55305
Ph. 952-544-6693
elgingold@aol.com

Elaine Gingold

1000+ sessions since 1990

Allison Glackin Market Research

320 Pleasant Hill Dr.
Cincinnati, OH 45215
Ph. 513-761-1875
glackin@alumni.duke.edu

Allison Glackin

1800 sessions since 1989



Global
Research
Initiatives

Global Research Initiatives

4370 La Jolla Village Dr.
San Diego, CA 92122
Ph. 785-554-4498
tkaufman@cox.net

Terry Kaufman

250 sessions since 1985

Global Research Initiatives, your connection to the worldwide marketplace, offers consulting/full-service research including quantitative (online and traditional methods), qualitative (in-person, phone, online groups, depth, 1-on-1's) on all continents: Europe; North, South, and Central America; Mid-East; Africa; China/Asia; Japan. Sectors include consumer packaged goods, auto, bio-medical, high-tech, financial, retail, for B2C, B2B and professional services. Research expertise: segmentation, new product development, customer satisfaction, brand/image positioning/equity, advertising, pricing, packaging, retail and market tests. Skip the learning curve. GRI will apply the right research solutions for your global research challenges immediately.



Global
Research
Initiatives

Global Research Initiatives

P.O. Box 4445
Topeka, KS 66604-0445
Ph. 785-554-4498
tkaufman@cox.net

Terry Kaufman

250 sessions since 1985

Global Research Initiatives, your connection to the worldwide marketplace, offers consulting/full-service research including quantitative (online and traditional methods), qualitative (in-person, phone, online groups, depth, 1-on-1's) on all continents: Europe; North, South, and Central America; Mid-East; Africa; China/Asia; Japan. Sectors include consumer packaged goods, auto, bio-medical, high-tech, financial, retail, for B2C, B2B and professional services. Research expertise: segmentation, new product development, customer satisfaction, brand/image positioning/equity, advertising, pricing, packaging, retail and market tests. Skip the learning curve. GRI will apply the right research solutions for your global research challenges immediately.

GMA Research Corp.

11808 Northrup Way, Suite 270
Bellevue, WA 98005
Ph. 425-827-1251
gma70@aol.com

Don Morgan

2000+ sessions since 1975

Sharon Godfrey

3 Wildwood Road
London NW11 6UL
United Kingdom
Ph. 44-20-8209-1898
sharongodfrey@aol.com

Sharon Godfrey

2000+ sessions since 1966

Mindy Goldberg Associates, Inc.

13 Hidden Acres Dr.
Voorhees, NJ 08043
Ph. 856-772-9005
mgamindy@aol.com

Mindy Goldberg, Ph.D.

5000 sessions since 1980

Michael Goldberg Research Consultant

172 Mills Street
Morristown, NJ 07960
Ph. 973-656-9541
mikegoldberg@optonline.net

Michael Goldberg

100 sessions since 1983

The Golden Door

200 W. 20th St., #1208
New York, NY 10011
Ph. 212-647-9181
eleanorew@golddoor.net
www.golddoor.net

Eleanore Wells

100+ sessions since 1990

Goldfarb Consultants Mexico

Bosque de Duraznos 75-205
Bosques de las Lomas
Mexico City, DF 11700
Mexico
Ph. 52-555-596-4040 or 52-555-596-4050
rony.jerusalmi@mx.mbgoldfarb.com
www.goldfarbmexico.com

Mario Martinez Azuara

1100 sessions since 1995

Warren Goldman Associates, Inc.

804 Arcadia Place
River Vale, NJ 07675-6103
Ph. 201-391-0988
WG4081@aol.com

Warren Goldman

1000+ sessions since 1972

Goldstein/Krall Marketing Resources, Inc.

P.O. Box 3321, Ridgeway Station
25 Third St.
Stamford, CT 06905
Ph. 203-359-2820
info@goldkrall.com
www.goldkrall.com

Fred Goldstein

5500 sessions since 1975

Good Karma Consulting, Inc.

116 Forest Knoll Dr.
Elkton, MD 21921
Ph. 410-392-4429
carey@goodkarmaconsulting.com
www.goodkarmaconsulting.com

Carey Rellis

750 sessions since 1998

Gorelick & Associates, Inc.

113 E. Evans St.
West Chester, PA 19380-2600
Ph. 610-436-9778
info@gorelickandassociates.com

Dick Gorelick

150 sessions since 1980

Graff Group

10178 Phaeton Dr.
Eden Prairie, MN 55347
Ph. 952-829-4640
carol@graffgroup.com
www.graffgroup.com

Carol Graff

200+ sessions since 1992

Graham & Associates, Inc.

3000 Riverchase Galleria, Suite 310
Birmingham, AL 35244
Ph. 205-443-5399
ceanes@grahammktres.com
www.grahammktres.com

Jim Jager

1000 sessions since 1997

Grant & Associates, Inc.

4100 Todd Blvd.
Mobile, AL 36619
Ph. 251-443-5879 or 877-879-5879
GrantJury@aol.com

Bernadette Grant, Ph.D.

400 sessions since 1983

Gray Area Research

155 Lafayette Ave., Box 4-B
Brooklyn, NY 11238
Ph. 718-935-9385
tgrayman@earthlink.net

Tom Grayman

200 sessions since 1999

Harriet Grayson & Associates

1304 Midland Ave., B34
Yonkers, NY 10704
Ph. 914-325-5404
fundraising@care2.com

Harriet Grayson

100+ sessions since 1984

Great Lakes Marketing Associates

3103 Executive Pkwy., Suite 106
Toledo, OH 43606
Ph. 419-534-4700 or 419-534-4710
info@greatlakesmarketing.com
www.greatlakesmarketing.com

Lori M. Dixon, Ph.D.

600 sessions since 1990

Lynn Greenberg Associates

32 Berrybush Lane
Hastings on Hudson, NY 10706
Ph. 914-478-1296
lgaresearch@cs.com
www.lynngreenberg.com

Lynn Greenberg

5000+ sessions since 1979

Greenfield Consulting Group (Br.)

A Millward Brown Company
274 Riverside Ave.
Westport, CT 06880-4807
Ph. 203-221-0411
information@greenfieldgroup.com
www.greenfieldgroup.com

Andrew Greenfield

1000+ sessions since 1983

GRF Marketing, Ltd.

680 N. Lake Shore Dr.
Chicago, IL 60611-4402
Ph. 312-915-0095
grfmarketing@ameritech.net
www.seniorsessions.com

Gail Fudenberg

1000 sessions since 1985

GRFI, Ltd.

400 E. Randolph Dr., Suite 700
Chicago, IL 60601
Ph. 312-856-1444
hgordon@grfiltd.com
www.grfiltd.com

Howard L. Gordon

825+ sessions since 1980

Grieco Research Group, Inc.

7462 N. Figueroa St., #200
Los Angeles, CA 90041
Ph. 323-254-1991
GRGINC@aol.com
www.griecoresearch.com

Joe Grieco

7000+ sessions since 1970

Group EFO Limited

8324 Midnight Pass
Sarasota, FL 34242
Ph. 941-349-7774
ed@groupefo.com
www.groupefo.com

Edward F Ogiba

800 sessions since 1990

Group Works

861 San Ramon Way
Sacramento, CA 95864
Ph. 916-974-0555
ellen@groupworksonline.com
www.groupworksonline.com

Ellen V. Schaefer

N/A sessions since 1988

Groups Plus, Inc.

23 Hubbard Rd.
Wilton, CT 06897
Ph. 203-834-1126
TLG@groupsplus.com
www.groupsplus.com

Tom Greenbaum

3500 sessions since 1980

GTR Consulting

128 King St., 3rd Floor
San Francisco, CA 94107
Ph. 415-713-7852
gary@gtrconsulting.com
www.gtrconsulting.com

Gary Rudman

1000+ sessions since 1991

Guangzhou Consumer Search Ltd.

22/F, Sunshine Plaza
353 Lockhart Rd.
Wanshai, Hong Kong
China
Ph. 852-2891-6687
lw@cshk.com
www.cshk.com

Larry Wong

200+ sessions since 1988

Guide Post Research

21 Yost Blvd., Suite 202
Pittsburgh, PA 15221-5283
Ph. 412-823-8444
GDEPST@aol.com

Jay P. LaMond

1000+ sessions since 1972

Guidepath Research

2896 Highland Blvd.
Minneapolis, MN 55364
Ph. 952-472-8116
jimchamplay@frontiernet.net
www.guidepathresearch.com

Jim Champlay

1294 sessions since 1978

The Guild Group, Inc.

8015 Shoal Blvd., Suite 122
Austin, TX 78757
Ph. 512-328-6492 or 888-225-2399
wguild@gldgrp.com
www.gldgrp.com

William Guild

1000+ sessions since 1982

Gulf View Research, LLC

4426 Veterans Blvd.
New Orleans, LA 70006
Ph. 800-357-8842 or 863-676-3676
gulviewresearch@aol.com

Timothy Villar

581 sessions since 1996

Gulf View Research, LLC

Eagle Ridge Mall
433 Eagle Ridge Dr., Suite 211
Lake Wales, FL 33859
Ph. 800-357-8842 or 863-676-3676
gulviewresearch@aol.com

Timothy Villar

581 sessions since 1996

Dr. Audrey Guskey, Research Consultant

Duquesne University
School of Business Administration
Pittsburgh, PA 15282
Ph. 412-396-5842
guskey@duq.edu
www.bus.duq.edu/faculty/guskey

Dr. Audrey Guskey

30 sessions since 1982

Robert Hale & Associates

5405 Morehouse Dr., Suite 327
San Diego, CA 92121
Ph. 858-404-0200
info@roberthaleassociates.com
www.roberthaleassociates.com

Robert Hale

50 sessions since 1995

Hannah & Associates, Inc.

P.O. Box 615
Blue Hill, ME 04614
Ph. 860-779-8925

Maggie Hannah

6200 sessions since 1975

Hardwick Research

8720 S.E. 45th St.
Mercer Island, WA 98040
Ph. 206-232-9400
nancy@hardwickresearch.com
www.hardwickresearch.com

Nancy Hardwick

400+ sessions since 1990

Harker Research

1616 E. Millbrook Rd., Suite 230
Raleigh, NC 27609
Ph. 919-954-8300
info@harkerresearch.com
www.harkerresearch.com

Glenda Shrader Bos

500+ sessions since 1992

HARPER

9880 Westpoint Dr., Suite 100
Indianapolis, IN 46256-3360
Ph. 317-594-1500
allan@morefromus.com
www.morefromus.com

Allan Julian

N/A sessions since 2001

Harris Interactive®

101 Merritt 7 Corporate Park
Norwalk, CT 06851
Ph. 877-919-4765
info@harrisinteractive.com
www.harrisinteractive.com

Erin Morris

25+ sessions since 1999

Harris Interactive®

Corporate Headquarters
135 Corporate Woods
Rochester, NY 14623
Ph. 877-919-4765
info@harrisinteractive.com
www.harrisinteractive.com

Ben Werzinger

200+ sessions since 1999

Harris Marketing & Opinion Research

32 Cushing St.
Providence, RI 02906
Ph. 401-421-8008
riharris@earthlink.net

Robert Harris

1000+ sessions since 1980

M.L. Harrison & Co.

2928 Vista Court
Villa Hills, KY 41017
Ph. 859-341-0217 or 859-802-6289

Margaret Harrison-Wolfe

900+ sessions since 1985

Harwood-Qualitative, LLC

869 Seafarer Way
Charleston, SC 29412
Ph. 843-795-8423
harwoodqual@gmail.com

Kay Harwood

500+ sessions since 1996

Hase/Schannen Research Associates, Inc. (HSR)

231 Clarksville Rd.
P.O. Box 2061
Princeton, NJ 08543
Ph. 609-799-3939
hsr@hsra.com
www.hsra.com

Elliot Schwartz

400 sessions since 1988

Hawkins & Associates

1234 Hudson Ave.
St. Helena, CA 94574
Ph. 707-968-9712
hawkman@pacbell.net

John C. Hawkins

80+ sessions since 1999

Haysmar, Inc.

157 Apollo Cir.
Jupiter, FL 33477
Ph. 561-747-9915
bobhays@haysmar.com

Robert D. Hays, Ph.D.

145 sessions since 1990

HDR Group

635 Mallard Rd.
Wayne, PA 19087-2346
Ph. 610-964-8555
hdrassbach@hdrgroup.com

Herb Rassbach

400 sessions since 1988

Head Research, Inc.

1610 Sainte-Catherine W., Suite410
Montreal, PQ H3H 2S2
Canada
Ph. 514-938-4323
mvendramin@head.ca
www.head.ca

Melinda Head

1000+ sessions since 1996

Health Care Testing, Inc.

15301 Ventura Blvd.
Garden Office Bldg. Suite 500
Sherman Oaks, CA 91403
Ph. 818-986-9640
bonnieponaman@factsnfiguresinc.com
www.factsnfiguresinc.com

Bonnie Ponaman

500+ sessions since 1998

Healthcare Performance Consulting, Inc.

2321 Stockton Dr.
Green Cove Springs, FL 32043
Ph. 904-529-6571
consulting@changingperformance.com
www.changingperformance.com

Tom McKeithen

300+ sessions since 1995

Hebert Research, Inc.

13629 N.E. Bellevue-Redmond Rd.
Bellevue, WA 98005
Ph. 425-643-1337
tfisher@hebertresearch.com
www.hebertresearch.com

Jim Hebert

2240 sessions since 1978

Herrera Communications

28751 Rancho California Rd., Suite 201
Temecula, CA 92590
Ph. 951-676-2088 or 877-676-2088
eherrera@herrera-communications.com
www.herrera-communications.com

Enrique Herrera

250+ sessions since 1984

Proven achievement in educational and marketing research based on quantitative and qualitative assessment methodologies. Major focus on cross-cultural communication with emphasis on - but not limited to - the Hispanic population in the United States, Latin America and the Caribbean. The methodologies we apply include focus groups, opinion surveys and in-depth interviews.

Heskes & Partners Qualitative Research

Wittgensteinlaan 109
1062 KC Amsterdam
Netherlands
Ph. 31-20-617-90-97
info@heskesresearch.com
www.heskesresearch.com

Sjoerd Heskes

N/A sessions since 1985

Hilker Research & Consulting, Inc.

395 Providence Oaks Circle
Alpharetta, GA 30004
Ph. 678-339-0440
whilker@bellsouth.net
www.hilkerresearch.com

Walt Hilker

3500 sessions since 1987

Hispanic Focus Unlimited

303 W. Park Ave.
Pharr, TX 78577
Ph. 956-797-4211
hispanicfocus@aol.com
www.hispanicfocusunltd.com

Ruben Cuellar

1000+ sessions since 1998

Hispanic Perspectives

64 Digital Dr.
Novato, CA 94949
Ph. 415-883-1188
info@qar.com
www.qar.com

Warren Pino

200 sessions since 1990

Hispanic Research Inc.

1 Springfield Rd.
East Brunswick, NJ 08816
Ph. 732-613-0060
info@hispanic-research.com
www.hispanic-research.com

Ricardo A. Lopez

2000+ sessions since 1986

Otto J. Rodriguez

500 sessions since 1999

Hispanic Research Inc. is a marketing consulting firm that specializes in the U.S. Hispanic market. It provides consulting services to businesses that intend to market their products and/or services to the U.S. Latino community. The company specializes in providing actionable research information and marketing guidance.

Hollander Cohen & McBride

22 West Rd., Suite 301
Baltimore, MD 21204
Ph. 410-337-2121
smcbride@hcmresearch.com
www.hcmresearch.com

Scott McBride

500+ sessions since 1985

Betty Sherbs

300+ sessions since 1990

Multiple highly experienced moderators on staff with expertise in many diverse industries including telecommunications, financial services, health care, real estate development, malls and shopping centers and on many diverse topics including branding, product development, log development, product potential and advertising effectiveness using in-person focus groups, telephone/Internet focus groups and IDI's.

Holleran Consulting

313 D Primrose Lane
Mountville, PA 17554
Ph. 800-941-2168
llehman@holleranconsult.com
www.holleranconsult.com

Lisa Lehman

200+ sessions since 1998

Leonard M. Homer, Ph.D.

1116 Bering Dr., Suite 8
Houston, TX 77057
Ph. 336-253-4668
leonardhomer@sbcglobal.net

Leonard M. Homer, Ph.D.

2000+ sessions since 1980

Horizon Research International

Lakeview Suite 200
100 Mallard Creek Rd.
Louisville, KY 40207
Ph. 502-454-0008
wilhelmj@horizonresearchint.com
www.horizonresearchint.com

Jim Wilhelm

1000+ sessions since 1985

Housecalls, Inc.

200 E. 84th St., Suite 12-F
New York, NY 10028-2906
Ph. 212-517-9039
info@housecallsobserve.com
www.housecallsobserve.com

Patricia Kirmayer

2000+ sessions since 1975

Kathryn Barash

80+ sessions since 1996

Bill Abrams

N/A sessions since N/A

Housecalls moderators are skilled, highly-experienced ethnographers who perform videotaped, on-site observation and depth interviews to develop actionable marketing, advertising and strategic insights. Findings, recommendations presented in documentary format. Clients include many Fortune 500 companies. Housecalls has been dedicated to ethnography/observational research since 1983. President, Bill Abrams, is the author of The Observational Research Handbook.

Wayne Howard
AND ASSOCIATES

Wayne Howard & Associates

415 W. Foothill Blvd., Suite 115
Claremont, CA 91711
Ph. 909-624-5713 or 800-803-7296
info@waynehoward.com
www.waynehoward.com

Wayne Howard

300 sessions since 1984

More than 20 years of experience in qualitative research and specialization in the health care industry enables Wayne Howard and Associates to provide the highest quality focus group moderating and IDI research for hospitals, health plans, pharmaceutical firms, medical device suppliers and ad agencies/public relations firms serving the health care industry. Respondent categories include physicians, medical directors, pharmacists, nurses, other health care professionals and various categories of consumers and employer decision-makers.

The Howell Research Group

1758 Blake St.
Denver, CO 80202
Ph. 303-296-8000
howellresearch@aol.com

David Howell

1000 sessions since 1982

The HSM Group, Ltd.

8777 E. Via de Ventura, Suite 188
Scottsdale, AZ 85258
Ph. 480-947-8078
bronkesh@hsmgroup.com
www.hsmgroup.com

Sheryl Bronkesh

2000+ sessions since 1984

Dawn Hunter

100+ sessions since 2000

Known for thoughtful design, insightful analysis, and outstanding reports. HSM is focused on the health care industry; extensive experience with focus groups and IDIs of physicians, MCO executives, audiologists, dentists, hospital execs, brokers, employers, and consumers. We use innovative tools and proven qualitative and quantitative techniques to produce actionable results.

Search, select and sit back

The moderator directory on quirks.com allows you to conduct advanced searches to locate just the right moderator for your project. Once you've identified them, take a moment to send them a quote request and then watch the bids come rolling in.



Huberty Marketing Research

1924 Jefferson Ave.
St. Paul, MN 55105
Ph. 651-698-9395
tim@hubertyresearch.com

Tim Huberty

1000+ sessions since 1985

Hudson Media Research

8119 W. Eastman Place, Suite 6-205
Denver, CO 80227
Ph. 303-763-4949
info@hudsonmediaresearch.com
www.hudsonmediaresearch.com

Matt Hudson

400+ sessions since 1993

Hunterdon Research & Consulting

511 Standish Pl.
Stewartsville, NJ 08886
Ph. 908-763-3339
hunterdonres@earthlink.net

Deborah Pasquarelli

500+ sessions since 1981

The Hunter-Miller Group

1525 E. 53rd St., Suite 605
Chicago, IL 60615
Ph. 773-363-7420
pmiller@huntermillergroup.com
www.huntermillergroup.com

Pepper Miller

2000+ sessions since 1985

Hygeia Marketing Associates, Inc.

147 Columbia Turnpike, Suite 304
Florham Park, NJ 07932
Ph. 973-410-1076
mbange@hygeiamarketing.com
www.hygeiamarketing.com

Marianne Bange

500+ sessions since 1987

ICM Inc. - Intercontinental Mrktg Investigations

7069 Via Del Charro
Rancho Santa Fe, CA 92067
Ph. 858-756-1765
buncher@imiresearch.com
www.imiresearch.com

Dr. Martin Buncher

6,000 sessions since N/A

IFOP-North America

2 Bloor St. W., Suite 401
Toronto, ON M4W 3E2
Canada
Ph. 416-964-9222
solutions@ifopna.com
www.ifop.com

Doreen Wolpert

4000 sessions since 1980

iModerate

3773 Cherry Creek N. Dr., Suite 927 East
Denver, CO 80209
Ph. 303-333-7880
info@imoderate.com
www.imoderate.com

Sonya Kapoor Turner

100+ sessions since 2002

Improdir Marketing Research & Consulting

100 Congress Ave., Suite 2000
Austin, TX 78701
Ph. 512-261-0234
cristian@improdire.com
www.improdir.com

Cristian Mendez-Sabre

500+ sessions since 1998

IMR Research Group, Inc.

2108 South Blvd., Suite 201
Charlotte, NC 28203
Ph. 704-374-1333
info@imrgroupinc.com
www.imrgroupinc.com

Riley Kirby

200+ sessions since 1980

Sarah Monks

75+ sessions since 2002

Erin Gallagher

100+ sessions since 1991

IMR's team of focus group moderators and ideation facilitators use traditional and cutting-edge techniques to unearth innovative solutions to business challenges. Areas of expertise include branding and advertising and product concepting. We utilize methods proven to encourage participation and achieve breakthrough thinking. Whether you want traditional focus groups or innovative ideas, IMR will design a compelling session for you.

IMR-Innovative Media Research

2 Hudson Place, 3rd Floor
Hoboken, NJ 07030
Ph. 201-356-1900
fyoung@imresearch.com
www.imresearch.com

Frances Slater Young

250 sessions since 1998

In Focus Consulting

2327 Blueridge Ave.
Menlo Park, CA 94025-6709
Ph. 650-854-8462
echardon@pacbell.net

Elena Chardon-Pietri, Ph.D.

N/A sessions since N/A



INA Research

13 Wilderness Way
Chadds Ford, PA 19317
Ph. 610-459-5681
ina@inaresearch.com

Ina Mier y Teran Sheppard

1500+ sessions since 1992

Qualitative analyst/moderator from Mexico. Over 13 years experience and more than 1500 groups conducted, covering a wide array of industries with the U.S. Hispanic and general market segments. Well-versed in a variety of projective techniques and research methodologies: focus groups, in-depth interviews, ethnography, kids and teens, consumers, and business-to-business.



In-Depth Research

2090 Vistazo East
Tiburon, CA 94920
Ph. 415-789-1042
jacob@in-depthresearch.com
www.in-depthresearch.com

Jacob Brown

1000+ sessions since 1990

In-Depth Research specializes in technology market research. We understand technology, whether it's talking with IT managers about application servers, doctors about diagnostic equipment or consumers about buying online. We use market research and strategic planning to help our clients understand their target, develop new products and answer the marketing questions that lie at the core of the technology purchase decision. Offering focus groups, in-depth interviews, online surveys, Web site usability and more. Full international capabilities.

Indiana Research Service, Inc.

5130 Potomac Dr.
Fort Wayne, IN 46835
Ph. 260-485-2442
ccage@indianaresearch.com
www.indianaresearch.com

Chris Cage

72 sessions since 1998

Industrial Research Center

628 Brooke Lane, Suite 201
Glen Mills, PA 19342
Ph. 610-459-4707
donheilala@aol.com
www.industrialresearchcenter.com

Don Heilala

800 sessions since 1984

InFocus Strategic Research

880 Chestnut Lake Dr.
Marietta, GA 30068
Ph. 770-565-6760
dreyerg@bellsouth.net

Gary A. Dreyer

4000 sessions since 1985

Informa Research Services, Inc.

26565 Agoura Rd., Suite 300
Calabasas, CA 91302
Ph. 800-848-0218
inquiries@informars.com
www.informars.com

Tony Roscelli

135 sessions since 1995

Information Matters, LLC

17 Chalstrom Dr.
New Orleans, LA 70123
Ph. 504-738-0070
pam@info-matters.com
www.info-matters.com

Pamela A. Wegman

22 sessions since 1997

InforMedix Marketing Research, Inc.
477 E. Butterfield Rd.
Lombard, IL 60148
Ph. 630-241-2200
informedixmr@cs.com
www.InforMedixMR.com
Steven J. Fuller
500+ sessions since 1990

InfoTek Research Group, Inc.
4915 S.W. Griffith Dr., Suite 210
Beaverton, OR 97005
Ph. 503-644-0644
steve@infotekresearch.com
www.infotekresearch.com
Steve Beospflug
200+ sessions since 1993

Innovation Focus
111 E. Chestnut St.
Lancaster, PA 17602
Ph. 717-394-2500
Innovation@innovationfocus.com
www.innovationfocus.com
Tina Pragoff
100+ sessions since 2001

innovation Management
125 Timberhill Place
Chapel Hill, NC 27514
Ph. 919-933-4676
info@innovationmanagement.com
www.innovationmanagement.com
Kevin Leibel
1000+ sessions since 1992

Inquire Market Research, Inc.
1801 E. Edinger Ave., Suite 205
Santa Ana, CA 92705-4734
Ph. 800-995-8020
don.minchow@inquireresearch.com
www.inquireresearch.com
Don Minchow
350 sessions since 1985

Insight Casino Research, LLC
(formerly Fine Insight)
60 Wilder's Pass
Canton, CT 06019
Ph. 860-693-0578
fine@insightcasinoresearch.com
www.insightcasinoresearch.com
Jeff Fine
486 sessions since 1986

Jeff Fine, president of Insight Casino Research, has extensive experience moderating focus groups and conducting in-depth interviews with casino players, lottery players and others associated with the gaming industry. He has worked for some of the leading casinos and lottery operations in the U.S.

The Insight Group Inc.
2105 E. Vaughn St.
Tempe, AZ 85283-3343
Ph. 480-491-9900
contact@earthlink.net
Christopher J. Herbert
2000 sessions since 1985

Insight Research & Training
87 Francis St., #6
Brookline, MA 02446
Ph. 617-566-6725
wendydodek@insightrt.com
www.insightrt.com
Wendy Dodek
400 sessions since 1991

InSighting Ideas
966 San Simeon Dr.
Concord, CA 94518
Ph. 925-288-9293
wayne@insighting-ideas.com
www.insighting-ideas.com
Wayne Cerullo
200+ sessions since 1979

Insights & Innovations, LLC
P.O. Box 232
West Chester, OH 45071-0232
Ph. 513-315-0339
cdgardner@cinci.rr.com
Claire Gardner
75 sessions since 1995

Insights Marketing Group, Inc.
2512 Swanson Ave., Suite 1A
Miami, FL 33133
Ph. 305-854-2121
belkist@insights-marketing.com
www.insights-marketing.com
Belkist E. Padilla
1500 sessions since 1990
Gloria Cantens-Purchon
700 sessions since 1997

InnotativeSM research from IMG combines innovation and qualitative research to further your investment. In addition to traditional and non-traditional qualitative research offerings, IMG works with you to combine consumer insights with creative marketing solutions. Our multicultural solutions include: InsightsMaxSM, a backroom process for clients, InsightsPropelSM, a 30-minute post-group facilitated debrief, and InsightsLabSM, a full-day facilitated strategic planning session.

Insights Worldwide Research
25341 Commercentre Dr., Suite 150
Lake Forest, CA 92630
Ph. 949-833-9337 or 877-544-4672
info@insightsworldwide.com
www.insightsworldwide.com
Barbara Foster
1250 sessions since 1993

Insights, Inc.
546 Adelaide St. N.
London, ON N6B 3J5
Canada
Ph. 519-679-0110
kathy@insights.on.ca
Terry Green
1500+ sessions since 1982

Insite Media Research
31510 Anacapa View Dr.
Malibu, CA 90265
Ph. 310-589-0223
scott@tvsurveys.com
www.tvsurveys.com
Scott Tallal
500+ sessions since 1980

Intelligent Horizons, Inc.
1523 Horseshoe Trail
Chester Springs, PA 19425
Ph. 610-827-4084
tomlutz@intelligenthorizons.com
www.intelligenthorizons.com
Thomas Lutz
100+ sessions since 1988

InterActive Solutions
2153 Wealthy St. S.E., #340
East Grand Rapids, MI 49506
Ph. 616-241-2056
bmorris@observationalresearch.com
www.observationalresearch.com
Rod Vanderlaan
100+ sessions since 1994

Intercontinental Marketing Investigations
P.O. Box 2147
Rancho Santa Fe, CA 92067
Ph. 858-756-1765
buncher@imiresearch.com
www.imiresearch.com
Martin M. Buncher
5000+ sessions since 1964

Inter-National Consulting Group, LLC
31 Berkeley Square
Berkeley Heights, NJ 07922-2473
Ph. 908-322-9726
haldaume@incg.org
Hal Daume, Ph.D.
5800 sessions since 1980

InTouch Resource Group, Inc.
Six Blossom Rd.
Airmont, NY 10901
Ph. 845-357-5205
ELZ@Intoughrg.com
www.InTouchRG.com
Eve Zukergood
1800+ sessions since 1986

Results oriented, high ROI qualitative market research, strategic marketing company. Optimize your power to help brand strategies, new concepts - what works, what doesn't. Use cutting-edge technologies including word of mouth and decision research, immediate tools for expedient research applications. Thirty-minute free consult to review your goals.

Inward Strategic Consulting
100 Wells Ave., Suite 203
Newton, MA 02459
Ph. 617-558-9770
asteinmetz@inwardconsulting.com
www.inwardconsulting.com
Allan Steinmetz
1500+ sessions since 1978

Diane Iseman & Associates

The Magic Wand Approach

Diane Iseman & Associates

1118 Pendleton St., Suite 400
Cincinnati, OH 45202
Ph. 513-421-2333
dianeiseman@sprintmail.com
www.dianeiseman.com

Diane Iseman

5000+ sessions since 1991

Diane Iseman & Associates has been providing qualitative research insights and new product ideation for over 15 years, partnering with major corporations, advertising agencies and the premier consulting firms in the country. Our unique Magic Wand Approach™ sets consumers at ease, gets their creative juices flowing and gets them talking! Our toolbox of proprietary techniques delivers insights that are guaranteed to be rich and deep like you've never heard before. Focus groups, ethnographic studies, in-depth interviews, new product ideation, concept writing...every project is customized to client needs and research objectives. Diane Iseman & Associates...actionable consumer insights, innovative solutions and business-building new ideas.

ISM Global Dynamics

Frankfurter Strasse 21/23
61476 Kronberg/im Taunus
Germany
Ph. 49-6173-92480
info@globdyn.com
www.globdyn.com

Mr. Wulf Schlund

240 sessions since 1970

ISSUES ANSWERS

Issues and Answers Network, Inc.

Global Marketing Research
5151 Bonney Rd., Suite 100
Virginia Beach, VA 23462
Ph. 757-456-1100 or 800-23-ISSUE
peterm@issans.com
www.issans.com

Peter McGwinness

400 sessions since 1990

Carla Lindemann

200 sessions since 2000

Peggy Moulton-Abbott

150 sessions since 2000

Tom Rein

50 sessions since 2004

Issues and Answers Network, Inc., a global marketing research firm providing cutting-edge quantitative, qualitative, and hybrid methodologies - everything from survey and sampling design, in-house data collection, project management, to data analysis if needed. Four professionally certified moderators will manage all aspects of qualitative projects - a sampling of experience includes focus groups, one-on-one interviews, dyads, triads, and mini-groups - all conducted in multiple

industries including alcoholic beverages, apparel, consumer durables, food, pharmaceuticals, and telecommunications just to name a few.

Isurus Market Research

38 Cameron Ave., Suite 250
Cambridge, MA 02140
Ph. 617-547-2400
jmcneil@isurusmrc.com
www.isurusmrc.com

John M. Cole

800 sessions since 1993

J.L. Roth & Associates, Inc. (Br.)

Jay L. Roth & Associates, Inc.
Tampa/St. Petersburg, FL
Ph. 727-593-3898
jay@jlrothassoc.com
www.jlrothassoc.com

Jay Roth

400+ sessions since 1996

The Jackson Organization

Westridge Corporate Center
6996 Columbia Gateway Dr., Suite 202
Columbia, MD 21046
Ph. 410-884-0084
info@jacksonorganization.com
www.jacksonorganization.com

Nicole Caruso

N/A sessions since 1997

Jacobs Jenner & Kent

Harborplace Tower
111 S. Calvert, 23rd fl.
Baltimore, MD 21202
Ph. 410-256-2206 or 410-256-5297
waynejacobs@jjkresearch.com
www.jjkresearch.com

Wayne Jacobs

4000 sessions since 1980

Wayne Jacobs is the CEO and director of research for Jacobs, Jenner & Kent, an international marketing research company. Jacobs has industry expertise in high technology, trade shows, hospitality, advertising/public relations, association management, real estate, health care and new product development. Jacobs moderates approximately 200 focus groups per year.

Jefferson & Associates, Inc.

2000 Sycamore Street, 4th Floor
Cleveland, OH 44113
Ph. 216-589-0991
adman@jjefferson.com
www.jjefferson.com

John Jefferson

100 sessions since 1971

Jerry Hardwich & Associates, Inc.

15827 Acorn Circle
Tavares, FL 32778-9448
Ph. 352-343-9200
jerryhardwich@aol.com
www.jerryhardwich.com

Jerry Hardwich

800 sessions since 1979

JFK Market Research

6705 Halstead Ave.
Mound, MN 55364
Ph. 952-472-3036
jean@jfkmarketresearch.com
www.jfkmarketresearch.com

Jean Fasching

200 sessions since 1990

jgmrc Ltd.

79 Coldharbour Road
Westbury Park, Bristol BS6 7LU
United Kingdom
Ph. 44-117-914-4921
jguyjgmrc@blueyonder.co.uk

Janice Guy

100+ sessions since 1988

JL Market Research

P.O. Box 80845
Billings, MT 59108
Ph. 406-670-5090
jlmktresearch@msn.com

Jo Lamey

300 sessions since 1992

Johanek & Associates

62 Morwood Lane
St. Louis, MO 63141
Ph. 314-567-7968
johassoc@aol.com

Carol Johanek

N/A sessions since N/A

B.W. Johnson Marketing Research, Inc.

471 S. 1840 W.
Cedar City, UT 84720
Ph. 435-586-8177
bwjohnson@bresnan.net

Bruce W. Johnson

1000 sessions since 1986

Dan Jones & Associates

Dan Jones & Associates, Inc.

515 S. 700 E., Suite 3H
Salt Lake City, UT 84102
Ph. 801-322-5722
info@djasurvey.com
www.djasurvey.com

Patricia Jones

2500 sessions since 1980

25 years as a full-service research leader in Utah and the Intermountain West. Specializing in telephone interviews, focus groups, face-to-face interviewing, intercepts, product feasibility testing, mock juries, longitudinal studies, accurate reporting, statistical analysis, and more. Close to the airport, downtown, hotels, and freeways. Professional office building with free covered parking. On-site CATI data collection center. Full-service focus group facility including: separate client and respondent entrances, skilled recruiting, and an experienced moderator. Facility rental available.

Doug Jones Research
2363 Wilderness Way, Suite 100
Marietta, GA 30066-5753
Ph. 770-977-7531
Doug@DJResearch.org
www.djresearch.org
Doug Jones
1500 sessions since 1977

The Jordan Group
275 Saint George St.
Durbury, MA 02332
Ph. 781-934-7499 ext. 113
beth@thejordangroup.us
Beth Jordan
500 sessions since 1985

JPK Research, Inc.
1761 22nd St. N.
Arlington, VA 22209
Ph. 703-516-4447
jpkatosh@jpkresearch.com
www.jpkresearch.com
John P. Katosh
1500 sessions since 1990

JRA, J. Reckner Associates, Inc.
587 Bethlehem Pike, Suite 800
Montgomeryville, PA 18936
Ph. 215-822-6220
krobesson@reckner.com
www.reckner.com
Kristen Robeson
400 sessions since 2002
Beth Anne Keir
500 sessions since 2004
Melissa Andersch
400 sessions since 2005

JRA, J. Reckner Associates brings you closer to your consumers through focus groups, depth interviews, observational and online qualitative tools. We provide you with deep insights and actionable recommendations. Target audience expertise includes children, teens, adults, physicians and business professionals. Industry experience includes food and beverage, packaged goods, consumer durables, health care, nonprofit, banking and more. Full-time field management department. (See advertisement on p. 51)

JRH Marketing Services, Inc.
29-27 41st Ave., Penthouse
New York, NY 11101
Ph. 718-786-9640
jrobharris@cs.com
J. Robert Harris
3500+ sessions since 1975
Lloyd J. Harris
2500+ sessions since 1980

Our firm has been providing high-quality qualitative and quantitative research and consulting services since 1975. We are reliable, experienced, active in industry associations, and nice people to work with. Our experience is both of domestic and international. Whether it's focus groups, IDI's, or any other qualitative service, you can rely on us. Check out the rest but use the best!

JRS Consulting, Inc.
1316 Gregory Ave.
Wilmette, IL 60091-3234
Ph. 847-920-1701
jenny.schade@jrsconsulting.net
www.jrsconsulting.net
Jenny Schade
3000 sessions since 1990

JUST THE FACTS[®]

KNOWLEDGE IS YOUR COMPETITIVE EDGE

Just The Facts, Inc.
P.O. Box 365
Mt. Prospect, IL 60056
Ph. 847-506-0033
slb@jtfacts.com
www.justthefacts.com
Bruce Tincknell
N/A sessions since 1984

Just The Facts, Inc. is a highly experienced qualitative research firm. We uncover insights, perceptions, richness of information and strategic solutions clients need in guiding their businesses. JTF achieves results and stays on track while identifying critical information through our skilled focus group moderation techniques. Creative methods we use provide unique insights valuable in each assignment. Clients are notably complimentary of our ability to get the results they need, when they need them. JTF works in a wide variety of industries and categories: consumer, B2B, industrial/manufacturing, services, industrial, services, manufacturing doctors/nurses-health care, education, and advertising are just a few examples. Call for further details.

Kaagan Research Associates, Inc.
200 W. 57th St.
New York, NY 10019
Ph. 212-246-3551
kaaganinc@aol.com
www.kaagan.com
Lawrence Kaagan
400+ sessions since 1985

Kahle Research Solutions Inc.
15025 First Rd.
P.O. Box 129
Lakeside, MI 49116
Ph. 269-469-0110
rwkahle@kahleresearch.com
www.kahleresearch.com
Bob Kahle, Ph.D.
2000+ sessions since 1983

Established 1994. Seasoned moderator with a variety of tools (telephone, face-to-face, BBFG, tele-depths) and techniques provides fundamentally sound, actionable information every time. Broad network allows for completing multi-moderator, complex studies quickly. Receive meaningful reports with practical recommendations. Tough recruits, sensitive topics, difficult situations, demanding clients welcomed.

Kangs & Associates (Asia Pacific)Ltd.
Unit 2301, 23rd Floor, Asia Pacific Centre
No. 8 Wyndham Street
Hong Kong
Ph. 852-2174-0790
info@kangs.com
www.kangs.com
Andrew Hung
80+ sessions since 2002

Kangs & Associates (Singapore) Pte. Ltd.
No. 6 Battery16 Collyer Quay, #06-02
Hitachi Tower
Singapore 049318
Singapore
Ph. 65-6533-0790
info@kangs.com
www.kangs.com
Hazel Park
800+ sessions since 1990

Ivar Kangur
283 Earls Court Ave.
Toronto, ON M6E 4B9
Canada
Ph. 416-652-2323
ivar@mnsi.net
Ivar Kangur
N/A sessions since 1992



Karchner Marketing Research, LLC
202 Paper Birch Drive
Collegeville, PA 19426
Ph. 610-489-0509
mike@kmrinsights.com
www.kmrinsights.com
Mike Karchner
1100 sessions since 1998
Helen Karchner
120 sessions since 2000

KMR delivers qualitative marketing research that is on target, on budget, and on time with an anticipative, contributory, thinking partner who understands the challenges facing marketers today. We guarantee your satisfaction by optimizing study design and execution to ensure the greatest possible contribution to learning, and the highest and best use of your marketing research dollar. KMR strives for a seamless experience by maintaining flexibility and adapting to the pace of your world.

Karlamar Associates, LLC
P.O. Box 458
Mendon, NY 14506
Ph. 585-582-1929
info@karlamar.com
www.karlamar.com
Karla Kuzawinski
100+ sessions since 1988

R.H. Katz Consulting
94 Tara Dr.
East Hills, NY 11576-2724
Ph. 516-626-3790
RHKCONS@aol.com
Rita Katz
N/A sessions since 1987

Kaufman Associates
6 Fennwood Dr.
Atherton, CA 94027-3111
Ph. 650-323-3970
kaufmanassoc@yahoo.com
Julie Kaufman
1000+ sessions since 1984

KCI Partners

2662 Oakmont
Weston, FL 33332
Ph. 954-659-8353
rklass@klassconsultants.com
www.kcipartners.com

Richard Klass

20 sessions since 2001



Kendall Gay Consulting

741 Shorecrest Drive
Sarasota, FL 34232-2489
Ph. 800-861-7261 or 941-377-8620
info@kgc-qualitative.com
www.kgc-qualitative.com

Kendall Gay

1439 sessions since 1992

Eric Swatek

468 sessions since 1999

Michele Swatek

241 sessions since 2000

Kendall Gay Consulting is a U.S.-based global qualitative marketing research firm specializing in health care. Our mission is to provide high-quality insights to help clients make more informed marketing decisions for competitive advantages. We conduct qualitative research with exceptional skill based upon years of experience. We blend creativity, practicality and market knowledge for cutting vision into the minds, habits and values of your customers. We are involved from the project's start to provide your brand team an effective, appropriate methodological design and actionable results.

The Kensington Group, Inc.

911 E. 86th St., Suite 55
Indianapolis, IN 46240
Ph. 317-252-5744

Chris Everett

N/A sessions since 1975

Kerr & Downs Research

2992 Habersham Dr.
Tallahassee, FL 32309
Ph. 800-564-3182 or 850-906-3111
pd@kerr-downs.com
www.kerr-downs.com

Phillip Downs, Ph.D

1000+ sessions since 1983

The most critical element of a focus group is the moderator. Downs knows how to: 1) dig for strategic value, 2) get below the surface, 3) focus on issues with strategic value, and 4) summarize it all in a brief, actionable topline report. He's one of the best.

Kerr Marketing Consulting

1032 Arden Dr.
Villa Hills, KY 41017
Ph. 859-341-3984
ckerr@fuse.net

Carol D. Kerr

2100 sessions since 1990

Keystone Research, LLC

2300 Brookwood Dr.
Fort Collins, CO 80525
Ph. 970-416-0796
kathyminer@keystone-research.com
www.keystone-research.com

Kathy Miner

54 sessions since 2001

Kids Brands Europe

Hitcham Vale, Parliament Lane
Burnham, Buckinghamshire SL1 8NT
United Kingdom

Ph. 44-1628-604-705

judy@kids-brands.com

www.kids-brands.com

Judy Bartkowiak

500+ sessions since 1982

Howard Bartkowiak

100 sessions since 1997

Qualitative and quantitative consumer insight/market research/marketing consultancy - babies/children/teens/parents and careers across Europe, markets - food and drink, toys and games, retail, TV and film, licensed product, publishing, sport, music, candy, advertising, electronic etc.

The Kiemle Company

P.O. Box 25814
Greenville, SC 29616
Ph. 864-877-5119

Fred W. Kiemle

150+ sessions since 1980

Broad marketing research experience helps us choose the best approach for all qualitative and quantitative assignments. Our clients tell us we are skilled at asking the right questions and guiding them in "what to do with the information." Ask us for a proposal. Clients choose us 85% of the time after reviewing our proposals.



Kinzey & Day Qual. Market Research

1913 Huguenot Rd., Suite 301
Richmond, VA 23235
Ph. 804-378-2060
Reynkinzey@aol.com
www.kinzeyandday.com

Reyn Kinzey

1500 sessions since 1990

Rebecca Day

3000 sessions since 1980

Kinzey & Day is a proven qualitative research firm. The two principals have over 40 years of combined experience in all aspects of qualitative market research. They have conducted thousands of focus groups, triads, dyads, one-on-one interviews and ethnographic studies throughout the country. The principals personally design, manage and conduct all phases of each project, from research design through the final presentation of findings, conclusions, and recommendations.

Kirk Research Services, Inc.

3829 Atlantic Blvd.
Jacksonville, FL 32207
Ph. 904-858-3200
kirkresh@bellsouth.net
www.kirkresearch.com

Paul A. Warner

2625 sessions since 1970

Kiyomura-Ishimoto Associates

1906 18th Ave.
San Francisco, CA 94116-1246
Ph. 415-566-3603

norm@kiassociates.com

www.kiassociates.com

Norman P. Ishimoto

200 sessions since 1986

KL Communications, Inc.

46 English Plaza, Suite 6
Red Bank, NJ 07701
Ph. 732-224-9991

klc@klcom.com

www.klcom.com

Sean Holbert

75 sessions since 1999

Kevin Lonnie

300+ sessions since 1986

KL Communications provides professional moderating for both online and in-person focus groups. We are a full-service firm that can coordinate and moderate groups, as well as provide complete written transcripts with a full report and analysis. In addition, we can enhance the findings with a DVD or CD report, adding the voice of the customer to your presentation.

Kohlman Atlee

6380 Elm Street, Suite 201
McLean, VA 22101
Ph. 703-917-4040
kkohlman@kohlmanatlee.com
www.kohlmanatlee.com

Kristine Kohlman

100+ sessions since 1995

Kollman Research Services

1116 Ferdon
Ann Arbor, MI 48104
Ph. 734-994-0898
Colleenkollman@aol.com

Colleen Dowd Kollman

100 sessions since 1994

KPC Research

600 S. Tryon St.
Charlotte, NC 28202
Ph. 704-358-5757 or 800-852-2794
kpcresearch@kpcresearch.com
www.kpcresearch.com

Gregory Chase

100+ sessions since 2001

Kramer Research, LLC

68 Southgate Rd.
Mount Laurel, NJ 08054
Ph. 856-722-1942
dale@dalekramer.com
www.dalekramer.com

Dale A. Kramer

400+ sessions since 1980

Kress & Associates
129 Randlett Park
West Newton, MA 02465
Ph. 617-558-1959
ckress@ckresearch.com
Charleen E. Kress
300 sessions since 1991

Kress & Associates is a consulting firm for qualitative research which specializes in new products/ideas/strategies for consumers, professionals and business-to-business. Capabilities: focus groups, depth interviews, telephone interviews, specialized techniques, online groups/interviews, observational research, usability research, perceptual testing.

Louise Kroot Associates
4219 Matilija Ave.
Sherman Oaks, CA 91423
Ph. 818-788-8383
louisek@sbcglobal.net
Louise Kroot
3000+ sessions since 1975

Gene Kroupa & Associates, Inc.
P.O. Box 5258
502 N. Eau Claire Ave.
Madison, WI 53705
Ph. 608-231-2250
gene@genekroupa.com
www.genekroupa.com
Gene Kroupa
800 sessions since 1979
Ellyn Sistrunk
200 sessions since 1990

Clients frequently tell us that we "bring a lot to the table." They value our comfortable, intelligent moderating style that reveals true feelings and behaviors. Many of our referrals come from other moderators who have used our recruiting and hosting services for their groups. We do B2B and B2C projects.

Kubba Consultants, Inc.
801 Glendale Rd.
Glenview, IL 60025
Ph. 847-729-0051
EdKubba@aol.com
www.kubbainc.com
Ed Kubba
100+ sessions since 1990

Richard Kurtz & Associates
116 W. 23rd St., Suite 500
New York, NY 10011
Ph. 212-386-7615 or 917-301-8387
kurtz@ziplink.net
www.ifm-network.com
Richard Kurtz
1000+ sessions since 1985

L & J Research
2101 Cumberland
Glendora, CA 91741
Ph. 310-968-4806
ljresearchinc@aol.com
Lou Jacobs
225 sessions since 1982

Ladd Research Group
6950 Turpin View Dr.
Cincinnati, OH 45244
Ph. 513-233-9780
cheryl@laddresearchgroup.com
www.laddresearchgroup.com
Cherly Ladd
3000 sessions since 1998

Lamberts Consulting
Trautenwolfstrasse 1
80802 Munich
Germany
Ph. 49-89-3886-9337
elizabeth@lamberts-consulting.com
www.lamberts-consulting.com
Elizabeth Lamberts
400 sessions since 2001

Lana Porter Group
Main Floor, 1177 Hornby St.
Vancouver, BC V6Z 2E9
Canada
Ph. 604-689-7300
lana@lanaportergroup.com
www.lanaportergroup.com

Dr. Lana E. Porter
2000+ sessions since 1995

Lancaster Consulting Group
3521 Central Park Blvd., 2nd Floor
Louisville, TN 37777
Ph. 865-379-7650 or 800-758-8071
lancon@ix.netcom.com
Christopher Wise
1000+ sessions since 1991

Carol Landers, LLC
11602 Manor House Lane
Houston, TX 77082
Ph. 281-759-4104
clanders2@houston.rr.com
Carol Landers
N/A sessions since 1989

The Langhorne Group, Inc.
4241 Saratoga Rd.
Richmond, VA 23235-1251
Ph. 804-677-9556
deirdrelanghorne@aol.com
Deirdre Langhorne
3000 sessions since 1995

Lauer Research, Inc.
1604 17th St., N.W., 2nd Floor
Washington, DC 20009
Ph. 202-387-3494
jim@lauerresearch.com
Jennifer Johnson
40 sessions since 1998

Lawrence Research Associates
P.O. Box 3681
South Pasadena, CA 91031-6681
Ph. 626-441-2777
larry@lawrencera.com
Larry Riesenbach
300 sessions since 1996

Lawrence Rubin Associates, Inc.
9800D Topanga Canyon Blvd. #337
Chatsworth, CA 91311
Ph. 818-592-6256
larryrubin@earthlink.com
Larry Rubin
1000+ sessions since 1988

The Lazar Group
660 La Salle Place, Suite 203
Highland Park, IL 60035-3505
Ph. 847-926-9000
slazar@lazargroup.com
www.lazargroup.com
Susan Lazar
1700 sessions since 1985

Leduc Marketing, Strategy & Research Inc.
26 Avenue Dobie
Mont-Royal, PQ H3P 1R8
Canada
Ph. 514-342-1113
louise.leduc@leduc-marketing.com
www.leduc-marketing.com
Louise Leduc
2000+ sessions since 1980

Leferman Associates, Inc.
143 Hoyt St., #7N
Stamford, CT 06905
Ph. 203-327-1128
norm@lefermanassociates.com
www.lefermanassociates.com
Norm Leferman
2000+ sessions since 1970

Hal Lefkowitz & Company
606 Solana Glen Court
Solana Beach, CA 92075-1420
Ph. 858-259-2800
hlefkowitz@ucsd.edu
Hal Lefowitz
125+ sessions since 1980

Legendre Lubawin Marketing, Inc.
1172 St. Mathieu
Montreal, PQ H3H 2H5
Canada
Ph. 514-937-2079
victoria@legendrelubawin.com
Pierre Legendre
3600 sessions since 1974

Leger Marketing
507 Place D'Armes, Suite 700
Montreal, PQ H2Y 2W8
Canada
Ph. 514-982-2464
info@legermarketing.com
www.legermarketing.com
Daniel Meloche
250 sessions since 2002

Leichliter Associates, LLC

Market Research / Idea Development
P.O. Box 788 FDR Station
New York, NY 10150-0788
Ph. 212-753-2099
leichliter@aol.com
www.leichliter.com

Betsy Leichliter

5000+ sessions since 1990

Judith Lerner, Ph.D., Consumer Insights for Mktg.

16 W. 16th St., Suite 14N-S
New York, NY 10011
Ph. 212-989-8912
judith.lerner@post.harvard.edu

Judith Lerner, Ph.D.

2000+ sessions since 1981

Levin and Associates

1802 Timbermead Rd.
Richmond, VA 23238
Ph. 804-754-3426
levac@comcast.net

Bob Levin

200+ sessions since 1996

Maya Levinson, Ph.D.

3219 Coolidge Ave.
Los Angeles, CA 90066
Ph. 310-398-6344 or 310-890-2356
mayasl@aol.com

Maya Levinson

150 sessions since 2000

Independent moderator, specializing in kid research. I conduct focus groups and in-home and in-store observations and interviews. Clients include Mattel, MGA, Tomy, ComChoice, DIC, Konami, Upper Deck, Taco Bell and others. I have worked in-house at a toy company and ad agency, and am familiar with their needs.

Lewis Consulting Inc.

P.O. Box 91211
Raleigh, NC 27675
Ph. 919-518-0549
jamesdlew@mindspring.com

James Lewis

1500 sessions since 1979

LG Research, LLC

6 Rickland Dr.
Randolph, NJ 07869
Ph. 973-361-4382
lgresearch@optonline.net

Lila Goldstein

50 sessions since N/A

Lieberman Research Worldwide

1900 Avenue of the Stars, 15th Floor
Los Angeles, CA 90067
Ph. 310-553-0550
dsackman@lrwonline.com
www.lrwonline.com

Grant Robb

100+ sessions since 1990

Liebling Associates Corp.

225 E. 57th St.
New York, NY 10022
Ph. 212-688-1981
BALiebling@aol.com
www.lieblingassociates.com

Barry A. Liebling

1000+ sessions since 1974

Lighthouse Research and Development

1277 W. 12600 South, Suite 301
Salt Lake City, UT 84065
Ph. 801-446-4000
janderson@go-lighthouse.com
www.go-lighthouse.com

Shannon Fletcher

400 sessions since 2002

Lightshed Group

4037 24th St., Suite A
San Francisco, CA 94114
Ph. 415-640-7795
info@lightshedgroup.com
www.lightshedgroup.com

Roberto Lartigue

400 sessions since 1996

LIMRA International

300 Day Hill Rd.
Windsor, CT 06095
Ph. 860-285-7861
research@limra.com

Pete Jacques, Ph.D.

N/A sessions since 1994

Gerald Linda & Associates

2100 Fir St., Suite 3000
Glenview, IL 60025
Ph. 847-729-3403
glinda@gla-mktg.com
www.gla-mktg.com

Gerry Linda

500+ sessions since 1978

LinguiSearch, Inc.

315 New Street, Suite 301
Philadelphia, PA 19106
Ph. 215-923-5287
info@linguisearch.com

David Schellenberg

1000+ sessions since 1984

Susan Denton

1000 sessions since 1990

Amy Nelson

750 sessions since 1995

Qualitative experts specializing in pharmaceutical, health care, financial, and consumer industries. Skilled in semiotic and linguistic analysis of language. Superior moderating and listening techniques. Extensive experience in traditional and innovative project design and qualitative research methodologies. Actionable recommendations. Expertise includes decision-making, positioning, messaging, wargaming, sales-force research, as well as concept, journal ad testing, and sales aid testing and refinement.

Joel W. Lipson, Ph.D.

3264 11th Ave. W.
Seattle, WA 98119
Ph. 206-283-8561
joel@jlipson.com

Joel Lipson, Ph.D.

1000+ sessions since 1977

LitBrains - Igniting Ideas

4721 Bryant Ave S.
Minneapolis, MN 55419
Ph. 612-824-1053
pam@litbrains.com
www.litbrains.com

Pam Goldfarb

100+ sessions since 2001

LK Research, Inc.

4920 Lincoln Ave.
Evansville, IN 47715
Ph. 812-485-2160
jknauff@lkresearch.net
www.lkresearch.net

James Knuff

100+ sessions since 1981

Lohs Research Group

2170 W. Freeman Rd.
Palatine, IL 60067-4518
Ph. 847-359-0606
lohrrsch@aol.com

Jan Lohs

N/A sessions since 1987

Highly resourceful, flexible, likeable, exacting, and ethical. Solid experience in providing guidance for profitable business decisions. Well grounded in traditional qualitative research methods, and current with new approaches. Committed to 1) thoroughly understanding the business situation that prompts the research, 2) eliciting deeper levels of understanding, and 3) generating critical insights.

Lollipop Research

P.O. Box 28
Schooley's Mountain, NJ 07870
Ph. 908-850-9057
murphy@eclipse.net

Keith Murphy

500+ sessions since 1983

The Looking Glass Group

1111 N. Northshore Dr., Suite N-400
Knoxville, TN 37919
Ph. 865-558-9400
dick@lookingglassgroup.net
www.lookingglassgroup.net

Dick Nye

1000+ sessions since 1990

Loran Marketing Group

505 N. LaSalle, Suite 575
Chicago, IL 60610
Ph. 312-464-6996
rvanek@loran.net
www.loran.net

Robyn Vanek

1000 sessions since 1997

Loretta Marketing Group
13935 S.W. 102 Court
Miami, FL 33176
Ph. 305-232-5002
jimloretta@bellsouth.net
www.lorettagroup.com
Jim Loretta
3000 sessions since 1985

LT Inc.
610 Garland Place
St. Louis, MO 63122
Ph. 314-994-0777
sharonltinc@aol.com
www.ltconsultants.com
Sharon Tettenhorst
1000 sessions since 1983

Lund & Associates, Inc.
2124 St. James Ave.
Cincinnati, OH 45206
Ph. 513-961-2124
sally11@ix.netcom.com
Sally Lund
3500 sessions since 1986

Edna Luther & Associates, Inc.
P.O. Box 285
Lexington, MA 02420-0003
Ph. 781-861-2011
ednaluther@worldnet.att.net
Edna Luther
50+ sessions since 1979

Frank Lynn & Associates, Inc.
150 S. Wacker Dr., Suite 1700
Chicago, IL 60606
Ph. 312-263-7888
info@franklynn.com
www.franklynn.com
Roxanne Lenny
100+ sessions since 1990

Joy Lynn Inc.
1685 Misty River Run
Roswell, GA 30076-4475
Ph. 770-998-9771
jlfields@joylynn.com
www.joylynn.com
Joy Lynn Fields
3000 sessions since 1989

M G Z Research
5715 Silent Brook Lane
Rolling Meadows, IL 60008
Ph. 847-397-1513
MGZipper@aol.com
Martha Garma Zipper
2300+ sessions since 1983

Grace E. Maddox Associates Inc.
62 Douglas Ave.
Toronto, ON M5M 1G5
Canada
Ph. 416-482-8645
gmaddoxinc@sympatico.ca
Grace Maddox
2000+ sessions since 1992

Maestra Executive Research Services
5828 Forestway Lane
Cincinnati, OH 45230
Ph. 877-624-6242 or 513-624-6242
shari@maestraservices.com
www.maestraservices.com
Shari Lauter, M.Ed.
280+ sessions since 2000

Masterful moderating among medical professionals. Extensive knowledge of medical terminology, technical jargon and anatomy. Excellent rapport with doctors, nurses, academicians and executives. Skillful probing and thorough exploration of topics. Full-service fielding at select U.S. and International facilities. Research design, reporting. Twenty-year quantitative experience prior to moderating. Full-service or moderate-only assignments accepted.

MAFOS GmbH
Institut fuer Systemische Marktforschung
Wahringer Strasse 18/Berggasse 1
1090 Vienna
Austria
Ph. 43-1-4790-2110
w.weissmann@mafos.at
www.mafos.at
Werner Weissmann, MBA Dr.
400 sessions since 1995

Frank N. Magid Associates, Inc.
One Research Center
Marion, IA 52302
Ph. 319-377-7345
jcook@magid.com
www.magid.com
Bo Brock
100 sessions since 2000

Maitland Goodman Consultancy Ltd.
43-45 High St.
Weybridge KT13 8BB
United Kingdom
Ph. 44-33-5-34-52-0394
jenniemailand@aol.com
Jennie Maitland
3500+ sessions since 1984

Majestic MRSS Ltd.
Raghuvanshi Mills Compound, 11-13
Senapati Bapat Marg
Lower Parel,
Bombay, Maharashtra 400 013
India
Ph. 91-22-56604151 or 91-9322-105830
raj@mslindia.com
www.mslindia.com
Mr. Raj Sharma
500+ sessions since 2000



Now affiliated with:
Focus Centre of Chicago

Same great team...new name

Lisa Balelo, Wendy Feinberg and the staff formerly of L.A. Focus* announces our new name...

LW research group
A Focus Centre Facility • Los Angeles

We continue to provide Premier Service, Premier Support, Premier Solutions. Our recently expanded Clinic and Event Planning Team has earned an incomparable reputation in the industry for Nationwide Automotive Clinics, Ride & Drives and Special Research Events.

Offering the same outstanding recruiting and focus group facility services...
Visit our new website at: www.lwresearchgroup.com

LW research group
A FOCUS CENTRE FACILITY • LOS ANGELES

17337 Ventura Boulevard, Suite 301 Encino, CA 91316
ph 818.501.4794 fax 818.907.8242 www.lwresearchgroup.com

*No longer affiliated

Management Insight Technologies
30 Turnpike Rd., Suite 9
Southborough, MA 01772
Ph. 508-485-2100 or 877-875-0500
jack@mgtinsight.com
www.mgtinsight.com
Jack Mandelbaum
1000+ sessions since 1979

Marcy & Partners
(Consumer Insights)
695 11th St.
Boulder, CO 80302
Ph. 303-443-1489 or 303-859-7133
cindym@marcyandpartners.com
www.marcyandpartners.com
Cindy Marcy
3000+ sessions since 1990

Margaret Ann's Research
4521 Reva Ct.
Marietta, GA 30066
Ph. 770-516-9960
MASRESCH@bellsouth.net
J. Scott Rogers
3 sessions since 2004

Mari Hispanic Research & Field Services
2030 E. Fourth St., Suite 254
Santa Ana, CA 92705
Ph. 714-667-8282
mari.h@ix.netcom.com
www.marihispanic.com
Mari Lindeman
300 sessions since 1989

Market Analysis Brasil
R.Felix Kleis 23, Santa Monica
88035-330 Florianopolis/SC
Brazil
Ph. 55-48-234-5853
info@marketanalysis.com.br
www.marketanalysis.com.br
Kendra Seyer
200+ sessions since 1998

Market Connections, Inc.
13135 Lee Jackson Memorial Hwy., Suite 380
Fairfax, VA 22033
Ph. 703-378-2025
info@marketconnectinc.com
www.marketconnectinc.com
Lisa Dezzutti
500+ sessions since 1990

Market Decisions Corporation
8959 S.W. Barbur Blvd., Suite 204
Portland, OR 97219
Ph. 503-245-4479
info@mdcresearch.com
www.mdcresearch.com
Mike Oilar
1000+ sessions since 1990
Bob Beaulaurier
200+ sessions since 1994
Doug Verigin
200+ sessions since 1992
Bert Lybrand
100+ sessions since 2002

Founded in 1978, Market Decisions' clients include: Starbucks, HP, Microsoft, Cisco, Nautilus, HSBC, and Scottish Power. With

150+ employees, we conduct full-service qualitative and quantitative research, both nationally and internationally. Our focus is on project integrity, meeting tight deadlines, and creative approaches that deliver value. Experience? We've completed over 10,000 custom projects. Learn more about MDC's High Touch Solutions: www.mdcresearch.com.

Market Decisions, LLC
85 E St.
South Portland, ME 04106
Ph. 207-767-6440
cmildner@marketdecisions.com
www.marketdecisions.com
Curtis Mildner
200+ sessions since 1998
Amy Flowers
100+ sessions since 1997

RIVA Institute-trained. Active QRCA member. I get more out of groups by using advanced methods including free associations, story telling, perceptual mapping and projective techniques. If you are looking for breakthrough insights into behaviors and motivations give me a call. Medical, health care, pharmaceutical, B2B and consumer are specialties.

Market Dynamics Research Group, Inc.
3112 Canal St.
New Orleans, LA 70119
Ph. 504-821-1910 ext. 202
info@mdrginc.com
www.mdrinc.com
Sondray Brown
1100 sessions since 1989

Market Force, Inc.
109 N. Boylan Ave.
Raleigh, NC 27603
Ph. 919-828-7887
www.theforce.com
Laverne Clayton
150 sessions since 1980

Market Inquiry LLC
5825 Creek Rd.
Cincinnati, OH 45242
Ph. 513-794-1088
cathy@marketinquiry.com
www.marketinquiry.com
Amy Burbrink
2100+ sessions since 1991

Market Insight
4370 S. Tamiami Trail, Suite 301
Sarasota, FL 34231
Ph. 941-924-5414
marketinsight@pcsonline.com
Kathy Jacobs-Houk
1000 sessions since 1980

Market Insight
Eastside Professional Court
4501 Old Spartanburg Rd.
Taylors, SC 29687
Ph. 864-292-5187 or 800-493-8037
mktinsight@aol.com
www.marketinsightinc.com
Barbara Hendley
350 sessions since 1989

Market Insights
218 Old Sudbury Rd.
Sudbury, MA 01776-1843
Ph. 978-443-5255
cmandel@mkt-insights.com
www.mkt-insights.com
Candace Mandel
1500+ sessions since 1991

Market Perceptions, Inc.
Health Care Research, Inc.
733 E. 8th Ave.
Denver, CO 80203
Ph. 303-323-1900
kweiss@marketperceptions.com
www.marketperceptions.com
Karl W. Weiss
500 sessions since 1990

Market Probe International, Inc.
114 E. 32nd St., Suite 1603
New York, NY 10016-5506
Ph. 212-725-7676
alan@marketprobeint.com
www.marketprobeint.com
Alan Appelbaum
100+ sessions since 1990

Market Quest Research Group Inc.
3 Job Street
P.O. Box 13305
St. John's, NF A1B 4B7
Canada
Ph. 709-753-5172 or 709-753-1251
carolyn@marketquest.ca
www.marketquest.ca
Carolyn O'Keefe
300 sessions since 2002

Market Research Bureau, LLC
1831 Monroe St. N.W.
Washington, DC 20010
Ph. 202-789-2110
mivancin@sprintmail.com
Maria Ivancin
1000+ sessions since 1984

Market Research Unlimited, Inc.
40 Atlantic Place
South Portland, ME 04106
Ph. 207-775-7249
rmarket1@maine.rr.com
Ron Bognore
1000+ sessions since 1985



Market Resource Associates, Inc.

Market Resource Associates, Inc.
15 S. Fifth St., 8th Floor
Minneapolis, MN 55402
Ph. 800-795-3056 or 612-334-3056
john.cashmore@mraonline.com
www.mraonline.com
John Cashmore
900 sessions since 1994

Recognized building materials, lawn and garden expert with consumers and professionals. All qualitative methods including ethnographies, one-on-ones, focus groups. Assists clients with new product development and

feasibility, brand and/or product positioning, competitive assessment, packaging and more. From project design and management, moderating/observing/interviewing through conclusions and recommendations, MRA is full-service, including next-stage quantitative projects. Call 800-795-3056 for your next qualitative, quantitative or secondary research project. Member QRCA, MRA.

Market Trends Pacific, Inc.

1136 Union Mall, Suite 405
Honolulu, HI 96813
Ph. 808-532-0733
wanda@markettrendspacific.com
www.markettrendspacific.com
Wanda Kakugawa
N/A sessions since 1992

Market Trends Research, Inc.

3475 Tarpon Woods Blvd.
Palm Harbor, FL 34685-2127
Ph. 727-784-0967
info@markettrendsresearch.com
www.markettrendsresearch.com
Peter Dominowski
500+ sessions since 1985

Market Voice Consulting

445 N. Pennsylvania St., Suite 900
Indianapolis, IN 46204
Ph. 317-635-9640 or 877-635-9640
adavidoff@market-voice.com
www.market-voice.com
Amy Davidoff
200 sessions since 1991

MARKET[SOURCE] Research & Consulting

743 W. Battlefield Rd.
Springfield, MO 65807
Ph. 417-877-7808 ext. 206
melanie@msresearchinc.com
www.msresearchinc.com
Jan Bemart
100+ sessions since 1990

MarkeTec

P.O. Box 9058
Reno, NV 89507
Ph. 775-333-1221
marketceno@sbcglobal.net
www.marketcinc.com

Katherine Cole

100+ sessions since 1972

Markecture

PMB 359
12460 Crabapple Rd., Suite 202
Alpharetta, GA 30004
Ph. 770-740-0807
markecture2@comcast.net

Greg Rathjen

3500 sessions since 1982

Marketing & Research Counsel

1960 N. Parkway, Suite 1206
Memphis, TN 38112
Ph. 901-725-1728
jnerren@mindspring.com
Jackie Nerren
1000 sessions since 1980

Marketing Endeavors

620 S. Third St., Suite 204
Louisville, KY 40202
Ph. 866-445-9117
info@marketingendeavors.biz
www.marketingendeavors.biz
Jessica Zubric
75+ sessions since 2000

MARKETING LEVERAGE, INC.®

Marketing Leverage, Inc.

180 Glastonbury Blvd.
Glastonbury, CT 06033
Ph. 800-633-1422
lkelly@marketingleverage.com
www.marketingleverage.com

Lynn C. Kelly

100+ sessions since 1988

Jack Ward

100+ sessions since 1996

Jim Scanlon

100+ sessions since 1991

Problem solving, program development, and marketing and customer retention strategies developed with Guided InformationSM. Both qualitative and quantitative research methods. Qualitative includes focus groups, in-depth interviews - in person, by telephone, and on the Web. Large-group facilitation for strategic planning and problem solving. B2B top executive interviews a specialty. Known for thoughtful design, insightful analysis, and good communications throughout a project. QRCA and CASRO member.

Marketing Matrix International, Inc.

2612 S. Sepulveda Blvd.
Los Angeles, CA 90064
Ph. 310-312-1717
research@markmatrix.com
www.markmatrix.com

Marcia Selz, Ph.D.

6100 sessions since 1975

Marcia Selz is an expert in financial services: banking, investments (mutual funds, 529, annuities, retirement, 401K, institutional and more). Marketing Matrix has worked with over 60 financial firms, domestic and international; sales literature, product service, advertising, branding, positioning. Web sites and more.

Marketing Mechanics

5 Cobblers Lane
Armonk, NY 10504
Ph. 914-273-5007
rtobias@marketingmechanics.com

Ron Tobias

2300+ sessions since 1976

Marketing Solutions Corporation

175 W. Butternut Rd.
Hellertown, PA 18055
Ph. 800-326-3565
MarketingSolutions@attglobal.net
www.marketingsolutionscorp.com
Diane Surovcik
1000+ sessions since 1990

Marketing Solutions Corporation

2 Ridgedale Ave., Suite 216
Cedar Knolls, NJ 07927
Ph. 973-540-9133 or 800-326-3565
MarketingSolutions@attglobal.net
www.marketingsolutionscorp.com
Jean Kelly
2000+ sessions since 1985



The Marketing Workshop, Inc.

3725 Da Vinci Court
Norcross, GA 30092
Ph. 770-449-6767 or 770-449-6197
jnelems@mwshop.com
www.mwshop.com

Tom Eiden

2000+ sessions since 1985

Jo-Ann Goodchild

1400+ sessions since 1990

Janelle Polito

1150+ sessions since 1995

The Marketing Workshop has three full-time moderators all of whom are experienced in both business-to-consumer as well as business-to-business qualitative research. They design and conduct studies on numerous products and services within many industries. They also employ a variety of qualitative research methodologies — in-person, telephone and online focus group and one-on-one in-depth interviews; ideation sessions; ethnographic studies; and usability labs — as well as a wide range of qualitative techniques.

MarketLink, Inc.

P.O. Box 2534
Thomasville, GA 31799
Ph. 229-228-1224
mbixler@rose.net
www.marketlinkresearch.com

Michael Bixler

1000+ sessions since 1989

Marketrends, Inc.

103 Charles River Landing Rd.
Williamsburg, VA 23185-5001
Ph. 757-229-3065 or 800-296-4447
nfuller@marketrends.com
www.marketrends.com

Nancy Fuller

50 sessions since 1989

Markets in Motion

215 Eagles Circle
Alpharetta, GA 30004
Ph. 678-908-1913
marketsinmotion@comcast.net
www.marketsinmotion.net

Sally Markham

150+ sessions since 1989

Marketscape Research & Consulting

3752 James St.
San Diego, CA 92106
Ph. 619-299-4028
bnagle@mrktscp.com

Barb Nagle

2000+ sessions since 1987

MarketVibes, Inc.

3000 West Boulevard
Kokomo, IN 46902
Ph. 765-459-9440
lisa@market-vibes.com
www.market-vibes.com

Lisa Pflueger

200+ sessions since 1994

MarketWise, Inc.

831 E. Morehead St., Suite 150
Charlotte, NC 28202
Ph. 704-332-8433 or 800-849-5924
mrambo@marketwise-usa.com
www.marketwise-usa.com

Beverly B. Kothe

1500+ sessions since 1980

Mar-Quest Research, Inc.

1315 Evamar Dr.
Midland, MI 48640
Ph. 989-631-3900
rhjennings@aol.com

Roger Jennings

2000 sessions since 1983

The Martec Group - Green Bay

1445 North Rd., Suite 1
Green Bay, WI 54313
Ph. 920-494-1812 or 888-811-5755
linda.segersin@martecgroup.com
www.martecgreenbay.com

Linda Segersin

50 sessions since 1999

Martin + Stowe, Inc.

P.O. Box 25391
San Mateo, CA 94402-5391
Ph. 650-342-8875
info@martin-stowe.com
www.martin-stowe.com

Marshall Stowe

1000+ sessions since 1991

Maryland Marketing Source, Inc.

9936 Liberty Road
Randallstown, MD 21133
Ph. 410-922-6600
cspara@mdmarketingsource.com
www.mdmarketingsource.com

Michelle Bridge

50 sessions since 2004

Michelle is an enthusiastic moderator, eager to expand and excited to travel to different markets. She has experience conducting both consumer and business-to-business focus groups. Having received specialized moderating training from RIVA Training Institute, Michelle has also earned both her MA and BS in communication studies.

Michelle Massie Marketing, Inc.

1830 des Eaux Paisibles
L'Orignal, ON K0B 1K0
Canada
Ph. 416-482-0120
michelle@mmassie.com
www.mmassie.com

Michelle Massie

1658 sessions since 1983

Matousek & Associates

1270 Main St.
Green Bay, WI 54302
Ph. 920-436-4647
tammatousek@aol.com

Terri Matousers

1500 sessions since 1985

The Matrix Group, Inc.

501 Darby Creek Rd., #25
Lexington, KY 40509
Ph. 859-263-8177 or 800-558-6941
matre@tmgresearch.com
www.tmgresearch.com

Martha L. DeReamer

550 sessions since 1987

Matrix Research, Inc.

5639 N. Kolmar Ave.
Chicago, IL 60646
Ph. 888-269-7316
info@matrixresearchrecruiting.com
www.matrixresearchrecruiting.com

Robert Brown

2500+ sessions since 1995

Mature Marketing

232 Cedarhurst Ave.
Cedarhurst, NY 11516
Ph. 516-569-5903

Howard Willens

800 sessions since 1978

Mature Marketing and Research

1009 Garrison Ave.
Teaneck, NJ 07666
Ph. 201-836-7486
mmrharris@aol.com
www.maturemarketing.com

Dr. Leslie M. Harris

180 sessions since 1978

Dr. Harris founded Mature Marketing & Research in January 2000. MMR is the only market research consultancy that specializes in understanding the 50-plus market and in how to effectively communicate with this market. Dr. Harris is considered the leading source of how Boomers and Matures are thinking, doing and buying.

Maui Strategic Marketing

32 Hoku Pl
Paia (Maui), HI 96779
Ph. 808-579-9212
maui.strategic.marketing@verizon.net

Valerie Meguire

10 sessions since 1999

Marcia Mazanec Consulting

14385 N. Oldfield Rd.
Stillwater, MN 55082
Ph. 651-439-9439
mmazanec@aol.com

Marcia Mazanec

500+ sessions since 1990

MBC Research Center

270 Madison Ave., 18th Floor
New York, NY 10016
Ph. 212-679-4100
info@mbcresearch.com
www.mbcresearch.com

Mary Baroutakis

1000+ sessions since 1990

Nancy Wong

N/A sessions since N/A

Mila Plesser

N/A sessions since N/A

Nora Choi Lee

N/A sessions since N/A

Mary Baroutakis is MBC's lead moderator for the general and Hispanic markets. Clients have described Mary as "the best in the business." In addition, MBC has over 20 other moderators specializing in specific targets, ethnic markets and industries. MBC works throughout the U.S. and abroad. In New York, we have our own brand new, state-of-the-art facility with an interpreter's booth for in-language projects.

MEADOWLANDS CONSUMER CENTER INC.

The Plaza at the Meadows
100 Plaza Dr., 1st Floor
Secaucus, NJ 07094
Ph. 201-865-4900 or 800-998-4777
info@meadowcc.com
www.meadowcc.com

Andrea Schrager

2500+ sessions since 1984

Manny Schrager

2500+ sessions since 1985

Unlocking the inner voice of the consumer...takes innovative techniques, skill, experience and keen attention to detail...but produces truly actionable results. MCC is a dynamic qualitative research company that customizes each study to unlock that inner voice, using the right combination of focus groups, IDI's and ethnographic observations. (See advertisement on opposite page)

Media-Screen

322 Cortland Ave.
San Francisco, CA 94110
Ph. 415-647-1007
info@media-screen.com
www.media-screen.com

Cate Riegner

100+ sessions since 1991

MedProbe Inc.

13911 Ridgedale Dr., Suite 400
Minneapolis, MN 55305
Ph. 952-540-0718
info@medproberesearch.com
www.medproberesearch.com

Asta Gersovitz, Pharm. D.

N/A sessions since 1986

MedQuest Facilities and Recruiting

850 W. Jackson Blvd., Suite 430
Chicago, IL 60607
Ph. 312-666-8863
info@medquest-chicago.com
www.medquest-chicago.com

Chris Lee

325 sessions since 1999

MEH Market Research

2340 N. 81st St.
Scottsdale, AZ 85257-2312
Ph. 480-946-0870
MarHamRes@cox.net

Marcia Hamilton

200+ sessions since 1990

The Mellman Group

1023 31st N.W., 5th Floor
Washington, DC 20007-3835
Ph. 202-625-0370
info@mellmangroup.com
www.mellmangroup.com

Michael Bloomfield

100+ sessions since 1999

Doug Usher

100+ sessions since 1999

The Mellman Group has provided sophisticated opinion research and strategic advice to a wide variety of clients for over 20 years. Our moderators are experienced in all phases of focus group and qualitative research and analysis. They also bring extensive survey experience to fully integrate a quantitative dimension, as well.

Meneses Research & Associates

1996 Frankfort St.
San Diego, CA 92110
Ph. 619-276-5335
info@menesesresearch.com
www.menesesresearch.com

Walter E. Meneses

500+ sessions since 1988

Message Science Inc.

336 Meadowlark Dr.
Ballston Spa, NY 12020
Ph. 518-258-7848
estark@messagescience.com
www.messagescience.com

Dr. Evan Stark, Ph.D.

50+ sessions since 1997

Metro Research Ltd.

50 Westminster Br. Rd.
London SE1 7QY
United Kingdom
Ph. 44-870-241-2401 or 44-870-241-2431
jrix@metroresearch.com
www.metroresearch.com

Jeremy Rix

N/A sessions since 1995

Metroline Research Group, Inc.

7 Duke St. W., Suite 301
Kitchener, ON N2H 6N7
Canada
Ph. 800-827-0676 or 519-584-7700
info@metroline.ca
www.metroline.ca

Dave Kains

475 sessions since 1990

MG Business Research Services

Corcega 366 Principal 1
08037 Barcelona
Spain
Ph. 34-93-459-24-69
info@mgsolutions.es
www.mgsolutions.es

Anibal Marron Menendez

600+ sessions since 1995

Michelson Marketing Solutions

5232 Forest Brook Parkway
Marietta, GA 30068
Ph. 770-642-2223
mark@michelson.com
www.michelson.com

Mark L. Michelson

2000+ sessions since 1984

Mid-America Research

Administrative Offices
999 N. Elmhurst Rd., Suite 17
Mt. Prospect, IL 60056
Ph. 847-392-0800 or 847-870-6262
randhurst@midamr.com
www.midamr.com

Marshall Ottenfeld

4000+ sessions since 1962

Meadowlands Consumer Center

100 Plaza Drive, Secaucus, NJ 07094

info@meadowcc.com



As a research professional you have a lot to think about without worrying about facility details. Meadowlands Consumer Center understands that. Our team approach to every project assures you that no detail will ever be overlooked – from project inception through completion. And our pledge to you is that while you are here you will be treated as a guest by our warm, friendly and courteous staff that is focused on anticipating your needs and keeping you happy.

**"Voted the Top Rated facility
in New Jersey."**
- 2005 Impulse Survey

- **Exacting** – All recruiting is done in-house and fully supervised, guaranteeing you the respondents you are looking for, whether executives, medical, B-to-B or consumer.
- **Flexible** – MCC is an all-suite facility with a choice of jumbo (seating up to 60), regular or mini-group settings. Ideal for everything from mock juries and product displays to one-on-ones.
- **Versatile** – Room configurations are available to set the appropriate mood and to match your respondents, from traditional conference settings to living room, classroom and children's playgroups.
- **Engaging** – Our tiered viewing rooms with three-sided panoramic mirrors are ideal viewing environments, helping to keep the backroom involved.
- **Technological** – We offer usability labs, videoconferencing, videostreaming, broadband access and the option to record your groups on CD.
- **Scrumptious** – Our on-site catering manager offers you endless creative options that will tickle your palate.
- **Location, location, location** – We're just minutes from New York City and Newark Liberty Airport, so you can spend your time where it counts, not on the road.

Call our team at 1-800-998-GRPS (4777), e-mail us at info@meadowcc.com or visit our website at www.meadowcc.com.



Mid-America Research (Br.)

Randhurst Center
999 N. Elmhurst Rd., Suite 210
Mt. Prospect, IL 60056
Ph. 847-392-9770 or 847-392-0800
randhurst@midamr.com
www.midamr.com

Dr. Donald Bernstein, Ph.D.

3700+ sessions since 1970

Midwest Marketing Research

108 N. Main St., Suite 720
South Bend, IN 46601-1617
Ph. 574-287-2700
acanola@skynet.net

Alan L. Kniola

150 sessions since 2000

Milestone®

P.O. Box 630
Dedham, MA 02027
Ph. 781-467-1200
bob@milestoneideas.com
www.milestoneideas.com

Robert Taraschi

N/A sessions since N/A

Millennium Research, Inc.

7493 W. 147th St., Suite 201
Apple Valley, MN 55124
Ph. 952-431-6320 or 952-431-6764
jjohnson@millenniumresearchinc.com
www.millenniumresearchinc.com

Jan Johnson

500 sessions since 1994

Respondents tell us more than they knew they had to say. Experts in new product concept development, communications testing, product positioning and segmentation research. Specialists in hard-to-reach audiences, with tele-group capabilities, executive in-depth interviews, mini and full focus groups. Fast turnaround, excellent insight, complete analysis and reporting. Complete project capabilities, international network.

MindSearch

272 Whipple Rd.
Tewksbury, MA 01876-3540
Ph. 978-640-9607
julie@mind-search.com
www.mind-search.com

Julie Shaylor

100+ sessions since 1990

Mindset Creative Planning, Inc.

39 Addington Ave.
Toronto, ON M2N 2L1
Canada
Ph. 416-590-0471
dbruce@mindsetcreative.com
www.mindsetcreative.com

Dennis Bruce

1800+ sessions since 1985

MindWave Research, Inc.

511 W. 7th St.
Austin, TX 78701
Ph. 512-469-7998
jholland@mindwaveresearch.com
www.mindwaveresearch.com

Jonathan Hilland

800+ sessions since 1998

Minkus & Associates

100 Chetwynd Dr., Suite 200
Rosemont, PA 19010
Ph. 610-525-6769
karen@minkusdesign.com
www.brandcatalysts.com

Karen King

2000+ sessions since 1991

Minnesota Opinion Research

Three Paramount Plaza
7831 Glenroy Rd., Suite 450
Minneapolis, MN 55439
Ph. 952-835-3050
ron_mulder@moriresearch.com
www.moriresearch.com

Ronald Mulder

100+ sessions since 1982

Minter & Reid

550 S. Wadsworth Blvd., Suite 401
Denver, CO 80226
Ph. 303-904-0120
michael@minterandreid.com
www.minterandreid.com

Michael Reid

N/A sessions since N/A

Mirador Research, LLC

10803 Wadsworth Rd., #110
Woodstock, MD 21163-1412
Ph. 410-313-8848
mirador.research@comcast.net

Jenna Wexler

N/A sessions since 1994

Miriam Alexander Marketing Research

11129 Ophir Drive
Los Angeles, CA 90024
Ph. 310-472-9364
ma@miriamalexander.com
www.miriamalexander.com

Miriam Alexander

1000+ sessions since 1983

Miskovic Research & Consulting

522 Bonnie Brae
River Forest, IL 60305
Ph. 708-771-8969
dkmrescon@aol.com

Darlene K. Miskovic

5000+ sessions since 1978

MJD Qualitative Research

19 Taunton Court
Princeton Jct., NJ 08550
Ph. 609-799-3210
mjdiscui9@aol.com

Mary Jo DiSciullo

1500+ sessions since 1995

MLN Research Ltd.

10632 Tredwood Dr.
Raleigh, NC 27614
Ph. 919-870-8500
dnerz@mlnresearch.com

David Nerz

2000 sessions since 1988

Moder Research & Communications, Inc.

3105 Freeman St.
San Diego, CA 92106-1408
Ph. 619-523-2006
michael@moderresearch.com
www.moderresearch.com

Michael J. Moder

1000+ sessions since 1987

Moderators Etc.

601 Cheetah Lane
Kissimmee, FL 34759
Ph. 863-427-4434
arivera@moderatorsetc.com

Anna Riveria

2000 sessions since 1987

Moderators Etc. (Br.)

1915 Drexel Rd.
Greensboro, NC 27405
Ph. 336-691-8100
gwright@moderatorsetc.com

Gratia Grant Wright

3000 sessions since 1987

Moderators Etc. (Br.)

3717 E. Thousand Oaks Blvd., Suite 210
Westlake Village, CA 91362
Ph. 805-413-1045
gspaulding@moderatorsetc.com

Greg Spaulding

875 sessions since 1995

Molloy Marketing Services

8601 Castlebar Way
Montgomery Village, MD 20886
Ph. 301-926-4103
peggymolloy@comcast.net

Peggy Molloy

50 sessions since 1996

Momentum Market Intelligence

220 N.W. 2nd Ave., #600
Portland, OR 97209
Ph. 503-445-4892
jjessen@mointel.com
www.mointel.com

John Jessen

500+ sessions since 1982

Monalco, Inc.

3219 W. McKinley Blvd.
Milwaukee, WI 53208
Ph. 414-273-0180 or 877-666-2526
alan@monalcoinc.com
www.monalcoinc.com

Alan Balkema

25 sessions since 2001

Moore & Symons, Inc.

114 Sloan St.
Roswell, GA 30075
Ph. 404-266-8396
survey@mooresymons.com
www.mooresymons.com

Ginger Strong-Tidmon

100+ sessions since 1977

Moore Research Services, Inc.

2675 West 12th St.
Erie, PA 16505
Ph. 814-835-4100
colleen@moore-research.com
www.moore-research.com

Colleen Mezler

150 sessions since 1990

Alice Morgan Qualitative Services

558 Glenmoore Dr.
Ann Arbor, MI 48103
Ph. 734-996-2744
alicemorgan@ameritech.net

Alice Morgan

150 sessions since 1996



MORPACE International, Inc.

Field Services
31700 Middlebelt Rd., Suite 200
Farmington Hills, MI 48334
Ph. 248-737-5300 or 800-878-7223
sprieur@morpac.com
www.morpac.com

Jim Leiman

500+ sessions since 1986

Michael Dawkins

3000+ sessions since 1987

Keith Woods

500+ sessions since 1987

Donna Taglione

800+ sessions since 1989

Duncan Lawrence

600+ sessions since 1990

Tim Taylor

750+ sessions since 1990

Craig Porter

500+ sessions since 1993

Newly remodeled qualitative research facility offers three focus group studios, large CLT studio, one-on-one interviewing room, and full-service kitchen with 220V outlets. A separate suite is fully-secured for total confidentiality. Viewing rooms combine tiered seating and writing tables with living-room comfort; floor-to-ceiling observation mirrors, wet bar, refrigerator, and private office. Other features include cable TV access, T-1 Internet connection, LCD data projectors, Perception

Analyzers™, timecoding, remote audio/video recording on VHS, DVD, or CD. Member FocusVision™, ActiveGroup™, and GroupNet™ providing videoconferencing, videostreaming, VideoMarker™, and VIC CD. Recruiting through our 150 CATI-equipped interviewing stations. Respondent participation verified using SIGMA VALIDATION.

Daniel Jay Morrison & Associates, Inc.

11 Maple Ave.
Demarest, NJ 07627
Ph. 201-784-8486
dan@djmconsult.com
www.senior-consulting.com

Dan Morrison

2000+ sessions since 1980

Morrison & Morrison, Ltd.

116 Tanglewood Trail
Louisville, KY 40223
Ph. 502-426-9600
morrisonresearch@att.net

Richena Morrison

5000+ sessions since 1980

MOTIVACTION INTERNATIONAL

Research and Strategy
Postbus 15262

1001 MG Amsterdam
Netherlands
Ph. 31-20-589-83-83
moti@motivaction.nl
www.motivaction.nl

Pieter Paul Verheggen

500+ sessions since 1990

MotorBrains, Inc.

920 W. Sheridan Rd.
Chicago, IL 60613
Ph. 773-883-0884 or 773-467-1804
jmotorbrains@aol.com
www.motorbrains.com

Jim Fischer

1500 sessions since 1990

MRCGroup Research Institute

dba MRCFocus
101 Convention Center Dr., Plaza 125
Las Vegas, NV 89109
Ph. 702-734-7511
research@mrcgroup.com
www.mrcgroup.com

Lisabeth Clawson

75 sessions since 2002
(See advertisement on this page)

MRK, Inc.

Mid City Mall
1250 Bardstown Rd.
Louisville, KY 40204
Ph. 502-458-4159
marylea@mrkresearch.com
www.mrkresearch.com

Mary Lea Quick

100+ sessions since 1995

THE PREMIER FOCUS GROUP FACILITY IN LAS VEGAS



Accurate, unbiased research gleaned from the fastest growing city in the U.S.

Located in the heart of the Vegas strip in a modern 35,000 square foot research facility, each of our three focus rooms include a private suite, private client office, streaming and video conferencing. Plus MRCFocus has the a 48-Seat media testing center that is perfect for larger groups such as music tests, concept tests, product tests, TV tests and mock jury trials.





Don Hein,
Director of MRCFocus



A Division of MRCGroup, LLC
800.820.0166 • mrcgroup.com

MRSI (Marketing Research Services, Inc.)

720 East Pete Rose Way, Suite 200
Cincinnati, OH 45202
Ph. 513-579-1555 or 800-SAY-MRSI
info@mrsi.com
www.mrsi.com

Miguel Martinez-Baco

1500 sessions since 1994

MRSI's skilled Hispanic and general-market moderators conduct research across the U.S. through arrangements with focus group facilities nationwide. We utilize a variety of methodologies and specialized techniques to gain insightful results. Experienced in categories such as apparel, automotive, B2B, beverage, consumer packaged goods, electronics, financial services, food, insurance, and telecommunications.

(See advertisement on p. 26)

Mueller Market Insight

(Formerly Mueller Goldfarb Consultants)

Grosse Elbestrasse 135
22767 Hamburg
Germany
Ph. 49-40-306888-0
mail@marketinsight.de
www.marketinsight.de

Frank Mueller

1000 sessions since 1985

Multi Reso

630 Sherbrooke W. Bur., #220
Montreal, PQ H3A 1E4
Canada
Ph. 514-285-6446
fgohier@hotmail.com

Francois Gohier

1500 sessions since 1988

Multicultural Solutions, Inc.

22902 Adolph Ave.
Torrance, CA 90505
Ph. 310-378-2388
huaifu@multicultural-solutions.com
www.multicultural-solutions.com

Huaifu Jiang

450 sessions since 1993

Huaifu Jiang is one of the most experienced Asian moderators in the United States. He started to moderate in 1993. He received formal fundamental and advanced moderator training at RIVA Moderator Training School and took the marketing research course at UCLA. He is a member of QRCA.

J.P. Murphy & Company

P.O. Box 80484
Valley Forge, PA 80484
Ph. 610-408-8800
jpmurphy@jpmurphy.com
www.jpmurphy.com

James P. Murphy, Ph.D.

1000+ sessions since 1980

Murphy Moderating, LLC

321 Stanford Rd.
Winston-Salem, NC 273104
Ph. 336-765-8407
bern_murphy@bellsouth.net

Bernadette Murphy

12+ sessions since 2003

Murphy Moderating is a consulting company with RIVA-trained moderators. Our staff has extensive experience in facilitating groups in fields such as consumer products, health care, and trial preparation. We use both qualitative and quantitative research methods to meet our clients' needs to help them make better business decisions.

Murphy Research Services

4018 Zenith Ave. S.
Minneapolis, MN 55410
Ph. 612-871-2597
tgmurphy@qwest.com

Tom Murphy

500+ sessions since 1984

Brenda F. Murphy and Associates, Inc.

3658 Woodcliff Dr.
Kalamazoo, MI 49008
Ph. 269-598-2808
starbrenda@aol.com

Brenda Murphy

100+ sessions since 1986

Muse Consulting, Inc.

3911 Merrill Ave.
Riverside, CA 92506
Ph. 951-784-6873 or 800-266-6873
musecnslt@aol.com
www.musesurveys.com

Laurie Maguire

200+ sessions since 1983

MWM Marketing Research and Consulting

711 Nichols Rd.
Arlington Heights, IL 60004
Ph. 847-259-6096 or 847-489-2754
maxine@mwmresearch.com
www.mwmresearch.com

Maxine Marder

1000+ sessions since 1977

N2 Qualitative Marketing Research

119 MacIntyre Lane
Allendale, NJ 07401
Ph. 201-934-0074
info@n2qualitative.com
www.n2qualitative.com

Nancy Norton

10000 sessions since 1980

NAHB Research Center

400 Prince George's Blvd.
Upper Marlboro, MD 20774
Ph. 800-638-8556 or 301-430-6297
kflament@nahbrc.org
www.nahbrc.org

Kathy Flament

1000 sessions since 1989

Heather Rancourt

50 sessions since 2003

The NAHB Research Center, an independent subsidiary of the National Association of Home Builders, is the international leader of

market research for residential construction. Dedicated to promoting innovation in housing technology for improved quality, durability, and affordability, we guide public and private clients through product development, usage tracking, and competitive analysis.

National Jury Project Midwest

126 N. 3rd. St., Suite 515
Minneapolis, MN 55401
Ph. 612-338-2244
smacpherson@njp.com

Susan Macpherson

300+ sessions since 1976

Diane Wiley

300+ sessions since 1976

National Jury Project has conducted and analyzed focus groups on all types of litigation for the past 30 years. Experience in all 50 states and we maintain national database with three regional offices. Visit our Web site: UJP.com for vitae and complete description of services.

National Market Measures, Inc.

30405 Solon Rd.
Cleveland, OH 44139
Ph. 440-542-2450
ksteiger@nmminc.com
www.nmminc.com

Kurt Steigerwald

300+ sessions since 1998

National Service Research

6300 Ridglea Pl., #1011
Fort Worth, TX 76116-5730
Ph. 817-731-3493
nsr@airmail.com
www.nsr.cc

Andrea Thomas

200+ sessions since 1987

Nelson Research, Inc.

427 Bedford Rd., Suite 210
Pleasantville, NY 10570
Ph. 914-741-0301
ron@nelsonresearch.com
www.nelsonresearch.com

Ronald G. Nelson

100+ sessions since 1970

New Directions Consulting, Inc.

27 Twin Pond Lane
White Plains, NY 10607
Ph. 914-347-6672
jane@new-directions-inc.com
www.new-directions-inc.com

Jane Goldwasser

N/A sessions since 1969

New England Trial Consulting

86 Locust Street
Dover, NH 03820
Ph. 603-781-5839
juryhelp@metrocast.net
www.juryhelp.com

Diane Y. Levesque

100+ sessions since 1986

The New Marketing Network, Inc.

405 N. Wabash Ave., 48th Floor
Chicago, IL 60611
Ph. 312-670-0096
pwallace@newmarketingnetwork.com
www.newmarketingnetwork.com

Priscilla Wallace

1000+ sessions since 1992

New South Research

3000 Riverchase Galleria, Suite 630
Birmingham, AL 35244
Ph. 205-443-5350 or 800-289-7335
jjager@newsouthresearch.com
www.newsouthresearch.com

Jim Jager

1000+ sessions since 1997

Mr. Jager has a depth of experience in a wide range of industries. His strength is the ability to build a rapport with almost any audience and then delve into the topic to provide insight, depth and build to a level of understanding that aids in strategic decision making.

The Newman Group, Ltd.

916 Jackling Dr.
Burlingame, CA 94010
Ph. 650-579-5590
newgrp@aol.com

Jan Newman

3000 sessions since 1977

Newman Marketing Research

11 Stoney Brook Blvd.
Newtown Square, PA 19073
Ph. 610-325-4337
fnewman@newmanmarketingresearch.com
www.newmanmarketingresearch.com

Felicia Newman

1000+ sessions since 1992

Next Level Research

P.O. Box 888625
Atlanta, GA 30356
Ph. 770-609-5500
joel@nextlevelresearch.com
www.nextlevelresearch.com

Joel Reish

2000+ sessions since 1984

Nichols Research - GroupNet Central CA

600 W. Shaw Ave., Suite 350
Fresno, CA 93704
Ph. 559-226-3100
fresno@nicholsresearch.com
www.nicholsresearch.com

Mimi Nichols

200+ sessions since 1998

Nichols Research - GroupNet Northern CA

333 W. El Camino Real, Suite 180
Sunnyvale, CA 94087
Ph. 408-773-8200
sunnyvale@nicholsresearch.com
www.nicholsresearch.com

Mimi Nichols

200+ sessions since 1998

Nichols Research - GroupNet Northern CA

39141 Civic Center Drive
Fremont, CA 94538
Ph. 510-794-2990
fremont@nicholsresearch.com
www.nicholsresearch.com

Mimi Nichols

200+ sessions since 1998

Nichols Research - GroupNet Northern California

44 Montgomery St., Suite 1550
San Francisco, CA 94104
Ph. 415-986-0500
sanfran@nicholsresearch.com
www.nicholsresearch.com

Mimi Nichols

200+ sessions since 1998

Nichols Research, Inc.

GroupNet Northern California
2300 Clayton Rd., Suite 1370
Concord, CA 94520
Ph. 925-687-9755
concord@nicholsresearch.com
www.nicholsresearch.com

Mimi Nichols

200+ sessions since 1998

Nick Marketing Research

3326 Glenhurst Ave. S.,
Minneapolis, MN 55416
Ph. 952-920-8812
maryheinznick@msn.com

Mary Nick

N/A sessions since 1990

Nitta Research Group

4900 N. Portland Ave., Suite 150
Oklahoma City, OK 73112
Ph. 405-525-3517
cknitta@theshop.net

Clyde Nitta

1000 sessions since 1990

Noble Insight, Inc.

5555 Glenridge Connector, Suite 200
Atlanta, GA 30342
Ph. 770-309-2395 or 770-239-1655
ladetra@nobleinsight.com
www.nobleinsight.com

La Detra White

200+ sessions since 2000

Extensive moderator/research experience among targeted markets, especially African-Americans. Clients include Fortune 100, non-profits and special interest. Moderator has Harvard MBA and has worked as a leading marketing strategist for companies including P&G, Nabisco and Holiday Inn. Leading clients are consumer products, financial services and government. www.nobleinsight.com.

Noedel Marketing Research

8452 Hansen Rd. N.E.
Bainbridge Island, WA 98110
Ph. 206-842-0965
larrynoedel@msn.com

Larry Noedel

500+ sessions since 1965

Noetix Group

1625 Glen Valley
Irving, TX 75061-2311
Ph. 972-554-8898 or 817-395-3245
francesca@noetixgroup.com
www.noetixgroup.com

Francesca Funk

1000+ sessions since 1994

Norris Consulting

17111 161st Ave. N.E.
Woodinville, WA 98072
Ph. 425-486-1924
peter@norrisconsulting.net

Peter Norris

1000+ sessions since 1985

North Coast Behavioral Research Group (Wyse Research)

25 Prospect Ave. W., Suite 1700
Cleveland, OH 44115
Ph. 216-696-2424
cwargo@wyseadv.com
www.ncbrg.com

Cindy Wargo

100+ sessions since 2000

The NorthMark Group

214 S. Main St.
Concord, NH 03301
Ph. 603-226-2260 or 800-639-7803
sthurston@northmarkgroup.com
www.northmarkgroup.com

Stephen Thurston

100+ sessions since 1986

Northstar Research Partners

One Penn Plaza, Suite 1932
New York, NY 10119
Ph. 212-986-4077 x225
jneuwirth@nsresearch-usa.com
www.nsresearch.com

Jim Neuwirth

350+ sessions since 1994

Northwest Research Associates

1208 W. 4th Street
New Richmond, WI 54017
Ph. 715-246-4668
nwresearch@aol.com

William Hannaford

50 sessions since 1980

Northwest Research Group, Inc.

400 108th Ave. N.E., Suite 200
Bellevue, WA 98004
Ph. 425-635-7481
janet@nwrg.com
www.nwrg.com

Jeff Etherton

250 sessions since 1994

Novak Marketing, Inc.

29 Brandon Dr.
Mt. Kisco, NY 10549
Ph. 914-241-1900
greg@novakmarketing.com
www.novakmarketing.com

Greg Novak

150+ sessions since 1979

NRG Research Group
1380 - 1100 Melville St.
Vancouver, BC V6E 4A6
Canada
Ph. 604-681-0381
nrg_van@nrgresearchgroup.com
www.nrgresearchgroup.com
Adam Di Paula
50 sessions since 2004

NRG Research Group
1800 250 6th Ave. S.W.
Calgary, AB T2P 3H7
Canada
Ph. 403-539-6206
info@nrgresearchgroup.com
www.nrgresearchgroup.com
Derek Blair
100+ sessions since 2000

NRG Research Group
1910 - 360 Main Street
Winnipeg, MB R3C 3Z3
Canada
Ph. 204-989-8999
ae@nrgresearchgroup.com
www.nrgresearchgroup.com
Brian A. Owen
500+ sessions since 1985

NuStats Partners, L.P.
3006 Bee Caves Rd., Suite A300
Austin, TX 78746
Ph. 512-306-9065
jzmud@nustats.com
www.nustats.com
Carlos Arce, Ph.D.
1000+ sessions since 1975

Observant, LLC
800 South St., Suite 170
Waltham, MA 02453
Ph. 781-642-0644
mfeehan@observant.biz
www.observant.biz
Mike Feehan, Ph.D.
100+ sessions since 1987

O'Connor Research
2A Kingsbury Dr.
Medfield, MA 02052
Ph. 508-359-7785
mediapa@aol.com
Barbara Duperreault O'Connor
1350 sessions since 1996

Stanford H. Odesky and Associates
6833 Ridgewood Trail
Toledo, OH 43617
Ph. 419-841-5923
SHOA37@aol.com
Stan Odesky
50+ sessions since 1990

M.Q. Olsen Marketing Research
180 Grandview Ave.
Glen Ellyn, IL 60137-5812
Ph. 630-469-4420
mqolsen@aol.com
Maureen Quinn Olsen
3000 sessions since 1979

OneBrand
311 N. Robertson Blvd. 485
Beverly Hills, CA 90211
Ph. 310-382-6589
rodney.tanner@onebrand.biz
Patricia Pena
580+ sessions since 1995



O'Neil Associates, Inc.
412 E. Southern Ave.
Tempe, AZ 85282
Ph. 888-967-4441 or 480-967-4441
oneil@oneilresearch.com
www.oneilresearch.com
Michael J. O'Neil, Ph.D.
1000+ sessions since 1980

There are hundreds of experienced facilitators in the directory. Most took a weekend course in "How to do Focus Groups". Dr. O'Neil spent years studying the underlying social science principles in graduate and postdoctoral work in cultural anthropology, qualitative sociology/participant observation, and research methods. And he did so at the world's leading graduate institutions for social science research. All of the "techniques" of focus group research are based on these. For simple low-stake projects, you might hire someone who took one of those weekend courses. If your project is vital, you could hire someone likely to know more than the instructor who taught that course.

O'Neill Marketing Insights
8 Bridge Lane
Edina, MN 55424
Ph. 952-239-6817
pattymoneil@aol.com
Patty O'Neil
100 sessions since 1987

Opinion Research of California
444 W. Ocean Blvd., Suite 800
Long Beach, CA 90802
Ph. 562-432-0474
wtreadwell@openpoll.com
www.openpoll.com
Bill Treadwell
30+ sessions since 1985

Opinion Research Taiwan
Minsheng East Road, Section 2, #149, 11F
Taipei
Taiwan
Ph. 886-2-2509-6438
kevinmeyer@ort.com.tw
www.opinionresearchtaiwan.com
Daphne Hsieh
150 sessions since 2003

Opinion Studies
1530 Monterey St., Suite C
San Luis Obispo, CA 93401
Ph. 805-549-0367
rletters@opinionstudies.com
www.opinionstudies.com
Robyn Letters
750 sessions since 1970

The Opinion Suites
7202 Glen Forest Dr., Suite 204
Richmond, VA 23226
Ph. 804-484-4800
mbarnett@opinionsuites.com
www.opinionsuites.com
Dave Disher
350 sessions since 1999

OPINIONation
4301 Ridge Rd.
Cleveland, OH 44144
Ph. 216-351-4644
ron@opinionation.com
www.opinionation.com
Ron Kornokovich
600 sessions since 1975

Oppenheim Research
1640 Metropolitan Circle
Tallahassee, FL 32308
Ph. 850-201-0480
aro@oppenheimresearch.com
www.oppenheimresearch.com
Anneliese Oppenheim
75+ sessions since 1990

Opus Moderandi
Viktor Maier-Str. 8
63768 Hosbach
Germany
Ph. 49-0-6021-581-2741
clientservice@opus-moderandi.com
www.opus-moderandi.com
Dr. Christian Rossnagel
520 sessions since 2000

Orman Guidance Research®, Inc.
5001 W. American Blvd, Suite 715
Bloomington, MN 55437-1106
Ph. 800-605-7313 or 952-831-4911
rsundin@ormanguidance.com
www.ormanguidance.com
Rosemary Sundin
400 sessions since 1990

Orsino Marketing Research
2902 Calle Grande Vista
San Clemente, CA 92672
Ph. 949-201-5320
donorsino@orsino.net
www.orsino.net
Don Orsino
6000 sessions since 1970

Otivo, Inc.
451 Hayes St., Floor 3
San Francisco, CA 94102
Ph. 415-626-2604 or 415-626-9939
lwaldal@otivo.com
www.otivo.com
Leanne Waldal
1500 sessions since 1996

OTX (Online Testing Exchange)

10567 Jefferson Blvd.
Culver City, CA 90232
Ph. 310-736-3400
info@otxresearch.com
www.otxresearch.com

Kevin Goetz

2500+ sessions since 1988

Outside In Strategies, Inc.

1641 3rd Ave., Suite 15A
New York, NY 10128
Ph. 212-828-8899
katie@outsideinstrategies.com
www.outsideinstrategies.com

Katie Sweeney

1000+ sessions since 2000

Outsmart Marketing

2840 Xenwood Ave.
Minneapolis, MN 55416
Ph. 952-924-0053

Paul Tuchman

2000+ sessions since 1990

P & L Research, Inc.

8622 E. Grand Ave.
Denver, CO 80237-2921
Ph. 303-770-1589
philip.plres@att.net
www.plresearch.net

Philip Jolas

N/A sessions since 1984

MBA with 25 years of client and supplier side experience doing B2B research (both focus groups and executive interviews) with automotive, financial, construction, small business, distributors, etc. Gain subtle findings using my in-depth business knowledge and appropriate projective techniques for new products, competition, usability testing, voice of the customer, etc.

Palma Companies

2310 Ponderosa Dr., Suite 2
Camarillo, CA 93010
Ph. 805-484-9090
tpalma@palmaco.com
www.palmaco.com

Terri Palma

1000+ sessions since 1978

Panel Opinions

24 Ray Ave.
Burlington, MA 01803-4760
Ph. 781-229-6226
doyle@panelopinions.com
www.panelopinions.com

Eileen Doyle

100+ sessions since 1992

Parker Jones Marketing Research

30 Almaden Court
San Francisco, CA 94118
Ph. 415-751-0613
info@parkerjonesresearch.com
www.parkerjonesresearch.com

Judi Jones

2100 sessions since 1991

Parker Marketing Research, LLC

5405 DuPont Circle
Milford, OH 45150
Ph. 513-248-8100
tnapier@parkerresearch.com
www.parkerresearch.com

Todd Napier

1000+ sessions since 1995

Passenger & Shipping Institute

7734 S.W. 146th Court
Miami, FL 33183
Ph. 305-385-1542
mktscope@bellsouth.net

J.J. Lewis

300 sessions since 1976

Patricia M. Kirmayer Qualitative Market Research

116 Fairfield Beach Rd.
Fairfield, CT 06824
Ph. 203-259-6403 or 203-209-8806
patkrm@aol.com

Patricia M. Kirmayer

2500+ sessions since 1975

Payne & Partners, Inc.

1120 N. Lake Shore Dr.
Chicago, IL 60611
Ph. 312-443-9666
paynpart@aol.com

Melanie Payne

3000+ sessions since 1975

Pennhaven Research, Inc.

77 East Andrews Dr. N.W., Suite 315
Atlanta, GA 30385
Ph. 512-517-2446
eddy@pennhaven.com
www.pennhavenresearch.com

Eddy Hodgson

500+ sessions since 1998

PeopleTalk

20 Parson's Hill Road
Wenham, MA 01984
Ph. 978-927-2610
allison@peopletalkresearch.com
www.peopletalkresearch.com

Allison Cohen

2000+ sessions since 1992

Perception Research Services, Inc.

One Executive Drive
Fort Lee, NJ 07024
Ph. 201-346-1600
info@prsresearch.com
www.prsresearch.com

Joseph Schurtz

1000+ sessions since 1990

Perceptions... and Realities®, Inc.

70 W. Red Oak Lane
White Plains, NY 10604
Ph. 914-697-4949
inquire@perceptionsrealities.com

Mike Bass

200 sessions since 1993

Perceptive Market Research, Inc.

2306 S.W. 13th St., Suite 807
Gainesville, FL 32608
Ph. 800-749-6760 ext. 4012 or 352-336-6760

surveys@pmrresearch.com

www.pmrresearch.com

Elaine M. Lyons

100+ sessions since 1980

Percy & Company Research

7384 Highland Rd., Suite A
Baton Rouge, LA 70808
Ph. 225-346-0115
info@percyandcompany.com
www.percyandcompany.com

Adrian E. Percy

275 sessions since 1982

PereaSearch

450 Edge Hill Dr.
Canyon Lake, TX 78133
Ph. 830-899-4108
perea@gvtc.com

Patricia Perea

1000+ sessions since 1992

Personal Opinion, Inc.

999 Breckenridge Lane
Louisville, KY 40207
Ph. 502-899-2400
rdavis@personalopinion.org
www.personalopinion.org

Rebecca Davis

100 sessions since 1994

Need a moderating quote?

Only quirks.com helps users send a quote request to multiple moderators at the same time. Best of all, you get to choose the moderators that see your request, so you can select only those that meet your needs.



Perspectives Marketing Research

Zig Zag Studios, East Melbury
Shaftesbury, Dorset SP7 0DW
United Kingdom
Ph. 44-1747-858455
linda.maby@virgin.net

Linda Maby
400 sessions since 1992

The Petrullo Consultants

9817 Countryside Pl.
St. Louis, MO 63141-7913
Ph. 314-991-2264
jpconsultants@aol.com

JoAnn Petrullo
2500+ sessions since 1986

PharmaNexus, Inc.

5 Ridge Dr.
Montville, NJ 07045-9469
Ph. 862-812-0698 or 973-334-3223
tobiasl@optonline.net
www.pharmanexus.net

Lawrence D. Tobias
300 sessions since 1997

Pioneer Marketing Research

3323 Chamblee - Dunwoody Rd.
Atlanta, GA 30341
Ph. 770-455-0114
btyner@pioneer.bz
www.pioneer.bz

Charles L. Montgomery, Ph.D.
500+ sessions since 1980



Planet Latino Market Intelligence, Inc.

8362 S.W. 110th Street
Miami, FL 33156
Ph. 305-271-8030
latinoplanet@aol.com
www.marketplanetlatino.com

Horacio Segal
2400 sessions since 1994

At Planet Latino Market Intelligence, all we do is qualitative research; listening and learning from consumers face to face, while surpassing cultural barriers. We have years of experience conducting focus groups, one-on-one interviews, and ethnographic studies with consumers of all ages and various ethnic backgrounds. We are bilingual and bicultural moderators with years of experience in all categories, industries and markets, specializing in the Hispanic experience in the U.S. and Latin America, as well as the general market. At Planet Latino Market Intelligence, Inc., we offer strategic consulting, delivering actionable results from multicultural insights.

Plunkett Communications, Inc.

525 Brunswick Ave., Suite 101
Toronto, ON M5R 2Z6
Canada
Ph. 416-971-7455
pci@plunkettinc.com
www.plunkettinc.com

Marion Plunkett
3000+ sessions since 1989
Natasha Schleich
50 sessions since 2004

PCI is a full-service marketing research boutique offering qualitative/ethnographic and quantitative research solutions for its clients in Canada, the U.S., and Europe. PCI is also part of The Network (www.thenetworkthinking.com), an alliance of senior international research professionals who provide a global perspective through well-crafted qualitative research and commentary on topics of interest.

Pope Qualitative Research, Inc.

2407 W. 21st St.
Minneapolis, MN 55405
Ph. 612-623-7972
poperesear@aol.com

Louise O. Pope
3000+ sessions since 1980

The Portnoy Group

P.O. Box 1005
Windermere, FL 34786
Ph. 407-876-7900
info@theportnoygroup.com
www.theportnoygroup.com

Eli Portnoy
300+ sessions since 1993

Power Marketing

1935 Pauline Blvd., Suite 200
Ann Arbor, MI 48103
Ph. 800-324-3216 or 734-741-1134
contact@getmarketingpower.com
www.getmarketingpower.com

Debra Power
75+ sessions since 1999



Practica Group, LLC

207 E. Ohio, #370
Chicago, IL 60611
Ph. 219-922-9560
rdenny@practicagroup.com
www.practicagroup.com

Rita Denny, Ph.D.
2500 sessions since 1990

Ed Bovich, Ph.D.
3000 sessions since 1990

Patti Sunderland, Ph.D.
1200 sessions since 1990

George Hunt, Ph.D.
2000 sessions since 1997

Mike Donovan, Ph.D.
1000 sessions since 1997

Every project is custom designed to meet your business/research needs. Our specialties include branding and communications, anthro-

pology, cultural analysis and ethnography, technology markets, business-to-business/executive interviewing, worldwide research, corporate culture, semiotic analysis. Our methods include: small to full-sized groups, ethnographies, in-person and phone interviews. Direct interviewing and projective techniques, homework assignments, tape diaries, observation and Web-assisted interviews. Quick, high quality reports, including custom edited video reports, as needed.



Practical Imagination Enterprises

18 Losey Road
Ringoes, NJ 08551
Ph. 908-237-2246
laurie@practical-imagination.com
www.practical-imagination.com

Laurie Tema-Lyn
1500 sessions since 1986

Laurie Tema-Lyn, founder of Practical Imagination Enterprises helps clients create consumer-compelling "ideas with muscle, wing and heart."® She has 25 years of experience designing and applying innovative tools to grapple with tough business challenges and uncover breakthrough opportunities. Laurie and her colleagues guide client/consumer teams on qualitative explorations to develop robust consumer insights, product ideas and strategies in diverse industries including: foods, financial services, consumer products, pharmaceuticals, and others.

Pragmatic Research, Inc.

200 S. Hanley, Suite 420
St. Louis, MO 63105
Ph. 314-863-2800 or 877-772-4628
ds@pragmatic-research.com
www.pragmatic-research.com

John Voda
105 sessions since 1995

Pranses Research Services

730 Park Ave.
Hoboken, NJ 07030-4006
Ph. 201-659-2475
pranses@aol.com

Terrence J. Pranses
400 sessions since 1992

Bringing over 25 years of marketing and communications insights. Our custom programs include focus groups, in-depth interviews and quantitative surveys. Primary areas of involvement: B2B (manufacturing and services), food and beverage, health care institutions, non-profits (fundraising and membership). We apply research within the larger cycle of product development, positioning and communications.


Primary Insights, Inc.

650 Warrenville Rd., Suite 301
Lisle, IL 60532
Ph. 630-963-8700
info@primaryinsights.com
www.primaryinsights.com

Elaine Parkerson

4000 sessions since 1985

Linda Binder

3400 sessions since 1989

Patt Karubus

2000 sessions since 1996

Trish Lenahan

40 sessions since 2004

Primary Insights®, Inc. specializes in helping marketers and product developers resolve the issues that keep them awake at night. Experienced moderator-consultants concentrate on the challenges to be addressed by qualitative research and work toward tangible results that provide real value to clients. We focus on outcome, not on process or techniques—using, adapting, and creating methods that will address our clients' strategic objectives. Our team approach ensures quality and consistency throughout each project.

Prince Market Research

200 31st Ave. N., Suite 200
Nashville, TN 37203
Ph. 615-292-4860 or 800-788-7728
info@PMResearch.com
www.PMResearch.com

Dan Prince

500 sessions since 1989

Probe Market Research, Inc.

166 E. 63rd St., Suite 2A
New York, NY 10021
Ph. 212-754-4258 or 800-961-1992
lynette@probemarketresearch.com
www.probemarketresearch.com

Lynette Eberhart

200 sessions since 2001

Product Acceptance & Research (PAR)

9845 Hedden Rd.
Evansville, IN 47725-8905
Ph. 812-867-8600
michael.lloyd@par-research.com
www.par-research.com

Forrest A. (Woody) Youngs

375 sessions since 1980

Product Evaluations, Inc.

19 S. La Grange Rd., Suite 200
La Grange, IL 60525
Ph. 708-482-7750
www.productevaluations.com

Sara Tucker

125 sessions since 1998

Profile Marketing Research, Inc.

4020 S. 57th Ave., Suite 101
Lake Worth, FL 33463
Ph. 561-965-8300
profile@profile-mktg-res.com
www.profile-mktg-res.com

Judy Hoffman

1000+ sessions since 1983

Project Essentials, Inc.

P.O. Box 25938
Colorado Springs, CO 80936
Ph. 719-651-7731 or 719-684-9257
lizahaigh@aol.com

Patty Vaughan

1000+ sessions since 1982

Louisa Young-Borgen

100+ sessions since 1989

Research specialists for 20 years! Focus groups, usability testing, in-person in-depth interviews, telephone interviews. Specially trained, highly skilled moderators on staff. Specializing in customer satisfaction, consumers, health care, retail, and catalog marketing and sales.

Project X New York

36 Hamilton Ave, Suite 6J
Staten Island, NY 10301
Ph. 212-217-0596
lizdipilli@earthlink.net

Elizabeth DiPilli

1500 sessions since 1991

PRYBYL Group, Inc.

2349 N. Lafayette St., Suite 1200
Arlington Heights, IL 60004-2905
Ph. 847-670-9602
mjrichards@prybylgroup.com
www.prybylgroup.com

Marilyn Richards

3000+ sessions since 1982

PS:Research!

100 S. Sunrise Way, Suite 448
Palm Springs, CA 92262
Ph. 888-400-7344
info@ps-research.com
www.ps-research.com

Kirk Bridgman

500+ sessions since 1991

PSD Marketing Services

10226 Democracy Lane
Potomac, MD 20854
Ph. 301-365-2308
psdmarketingservices@comcast.net

Phyllis Dreyfuss

200 sessions since 1996

PSY:COM

Gebeschusstr, 41
Frankfurt, Hessen
Germany
Ph. 49-69-133-78-170
pw@psycom.biz
www.psycom.biz

Peter W. Wrobel

2000 sessions since 1990

Q & A Research, Inc.

64 Digital Dr.
Novato, CA 94949
Ph. 415-883-1188
info@qar.com
www.qar.com

Warren Pino

200 sessions since 1990

Charlotte Jensen

30 sessions since 1999

Diana Layseca

35 sessions since 1999

Shannon Weisberg

15 sessions since 2004

Q & A Research has several moderators available to assist you: male and female, and of different ages and ethnicities. Our collective experience is across a broad array of industries including, but not limited to: health care, insurance, financial services, foods, and video gaming. Our Hispanic Perspectives division is proud to have one of the top bilingual moderators in the country.

Q Research Solutions, Inc. (Br.)

2393 Indigo Harbour Lane
League City, TX 77573
Ph. 281-538-8131 or 732-952-0000
lisab@whoisq.com
www.qresearchsolutions.com

Lisa Christina Beck

100+ sessions since 2002

Q2 Market Research

484 Franklin Circle
Yardley, PA 19067
Ph. 215-750-0802
Q2CC@verizon.net

Carole Couzens

800 sessions since 1985

Q2 Marketing Research, LLC

621 Wooster Pike
Terrace Park, OH 45174
Ph. 513-576-1892
q2@q2mr.com
www.q2mr.com

Bruce Ferguson

1000+ sessions since 1992

Qessential Medical Market Research, LLC

24 Front Street
Exeter, NH 03833
Ph. 800-932-4249 or 603-775-9200
phil@qmmr.net
www.qmmr.net

Philip Dean

250 sessions since 1997

QMark Research & Polling

American Savings Bank Tower, 19th
1001 Bishop St.
Honolulu, HI 96813
Ph. 808-524-5194 or 808-544-3020
bankersmit@starrtech.com
www.starrseigle.com

Barbara Ankersmit

1000+ sessions since 1972

QMark Research & Polling (Br.)

626 Pale San Vitores Road
Royal Orchid Hotel-Suite 4A
Tamuning 96913
Guam
Ph. 671-649-7629 or 671-649-7231
blee@starrtech.com
www.starrtech.com

Bonnie Lee

50 sessions since 1999

QSA Research & Strategy

4920 John Ticer Dr.
Alexandria, VA 22304
Ph. 703-567-7655
bquarles@qsaresearch.com
www.qsaresearch.com

Rebecca Quarles, Ph.D.

1000+ sessions since 1982


QualCore.com Inc.

17 Washburn Ave. S.
Minneapolis, MN 55405
Ph. 612-377-3439
jeff.walkowski@qualcore.com
www.qualcore.com

Jeff Walkowski

1500+ sessions since 1989

Seasoned research consultant. Enjoys all qualitative research methods: in-person, phone, and online ... IDIs and groups. Offers creative yet practical research designs and flexible reporting options. Pioneer and recognized expert in the use of online qualitative methods. Trains traditional moderators to adapt their skills to the online environment. Member QRCA, MRA, and AMA.

QualiData Research, Inc.

170 Garfield Pl., Suite 250
Brooklyn, NY 11215-2106
Ph. 917-705-5252
sharon@qualidataresearch.com
www.qualidataresearch.com

Sharon Wolf

1000+ sessions since 1990

The Qualis Company

4540 McPherson
St. Louis, MO 63108-2103
Ph. 314-367-0696
qualis@swbell.net
http://home.swbell.net/qualis

Joseph A Koerner

800+ sessions since 1980

Qualitative & Quantitative Research

3056-D Via Serena South
Laguna Woods, CA 92637
Ph. 800-646-4041 or 949-770-2900
hgqandqres@aol.com
www.hypnosisfocusgroups.com

Hal Goldberg

1000+ sessions since 1963

The Qualitative Difference Inc

757 Owl Court
Louisville, CO 80027-2732
Ph. 303-448-9100 or 303-589-2653
info@qualitativedifference.com
www.qualitativedifference.com

Daniel Oromaner

1000 sessions since 1982

Qualitative Insights

15060 Ventura Blvd., Suite 125
Sherman Oaks, CA 91403
Ph. 818-988-5411
lginiewicz@q-insights.com
www.q-insights.com

Linda Giniewicz

100 sessions since 1998

(See advertisement on opposite page)

Qualitative Intelligence

16011 4th St. E.
Redington Beach, FL 33708
Ph. 727-393-7991
qitina@verizon.net
www.qualitativeintelligence.com

Tina Brogdon

500+ sessions since 1992

Qualitative Research

4408 Murietta Ave., Suite 3
Sherman Oaks, CA 91423
Ph. 818-784-4480
melissacasey@earthlink.net

Melissa Casey

300+ sessions since 1995

Qualitative Research Services

12531 Cottage Hill Dr. N.
Jacksonville, FL 32225
Ph. 904-220-0746
elaine@qualitative-researchservices.com
www.qualitative-researchservices.com

Elaine K. Anwander

300+ sessions since 1990

Qualitative Solutions, Inc.

Soluciones Cualitativas, S.C.
Homero 1425 Desp. 901Y 902
Mexico City, DF 11510
Mexico
Ph. 52-55-5395-6050 or 52-55-5395-8838
elerek@solucionesq.com.mx
www.solucionesq.com.mx

Ellen Lerek

3600 sessions since 1993

QualiVision, Inc.

1415 W. Roscoe, Suite 2
Chicago, IL 60657
Ph. 773-330-8675
nicole@qualivisioninc.com

Nicole Ferrin Cox

150+ sessions since 2002

Quesst Qualitative Research

38 Berkeley Pl.
Brooklyn, NY 11217-3511
Ph. 718-783-3237
casey@caseysweet.com
www.focusgroupsonline.com

Casey Sweet

N/A sessions since 1993

R T S Marketing & Research Services

1 Union Square W., Suite 303
New York, NY 10003
Ph. 917-606-0740
srhodes@rts-research.com

Stephen Rhodes

1000+ sessions since 1985

Rabid Research & Strategic Planning

160 Oak St., Suite G-1
Glastonbury, CT 06033
Ph. 860-657-9827
fetch@rabidresearch.com
www.rabidresearch.com

Lilli Rodriguez

2000 sessions since 1985

Radley Resources, Inc.

P.O. Box 132
Cliffside Park, NJ 07010-0132
Ph. 212-750-3366
aszimmerman@nyc.rr.com
www.radleyresources.com

Alan Zimmerman

1000+ sessions since 1982

Fiona Rait

177/4 Canangate, Royal Mile
Edinburgh, Scotland EH8 8BN
United Kingdom
Ph. 07909-99-3310
fiona_rait@hotmail.com

Fiona Rait

50 sessions since 2001

Rand Research Corporation

77 Elm Ridge Dr.
Toronto, ON M6B 1A2
Canada
Ph. 416-250-9616 ext.1
lee@randresearch.ca
www.randresearch.ca

Lee Rand

N/A sessions since N/A

Emanuel Rappaport & Associates

12529 Avenida Tineo
San Diego, CA 92128-3139
Ph. 858-673-7558
papamanny@san.rr.com

Emanuel Rappaport

1060 sessions since 1956

Rapsessions, Inc.

1558 Country Lane
Deerfield, IL 60015
Ph. 847-914-0250 or 847-914-0601
info@rapsessionsinc.com
www.rapsessionsinc.com

Gail Rapoport

3000 sessions since 1984

RDA Group

450 Enterprise Court
Bloomfield Hills, MI 48302
Ph. 248-332-5000
fbykaylo@rdagroup.com
www.rdagroup.com

Sanford Stallard

3000 sessions since 1982

REALeResearch

1027 Adeline St.
Oakland, CA 94607
Ph. 510-832-6484
susan@realerresearch.com
www.realerresearch.com

Susan Reale

1000+ sessions since 1985

Redmond Browne Research

225 Crossroads Blvd., Suite 225
Carmel, CA 93923
Ph. 831-659-5515
sbrowne@redmondbrowne.com
www.redmondbrowne.com

Sarah Browne

1000+ sessions since 1984

Reich Research Group

13213 Wye Oak Dr.
Darnestown, MD 20878
Ph. 301-670-4249
christine@reichresearch.com
www.reichresearch.com

Christine Reich

200+ sessions since 1990

Reilly Group

15 Old Beach Rd.
Newport, RI 02840
Ph. 401-841-8889
sreilly@reillygroup.com
www.reillygroup.com

Sheila Reilly

1000+ sessions since 1995

Reiman O'Donnell Limited

Third Floor, 196-199 Tottenham Court Rd.
London W1T 7PJ
United Kingdom
Ph. 44-20-7691-0604
reimanodonnell@yahoo.com

Tom O'Donnell

1200 sessions since 1986

The Research & Planning Group

1750 S. Brentwood Blvd., Suite 306
St. Louis, MO 63144
Ph. 314-962-0083

David Rich

1500+ sessions since 1981

Research Boston Corp.

24 Smith St.
Newburyport, MA 01950
Ph. 978-225-8030
info@researchboston.com
www.researchboston.com

Paul Teplitz

30 sessions since 1988

Research by Design

4121 Wolf Berry Court
Lake Oswego, OR 97035
Ph. 503-675-8113
johnson-jm@comcast.net

Julie M. Johnson

100+ sessions since 1985

Research Consulting Group, LLC

416 Landon Drive
Nashville, TN 37220
Ph. 615-469-7429
greg.fuson@comcast.net
www.researchconsultinggroup.com

Greg Fuson

150+ sessions since 2001

Research Data Services, Inc.

405 N. Reo St., Suite 100
Tampa, FL 33609
Ph. 813-254-2975
wjklages@klagesgroup.com
www.klagesgroup.com

Claire Klages

500 sessions since 1987

The Research Department

220 E. 73rd St., Suite 7D
New York, NY 10021
Ph. 212-717-6087
alexabsmith@earthlink.net

Alexa Smith

3000 sessions since 1978

The Research Edge

1821 University Ave. W., Suite N177
St. Paul, MN 55104
Ph. 651-644-6006
research.edge@att.net
www.theresearchedge.com

Cheryl Powers

N/A sessions since N/A



*Rated One of the World's BEST
Facilities in the 2004 Edition of the
Impulse Survey of Focus Facilities.*

Redefining "Quality."

- Energetic, Dedicated and Experienced Staff
- Comfortable, State-of-the-Art Focus Group Suites
- Custom National Data Base with Full Time Data Base Engineer
- 25 Station On-Site Phone Room to Ensure HIGH Quality Recruiting
- Unsurpassed Commitment to Quality
- Convenient Los Angeles Location

Qualitative Insights

To discover how our experience and technology will work best for you,
please call Linda Giniewicz at **818.988.5411**

LGiniewicz@q-insights.com

Qualitative Insights is conveniently located 18 miles from Los Angeles
and only 10 miles from Burbank Airport.

15060 Ventura Boulevard, Suite 125 Sherman Oaks, CA 91403 www.q-insights.com




Research Explorers
 Research and Consultancy Services

Research Explorers
 1111 New Trier Court
 Wilmette, IL 60091
 Ph. 847-853-0237
 lisa@researchexplorers.com
 www.researchexplorers.com
Lisa Gaines McDonald
 1000+ sessions since 1994
Loran Gaines McDonald
 10 sessions since 2004

Research Explorers™ provides actionable solutions through focus groups, dyads/triads, in-depth interviews, bulletin boards and/or ethnographies. We collaborate to help revive, redefine or reposition your product, service or communication. Our primary focus is the African-American, women and teen markets. We have worked on consumer goods, durables, health care, automotive, public policy and social issues. Lisa McDonald has over 25 years of research, marketing and strategic planning experience.

Research For Management, Inc.
 1138 Collegeville Rd
 P.O. Box 375
 Skippack Village, PA 19474
 Ph. 610-213-9569
 res4mgmt@aol.com
 www.jamespartner.us
James Partner
 N/A sessions since 1990

Research In Marketing, Inc.
 508 Central Ave.
 Highland Park, IL 60035
 Ph. 847-433-8383
 larryhammond@riminc.com
Ruth Campbell
 700+ sessions since 1970

Research Inc.
 211 Century Dr., Suite 102-D
 Greenville, SC 29607
 Ph. 864-232-2314 or 770-619-9837 (Hq.)
 info@researchincorporated.com
 www.researchincorporated.com
Debbie McNamara
 100 sessions since 1995

Research Inc.
 3050 Royal Blvd., S., Suite 120
 Alpharetta, GA 30022
 Ph. 770-619-9837
 info@researchincorporated.com
 www.researchincorporated.com
Debbie McNamara
 100 sessions since 1995

Research International
 222 Merchandise Mart Plaza, Suite 275
 Chicago, IL 60654-1003
 Ph. 312-787-4060
 marketingusa@research-int.com
 www.research-int.com
Marla Commons
 1000+ sessions since 1999

Research International is the world's largest qualitative consultancy and at its disposal a wide choice of techniques designed to produce sophisticated solutions to research problems and harvest the richest possible insights. In addition to standard research methodologies (one-on-one interviews, focus groups, in-store interviews, ethnographic research), we offer a number of proprietary branded techniques tailored to each client's requirements.

Research International Canada
 789 Don Mills Rd., Suite 614
 Toronto, ON M3C 1T5
 Canada
 Ph. 416-467-7101
 solutions@research-int.com
 www.research-int.com
Jim King
 100+ sessions since 1975

Research Plus, Inc.
 18-2 E. Dundee Rd., Suite 101
 Barrington, IL 60010
 Ph. 847-381-5655
 cahplus@aol.com
 www.researchplusinc.com
Carolyn Heimbach
 400+ sessions since 1989

Research Solutions, Inc.
 13720 Acreview Dr.
 Brookfield, WI 53005
 Ph. 262-790-6737
 karen@focusgroupresources.com
 www.research-solutions.net
Karen Munson
 300+ sessions since 1997

Research Strategies, Inc.
 P.O. Box 190666
 Mobile, AL 36619-0666
 Ph. 251-660-2910 or 504-522-2115
 rsincorp@bellsouth.net
Gene Talbott
 200+ sessions since 1986

Research Strategy Group Inc.
 250 Bloor St. E., Suite 1530
 Toronto, ON M4W 1E6
 Canada
 Ph. 416-928-0678
 lizjaye@rsginc.net
 www.rsginc.ca
Liz Jaye
 1000+ sessions since 1995

Research Technika, LLC
 1350 Beverly Rd., Suite 115-143
 McLean, VA 22101
 Ph. 703-485-9480
 rchander@researchtechnika.com
 www.researchtechnika.com
Renuka Chander
 1,000+ sessions since 1965

Research Technologies, LLC
 813 Whittier Rd.
 Derby Line, VT 05830-9009
 Ph. 802-895-4803 or 866-784-4803
 lesterg@research-tech.com
 www.research-tech.com
Lester Greenberg
 200 sessions since 2000

Research Texas
 9023 Gaylord St., Suite 106
 Houston, TX 77024
 Ph. 713-572-5338
 researchtexas@aol.com
Tom Clark
 200+ sessions since 1991

Response Research
 6868 N. 7th Ave., Suite 110
 Phoenix, AZ 85013-1150
 Ph. 602-277-2526
 michael@responseresearch.com
Michael Engelhart
 1000+ sessions since 1985

The Results Network, Inc.
 (Susquehanna Surveys Field & Focus Div.)
 113 Willow Rd.
 Harrisburg, PA 17110
 Ph. 717-526-4601 or 800-465-3128
 lori@theresultsnetwork.com
 www.theresultsnetwork.com
Lori T. Ailenbach
 475 sessions since 1993

Reyes Research
 1013 Colina Vista
 Ventura, CA 93003
 Ph. 805-278-1444
 arvind@reyesresearch.com
 www.reyesresearch.com
Richard Barth
 30 sessions since 1995

Richmark Research Services
 39 S. LaSalle, 5th Floor
 Chicago, IL 60603
 Ph. 312-368-0800
 dkerndt@richmark.com
 www.richmark.com
Dick Kerndt
 150 sessions since 1999

Rickman Research & Communications
 2403 Hayden Dr.
 Silver Spring, MD 20902
 Ph. 301-649-7073
 lrickman@laser.net
Leonard Rickman
 1000 sessions since 1991

Rieger Research Inc.
 885 Rosecrans St.
 San Diego, CA 92106-3014
 Ph. 619-225-0030
 lcrieger@riegerrresearch.com
Liliana C. Rieger
 3500 sessions since 1992

Rife Market Research, Inc.
1111 Parkcentre Blvd., Suite 111
Miami, FL 33169
Ph. 305-620-4244
RIFE@aol.com
www.rifemarketresearch.com
Mary Rife
220 sessions since 1957

Right Hand Research
13 Autumn Rd.
Medway, MA 02053
Ph. 508-533-9186
suanne@speakeasy.net
Suanne Zakarin
100 sessions since 1998

Rigney & Associates
2795 Clay St.
San Francisco, CA 94115-1711
Ph. 415-771-9357
jrigney@rigneyassoc.com
www.rigneyassoc.com
John Rigney
1000+ sessions since 1974

Riley Research Associates
9900 S.W. Wilshire, Suite 250
Portland, OR 97225
Ph. 503-222-4179 or 877-527-4179
quirks@rileyresearch.com
www.rileyresearch.com
Mike Riley
500+ sessions since 1980

Rincon & Associates
6500 Greenville Ave., Suite 510
Dallas, TX 75206
Ph. 214-750-0102
info@rinconassoc.com
www.rinconassoc.com
Dr. Edward T. Rincon
800 sessions since 1984

Rincon & Associates offers 30 years of experience in conducting qualitative studies of multicultural consumers, especially Hispanics. We provide high quality recruitment, moderating reports and consultation on marketing strategy. Our industry experience covers food and beverages, health care, media, advertising, entertainment, politics, high technology, non-profits, and others.

Sally Ringo Research
75 14th St., Unit 4820
Atlanta, GA 30309
Ph. 404-982-9585
saringo@mindspring.com
Sally Ringo
1500 sessions since 1982

RIVA Market Research
Qualitative Research Services
1700 Rockville Pike, Suite 260
Rockville, MD 20852
Ph. 301-770-6456
Research@RIVAINC.COM
www.RIVAINC.COM
Naomi R. Henderson
5000 sessions since 1978
(See advertisement on this page)

Congratulations to New Master Moderators and Their Employers

Debbie Cole, Procter & Gamble
Kevin Kimbell, TKG Consulting
Gloria Cantens-Purchon,
Insights Marketing



For more information on the
Master Moderator Certificate Program™

Contact

RIVA Training Institute Executive Director

H. Grace Fuller

301-770-6456 x106

or visit our web site:

WWW.RIVAINC.COM

RJ Research

6948 Eagle Ridge Rd.
 Penngrove, CA 94951
 Ph. 707-795-3780
 rjr@sonic.net
 www.sonic.net/rjresearch

Bob Pellegrini

2000+ sessions since 1981

RMS Communications and Research Inc.

12229 Crewe St.
 North Hollywood, CA 91605
 Ph. 818-503-7721
 rmsqual@earthlink.net

Rhonda Scott

650 sessions since 1992

Specializing in qualitative research, Rhonda Scott has moderated, coordinated and managed general, multi-ethnic, and African-American marketing research projects from inception to final presentation. A highly respected focus group moderator, Rhonda has worked with topics ranging from communications and product concept testing to health care to public policy issues.

Roadmap Market Research

P.O. Box 2247
 Farmington Hills, MI 48333
 Ph. 313-203-7179
 info@roadmapresearch.com
 www.roadmapresearch.com

Pam Cooper

N/A sessions since 1998

Jill Cicero

N/A sessions since 2005

Jeanne Kirkaldy

N/A sessions since 2005

Greg Pawlowski

N/A sessions since 2006

Full-service research. RIVA-trained moderators. We specialize in hard-to-recruit respondents. Excellent report-writing capabilities.

Roberts & Kay, Inc.

250 Campise Place
 Lexington, KY 40508
 Ph. 859-231-8308
 rona@robertsandkay.com
 www.robertsandkay.com

Rona Roberts

189 sessions since 1985

Robinson Research

P.O. Box 6425
 Spokane, WA 99205
 Ph. 509-489-4361
 info@robinson-researchinc.com
 www.robinson-researchinc.com

Bill Robinson

N/A sessions since 1979

Roller Marketing Research

P.O. Drawer 2436
 Gloucester, VA 23061
 Ph. 804-693-3208
 rmr@rollerresearch.com
 www.rollerresearch.com

Margaret R. Roller

1500 sessions since 1976

Elissa Rosenthal Marketing Research and Strategy

19 Winchester St., Suite 901
 Brookline, MA 02446
 Ph. 617-734-1129
 erosent900@aol.com

Elissa Rosenthal

200 sessions since 1985

Rosenthal Qualitative Research

2945 38th St. N.W.
 Washington, DC 20016
 Ph. 202-333-0855
 RosenQual@earthlink.net

Barbara Rosenthal

5000+ sessions since 1978


Jay L. Roth & Associates, Inc.

J.L. Roth & Associates, Inc.
 57 Ira Rd., #382
 Syosset, NY 11791-2504
 Ph. 516-921-3311
 jay@jlrothassoc.com
 www.jlrothassoc.com

Jay Roth

400+ sessions since 1996

Our expertise helps you succeed in the competitive marketplace. 25+ years of marketing and research experience helping leading consumer and b-to-b companies make strategic and tactical decisions. A moderating "natural," Jay helps people feel comfortable openly discussing opinions, behaviors and feelings. You will receive superb group facilitation and in-depth interviewing plus expert guidance through insightful, actionable reports and consultations. We deliver what we promise. You will enjoy peace of mind knowing your project will be completed on schedule, while getting the information you need to succeed. Visit our Web site or call us, so you make better decisions through top-quality research.

Round Table Research BV

Herengracht 122
 1015 BT Amsterdam
 Netherlands
 Ph. 31-6531-81002
 hugo@roundtable-research.nl
 www.roundtable-research.nl

Hugo van Veen

500+ sessions since 1997

RPM Consulting

(Retail Profit Management)
 17130 Devonshire St., Suite 205
 Northridge, CA 91325
 Ph. 818-831-7607

slackow@rpmconsulting.com
 www.rpmconsulting.com

Steve Lackow

1000+ sessions since 1980

RQ - Ricerche Qualitative

Piazza Cola Di Rienzo, 80
 00192 Rome
 Italy
 Ph. 39-6-360-94-61
 rq@rqresearchgroup.it
 www.rqresearchgroup.it

Ms. Federica Santucci

1000 sessions since 1996

RULLI RESEARCH, LLC

6815 Beechlands Dr.
 Cincinnati, OH 45237
 Ph. 513-396-6139
 jrulli@cinci.rr.com

James P. Rulli

1000+ sessions since 1990

Russell Marketing Research, Inc.

1775 Broadway, Suite 630
 New York, NY 10019
 Ph. 212-246-4343
 eric.hunter@russellresearch.com

Eric Hunter

600 sessions since 1991

S F I, Ltd.

80 Sequoia
 Deerfield, IL 60015
 Ph. 847-374-0108
 ECHARDELL@sfi-research.com

Emilu Chardell

1000 sessions since 1990


S I S International Research, Inc.

Worldwide Headquarters
 7 East 20th St., 4th Floor
 New York, NY 10003
 Ph. 212-505-6805
 research@sisinternational.com
 www.sisinternational.com

Ruth Stanat

3500 sessions since 1984

Leigh Benatar

2000 sessions since 1990

Sam Perkins

1800 sessions since 1998

Melanie Oggranu

10 sessions since 2005

Ruth Stanat, president and CEO, SIS International Research, is one of the most experienced moderators in the world. She moderates medical and pharmaceutical, B2B, consumer and industrial and technical groups. SIS International is building a staff of five experienced moderators who have trained under Ruth Stanat.
 (See advertisement on opposite page)

Tobacco * Information Technology * Manufacturing * Medical * Insurance

Advertising * Apparel * Automotive * Confectionary * Cosmetics * Real Estate * Retail * Travel & Tourism



7 East 20th Street, New York, New York 10003
11 East 22nd Street, New York, NY 10010
Telephone: (212)505-6805*Fax:(212)505-0284
Research@sisinternational.com
www.sisinternational.com



Non-Profit Sector * Publishing * Market Entry & Opportunity * Pharmaceutical- Biotech * Healthcare

SIS International Research,
“Focused Solutions for Complex Problems”

Since 1984, SIS International Research has helped clients reposition their businesses by providing them with strategic insights about new product concepts, consumer preferences and market segmentation.

Entertainment * Media * Fashion * Fast Food * Consumer Packaged Goods


Sabena Qualitative Research Services

11 Bradley St.
Westport, CT 06880
Ph. 203-454-1225
psabena@qual.com
www.qual.com

Patricia Sabena

7500 sessions since 1965

Nicole Sabena Feagin

600 sessions since 2000

We gather and interpret strategic insights from health care professionals, executives, patients and consumers. Our methods include in-person focus groups, quads, triads, IDI's, and online bulletin board and chat groups. We've pioneered qualitative research techniques involving joint-decision making, perceptual mapping, team collage, psychodrawings, category management, storytelling, and contemporizing brand equity. Pat is a leading speaker at conferences, teaches qualitative research workshops worldwide, and was past president of QRCA (1995-1998). Nicole is well trained and highly experienced.


Sachs Insights

200 Varick St., Suite 910 & 500
New York, NY 10014
Ph. 212-924-1600 ext. 105
rminer@sachsinsights.com
www.sachsinsights.com

Tammy Sachs

100+ sessions since 1987

Paris Patton

100+ sessions since 1999

Mark Safire

100+ sessions since 1999

Todd Toler

100+ sessions since 2003

Jeff Freedman

100+ sessions since 2003

Domenica de Fazio

100+ sessions since 2003

An industry leader in user experience research and innovation and design research, Sachs Insights custom designs studies to engage your target audience in the process of discovery. We present actionable recommendations in compelling video-presentations to energize stakeholders, so that they can launch products, services, Web sites and marketing communications that are true to the aspirations and needs of the real world. Methodologies include ethnographic video documentaries, usability interviews, affinity groups, ethnoblogs, longitudinal ethnography and contextual inquiry.

Sandia Market Research

2201 San Pedro N.E., Bldg. 1, Suite 230
Albuquerque, NM 87110
Ph. 800-950-4148 or 505-883-5512
laurie@nmia.com
www.sandiamarketresearch.com

Ed B ergo

110 sessions since 1980

Sando and Associates

2122 California St. N.W., Suite 353
Washington, DC 20008
Ph. 202-232-7801

rsando@sando-associates.com

www.sando-associates.com

Ruth Sando

100+ sessions since 2003

Ruth Sando, Ph.D., of Sando and Associates, specializes in ethnography (in-home and in-depth interviews) and focus groups for a wide variety of clients across many industries, particularly financial services. Dr. Sando has a Ph.D. in anthropology, and is a member of the AMA, QRCA and the Society for Applied Anthropology.

Saperstein Associates, Inc.

4555 N. High St.
Columbus, OH 43214
Ph. 614-261-0065
dwolfe@sapersteinassociates.com
www.sapersteinassociates.com

Martin D. Saperstein, Ph.D.

2000+ sessions since 1980

Saurage Research, Inc.

5090 Richmond Ave., #144
Houston, TX 77056
Ph. 800-828-2943
ssaurage@SaurageResearch.com
www.SaurageResearch.com

Susan Saurage-Altenloh

1106 sessions since 1987

Susan Saurage-Altenloh's 20+ years of research experience includes facilitating more than 1,100 focus groups and conducting hundreds of in-depth interviews. Her firm, Saurage Research Inc., has won several national and regional awards for its creative research approaches. Her diverse experience includes advertising, health care, industrial/manufacturing, B2B, C-level executives and sensitive issues.


Paul Schneller Qualitative LLC

300 Bleecker St.
New York, NY 10014
Ph. 212-675-1631
www.gis.net/~answers

Paul Schneller

1000+ sessions since 1992

Full range of qualitative techniques to deliver actionable insights. Formats: focus groups, IDI's, real people testimonials. Segments: B-to-B, consumers, medical professionals. Strategic objectives: new product develop-

ment and exploratories, need GAP analysis, idea generation, concept screening, positioning, packaging, naming, storyboard development, ad communications (print and broadcast), branding, equity. Topics: medications (Rx and OTC), HBA products, image-driven fragrances/cosmetics, household products, veterinary, pet care, travel, communications (phone, Web sites, multimedia,) foods/beverages/confection, restaurants, industrial supplies, flooring, corporate image, and more.

Schorr Creative Solutions, Inc.

4738 Noble Ave.
Sherman Oaks, CA 91403
Ph. 818-981-6972 or 818-515-5087
doug@schorrsolutions.com
www.schorrsolutions.com

Doug Schorr

800+ sessions since 1998

Schroeter Research Services

158 Lyons Plains Rd.
Weston, CT 06883
Ph. 203-226-3750

Meta L. Schroeter

1000+ sessions since 1984

Schulman, Ronca & Bucuvalas, Inc. (Br.)

7431 College Pkwy.
Fort Myers, FL 33907
Ph. 239-278-4044
c.jackson@srbi.com
www.srbi.com

Carla Jackson

300+ sessions since 1995

Dr. John Boyle

500+ sessions since 1985

Founded in 1981 and noted for its research quality, SRBI conducts custom qualitative research projects for clients in a variety of industries. We also have 370 CATI stations for quantitative research. Offices in New York, New Jersey, Maryland, Florida, West Virginia, Georgia, Kentucky, Tennessee, and Arizona.

Bernard Schwartz & Associates

6353 Militia Court
Bensalem, PA 19020-1912
Ph. 215-752-0965 or 215-913-9424
QualResearcher@aol.com

Bernard Schwartz

1500+ sessions since 1988


Schwartz Consulting Partners, Inc.

Laurel Oaks
5027 W. Laurel St.
Tampa, FL 33607
Ph. 813-207-0332
rod@schwartzresearch.com
www.scpmarketresearch.com

Rodney Kayton

560 sessions since 1998

Rob Iles

2000 sessions since 1991

Shirley Marte

400 sessions since 1995

Schwartz Consulting Partners, Inc., is targeting change and setting a higher standard for what you expect from your research partner. We understand your changing needs require higher levels of insight, accountability and innovation. Schwartz Consulting Partners, Inc., possesses a unique combination of market research expertise and technical prowess to meet your changing needs. Over 30 years of experience and the ability to recognize and implement change has positioned Schwartz Consulting Partners Inc., as a trusted research firm. Our objective is to provide real value, justifying your research investment. With this, we deliver insights, solutions and tools to turn your business challenges into opportunities. Building upon our foundation of superior service, innovative techniques, quality execution, and unparalleled honesty and integrity, Schwartz Consulting Partners, Inc., continuously evolves our research capabilities and the value provided to meet our clients' needs.

Seal Rock Research

3755 Balboa St., Suite 202
San Francisco, CA 94121-2628
Ph. 415-666-3060
info@sealrock.com
www.sealrock.com

Julie Burns

1500+ sessions since 1994

James M. Sears Associates

207-07 Comer Dr.
Chapel Hill, NC 27574
Ph. 201-921-2996

James M. Sears

N/A sessions since 1986

SEEK, Inc.

10999 Reed Hartman Highway, Suite 201
Cincinnati, OH 45242
Ph. 513-521-111 or 513-290-5197
info@seekingfirst.com
www.seekingfirst.com

Jackie Lake

300 sessions since 1988

Seiler Associates

225 E. 57th St.
New York, NY 10022
Ph. 212-753-0018
mnseiler@aol.com
Marilyn Seiler, Ph.D.
1000 sessions since 1985

Selya Associates

306 Spruce Rd.
Flourtown, PA 19031
Ph. 215-836-2312 or 215-233-3055
Paul S. Selya
350+ sessions since 1985

Seratti Group

172 Dorchester Way
San Francisco, CA 94127
Ph. 415-681-5802
karen@serattigroup.com
www.serattigroup.com

Karen Seratti, Ph.D.

100+ sessions since 1995

Irwin P Sharpe & Associates

50 Greenwood Ave.
West Orange, NJ 07052
Ph. 973-731-7800
info@sharpeassociates.com
www.sharpeassociates.com

Irwin P Sharpe

100 sessions since 1985

Peter A. Sharpe

120 sessions since 1985

Moderating for industrial, business-to-business (B2B) and high-tech products and services - including new product, services and ad evaluations, customer satisfaction and corporate image studies. Clients include manufacturing, commercial, financial, R & D and service organizations, professional and industry associations, universities, advertising and PR agencies.

Shaw Strategic Marketing

1033 Third Ave. S.W., Suite 103
Carmel, IN 46032
Ph. 317-818-0400
ron@shawmarketing.com
www.shawmarketing.com

Ron Shaw

1700 sessions since 1991

SSM's moderating and team facilitation skills help companies discover and deploy customer insights for sustained competitive advantage. Through qualitative research and consulting across a broad range of categories, we deliver deep insights and big ideas. Ron Shaw, MBA, a 33-year marketing veteran, is Burke Institute-certified with 15 years of moderating experience, and PDMA-certified as a "New Product Development Professional."

Shen Research Organization

3 Melrose St.
Boston, MA 02116
Ph. 617-426-8382
BowTy@aol.com

Ty Shen

500 sessions since 1975

ShowIntell Trade Show & Conf. Research

5232 Forest Brook Parkway
Marietta, GA 30068
Ph. 770-642-2223
markm@showintell.com
www.showintell.com

Mark Michelson

2000+ sessions since 1984

Gary Siegel Organization, Inc.

6232 N. Pulaski Rd., Suite 301
Chicago, IL 60646-5130
Ph. 773-286-6500
info@gsoresearch.com
www.gsoresearch.com

Gary Siegel

120 sessions since 1981

Sierra Market Research

(A Square.One Company)
3150 Wedgewood Ct
Reno, NV 89509
Ph. 916-320-8590 or 916-914-9000
hashercs@yahoo.com
www.square1-inc.com

Carl Bergemann

750 sessions since 1988

SIGMA: Research Management Group

2651 Observatory Ave.
Cincinnati, OH 45208
Ph. 513-979-2160
info@sigmaresearch.com
www.sigmaresearch.com

Foster Winter

2000+ sessions since 1981

Thom Mariner

600 sessions since 1991

Celebrating our 25th anniversary, Sigma brings a breadth of cross-industry experience to each qualitative project. Based in Cincinnati we serve clients locally as well as internationally. In addition to innovative "face to face" techniques, Sigma has unique expertise in the use of online qualitative methodologies, having entered the field in 1998. We maintain affiliations with QRCA, MRA and AMA.

SIL Group

413 N.E. Third St.
Delray Beach, FL 33483
Ph. 561-526-3200
sil@silgroup.net
www.silgroup.net

Timm Sweeney

1000 sessions since 1983

Silver Strategies

853 Coalport
St. Louis, MO 63141-6040
Ph. 314-469-2117
bobs@silver-strategies.net
www.silver-strategies.net

Robert M. Silver

1000 sessions since 1978

Diane Sims Page

1732 Knox Ave. S.
Minneapolis, MN 55403
Ph. 612-377-4048
www.leapfrogassociates.com

Diane Sims Page

N/A sessions since 1975

Sion Research Assoc. Inc.

7019 Trask Ave
Playa Del Rey, CA 90293
Ph. 310-827-8656
cherie@sionresearch.com
www.sionresearch.com

Cherie Sion

1000+ sessions since 1978

Small Insights, Inc.

35 S. Salem Ave.
Arlington Heights, IL 60005
Ph. 847-253-8195
small_insights@msn.com

Liz Small

1000+ sessions since 1992

Small Planet Research

P.O. Box 638
Goldens Bridge, NY 10526
Ph. 914-232-8732
spresearch@optonline.net

Lowell Drutman

900 sessions since 1983

Smith Market Research

200 S. Hanover
Lexington, KY 40502
Ph. 859-269-9224
ltsmith77@insightbb.com

Larry Smith

150+ sessions since 1987

Snell Associates, Inc.

5601 Inverness Ave.
Santa Rosa, CA 95404
Ph. 707-585-6333
snell@pacbell.net

Joyce Snell

1000+ sessions since 1982

SNG Research Corporation

6301 Bandel Rd. N.W., Suite 101
Rochester, MN 55901
Ph. 507-285-1026
hness@sngresearch.com
www.sngresearch.com

Holly Hess

50 sessions since 1998

SOM, inc.

2136, Sainte-Foy Rd., #200
Ste.-Foy, PQ G1V 1R8
Canada
Ph. 418-687-8025
jgauvin@som.ca
www.som.ca

Vincent Bouchard

250 sessions since 1995

Sophisticated Market Research

10 Hilltop Dr.
North Salem, NY 10560
Ph. 914-669-6705
alan@sophisticatedmarketresearch.com
www.sophisticatedmarketresearch.com

Alan Kornheiser

100+ sessions since 1990

Southeast Research, Inc.

P.O. Box 241271
Montgomery, AL 36124
Ph. 334-260-9124 or 800-546-2969
info@southeastresearch.com
www.southeastresearch.com

Jerry Ingram

155 sessions since 1975

Southern Solutions

10608 Flickenger Lane, Suite 102
Knoxville, TN 37922
Ph. 865-560-3228 or 866-764-7342
sosolutions@earthlink.net
www.southernsolutionstn.com

Jenny Hill

100+ sessions since 1979

Make those important decisions based on clear, concise customer input. 25+ years of experience in all phases of research.

Southwest Planning & Marketing

3600 Cerrillos Rd., Suite 107
Santa Fe, NM 87507
Ph. 505-989-8500 or 800-989-9275
info@swpm.biz
www.swpm.biz

Bruce Poster

400 sessions since 1989

Sovereign Marketing Research

303 Fifth Ave.
New York, NY 10016
Ph. 212-447-9777
info@sovereignmarketing.com
www.sovereignmarketing.com

Douglas Brautigam

100+ sessions since 1986

James Spanier Research

120 E. 75th St.
New York, NY 10021
Ph. 212-472-3766
paninfo@ix.netcom.com

Jim Spanier

1000+ sessions since 1981

Spaulding & Associates

3717 E. Thousand Oaks Blvd., Suite 210
Westlake Village, CA 91362
Ph. 805-413-1045
greg@marketing-methodology.com
www.marketing-methodology.com/moderating.html

Greg Spaulding

N/A sessions since N/A

Spectrum Research

14 Equestrian Lane
Cherry Hill, NJ 08003-5161
Ph. 856-795-7990
Peter@SpectrumResearch.com

Peter Mokover

1500 sessions since 1982

We specialize in custom qualitative research for telecommunications, high tech, computers, Internet/online, cable and media. We pride ourselves in well designed and executed research studies that help our clients maximize the value to their investment.

Spier Research Group

1 Lookout Circle
Larchmont, NY 10538
Ph. 914-834-3972
spierres@aol.com

Daisy Spier

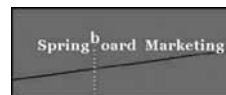
1800 sessions since 1988

Spradley & Associates, Inc.

11267 Lodgeview Court
Cincinnati, OH 45240-2207
Ph. 513-851-8806

Deborah R. Spradley

2000+ sessions since 1990


Springboard Marketing Research & Consulting

848 Radcliffe Ave.
Pacific Palisades, CA 90272
Ph. 310-454-6842
joyceng.springboard@verizon.net
www.springboardmarket.com

Joyce Ng

1000 sessions since 1990

Springboard was established in 1990 by Joyce Ng (pronounced, "Ing"), a qualitative research specialist. Joyce previously worked in marketing and product development for Quaker Oats, Mattel, and Reebok International. In addition to conducting general market studies spanning many industries (see Web site), Joyce has a special interest in education, health and fitness, public policy, and other not-for-profit endeavors. Joyce has a special expertise in working with children, teens and young adults; Asian-Americans; and professionals/business executives. Joyce is noted for her creativity in research design and presentation; collaborative skills, and keen insights that help transform research into positive results.

Square One Research

800 Village Square Crossing, Suite 214
Palm Beach, FL 33410
Ph. 404-660-9400
info@squareoneresearch.com
www.squareoneresearch.com

Jonathan Schneider

500+ sessions since 2000

Karen Rodriguez

500+ sessions since 2005

Square One Research is a qualitative research firm with a focus on technology and online research. We were one of the first firms to work on such technologies as wireless Internet access, smart phones, and plasma TV's. We offer in-person and online methodologies and conduct studies in English and Spanish.

SRH Group

3650 Los Feliz Blvd. #51
Los Angeles, CA 90027
Ph. 213-804-7992
susan@srhgroup.net
www.srhgroup.net

Susan Hill

200+ sessions since 1999

Stackpole & Associates Inc.

One Harvard St.
Brookline, MA 02445
Ph. 617-739-5900
istackpole@stackpoleassociates.com
www.stackpoleassociates.com

Irving Stackpole

100+ sessions since 1985

Stancombe Research & Planning

18 Glenmore Road
Paddington, NSW 2021
Australia
Ph. 61-2-9331-1044
office@stancombe.com.au
www.stancombe.com.au

Michael Combley

100+ sessions since 1995

Stander Research Associates, Inc.

26701 Harper Ave.
St. Clair Shores, MI 48081
Ph. 586-778-8910
STANDERCO@aol.com
www.standerresearch.com

David Stander

6000+ sessions since 1970

StarWorks, Inc.

3980 E. Loch Alpine
Ann Arbor, MI 48103
Ph. 734-426-9270
stars@netrek.net

Marty Mayo

125+ sessions since 1999

Stellar Strategic Services, Inc.

522 Pottawatomie Trail
Batavia, IL 60510
Ph. 630-482-3944 or 630-452-4034
infostellar@comcast.net

Cheryl A. Dalisay

1000+ sessions since 1989

Sterling Communications

1427 Margaret Close
Murfreesboro, TN 37130
Ph. 615-848-6852
terristerling@comcast.net

Terri H. Sterling, APR

2500 sessions since 1996

Stonybrook Research Support

1746 E. McMillan St.
Cincinnati, OH 45206-2131
Ph. 513-961-3404
stonybrook@fuse.net

Lauren Woodiwiss

500+ sessions since 1991

Storybrand Consulting

P.O. Box 1917
Santa Monica, CA 90406-1917
Ph. 310-395-2324
tom@storybrandconsulting.com
www.storybrandconsulting.com

Tom Neveril

500 sessions since 1995

Strata Research

8593 Aero Drive
San Diego, CA 92123
Ph. 800-797-5507
info@strataresearch.com
www.strataresearch.com

Gretchen Ponts

250 sessions since 2001

Strategic Action, Inc.

11 Redway Rd.
Ossining, NY 10562
Ph. 914-762-8763 or 914-584-7230
saikg@verizon.net

Karen Gershowitz

2000 sessions since 1985

Strategic Advantage

1418 Gray Bluff Trl.
Chapel Hill, NC 27517
Ph. 919-969-1112

Frank McBride

100+ sessions since 1997

Strategic Business Research, Inc.

420 Drescher Road
Horsham, PA 19044
Ph. 267-781-7444
greg.johnson@sbr-inc.com
www.sbr-inc.com

Greg Johnson

100+ sessions since 1992

Strategic Business Solutions, Inc.

804 Lochlyn Ridge
Wales, WI 53183
Ph. 262-968-2070
strat1@execpc.com
www.myresearchpartner.com

Brian Klink

100 sessions since 1985



Strategic Directions Group, Inc.

Strategic Directions Group, Inc.
66 E. Ninth St., Suite 1407
St. Paul, MN 55101
Ph. 651-228-7250
cmorgan@strategicdirectionsgroup.com
www.boomersandtheelders.com

Doran J. Levy, Ph.D.

350 sessions since 1979

Doran J. Levy, Ph.D., combines considerable experience in consumer and business-to-business focus groups with a strategic marketing mindset. With an intensive background in segmentation and motivational research he can use proprietary techniques to prioritize responses, making it easy to see what is of critical importance. He has particular expertise in new products and the Boomers and their elders market. He is the co-author of Marketing to the Mindset of Boomers and Their Elders (Attitudebase).

Strategic Eye, Inc.

1709 Tenby Dr.
Hershey, PA 17033
Ph. 717-520-9013 or 610-491-9663
christy@strategiceye.com

Christy M. Stover

N/A sessions since 1991

Strategic Focus Consulting, Inc.

103 Drayton Dr.
Summerville, SC 29483
Ph. 843-875-0779
strategicfocus@sc.rr.com

Elizabeth M. Berry

1000+ sessions since 1990

Did you know?

Quirk's offers every moderator a free directory listing - so you're sure to locate the one that meets the needs of your project.



Strategic Focus, Inc.

6456 N. Magnolia Ave.
Chicago, IL 60626
Ph. 773-973-7573
sfchicago@rcn.com

Dona Vitale

2000 sessions since 1987

Specializing in consumer insights techniques to aid creative development and strategy planning. Offering traditional focus groups/IDI's, on-site/in-home interviews and Strategic Innovation Workshops™ for consumer-based ideation/new product development. Expert in dealing with overseas clients doing U.S. research. Experience in most consumer categories, special expertise in arts and culture, public policy and transportation.

Strategic Intelligence, Inc.

3956 E. Aspen Hill Court
Boise, ID 83706-5780
Ph. 208-343-0629
vsteffen@strategic-iq.com
www.strategic-iq.com

Valerie J. Steffen, Ph.D.

800 sessions since 1993

Strategic Learning & Knowledge, Inc.

637 Wyckoff Ave., Suite 207
Wyckoff, NJ 07481
Ph. 201-493-8851
sandra@slkfocust.com
www.slkfocust.com

Sandra L. Kluttz

1000+ sessions since 1988

Strategic Marketing Group, Inc.

P.O. Box 3340
Littleton, CO 80161
Ph. 800-733-1530
info@advisors-smg.com

David Franzblau

58 sessions since 1990

Strategic Marketing Resources

1415 Byron St.
Palo Alto, CA 94301
Ph. 650-325-9050
awerboff@earthlink.net

Andrea Werboff

N/A sessions since 1990

Strategic Marketing Services

A Div. of Pan Atlantic Consultants, Inc.
5 Milk St.
Portland, ME 04101
Ph. 207-774-6738 or 207-871-8622
mstrobl@maine.rr.com
www.panatlantic.net

Patrick O. Murphy

1000+ sessions since 1985

Strategic Performance Group, LLC

11120 Eagle Ridge Court
Chisago City, MN 55013-7342
Ph. 866-599-0663 or 651-257-2130
info@spg-consulting.com
www.spg-consulting.com

Jim Sauer

1250 sessions since 1979

Strategic Research Associates

426 W. Boone Ave.
Spokane, WA 99201
Ph. 509-324-6960 or 888-554-6960
deanm@strategicresearch.net

Dean Moorehouse

93 sessions since 1997

Strategic Solutions

425 Mechem Dr.
Ruidoso, NM 88345
Ph. 505-336-2362
stratsoltn@aol.com

Kati Hanna

180 sessions since 1993

Suburban Associates

579 Franklin Turnpike
Ridgewood, NJ 07450
Ph. 201-447-5100
billb@subassoc.com
www.subassoc.com

Bill Bartlett

500 sessions since 1985

Sundel Research, Inc.

1616 Glen Bar Dr.
Lakewood, CO 80215
Ph. 303-232-8475
hsundel@msn.com

Harvey H. Sundel, Ph.D.

200+ sessions since 1984

SunResearch

34 Cranbury Rd.
Westport, CT 06880
Ph. 203-454-9939
sunresearchcorp@earthlink.net
www.suninsights.com

Ava Lindberg

6000+ sessions since 1978

Survey Center Focus, LLC

455 E. Illinois St., Suite 660
Chicago, IL 60611
Ph. 312-321-8101
surveycenter@ljs.com
www.surveycenterllc.com

Daryl Gilbert

3000 sessions since 1977

Theresa Schreiber

2000 sessions since 1985

Daryl Gilbert and Theresa Schreiber head our qualitative team with extensive experience in moderating focus groups and one-on-one interviews with consumers and professionals, including C-level executives. Their work includes a broad spectrum of methods including exploratory, evaluative, ethnography as well as integrating qualitative findings with quantitative research on national and international projects.

Survey Service, Inc.

1911 Sheridan Dr.
Buffalo, NY 14223
Ph. 800-507-7969 or 716-876-6450
sadelman@surveyservice.com
www.surveyservice.com

Susan R. Adelman

500+ sessions since 1980

Full-service qualitative research company with over 25 years of experience working with our clients as a partner to accomplish their

research objectives. Design, implementation and analysis of concept and copy testing, brand image and new product development in business-to-business, industrial, and consumer research with unique experience in automotive aftermarket, color and architectural finishes. Members of QRCA, MRA and AMA. (See advertisement on opposite page)

Surveys & Forecasts, LLC

2323 North St.
Fairfield, CT 06824-1732
Ph. 203-255-0505
info@surveys-forecasts.com
www.surveys-forecasts.com

Robert Walker

100+ sessions since 1994

Synergy International Limited, Inc.

1761 E. 30th St., Suite 115
Cleveland, OH 44114
Ph. 216-431-0008
tholloway@synergylimited.net
www.synergylimited.net

Rachel Daniel

20+ sessions since 1998

Synovate

1200 McGill College, Suite 1660
Montreal, PQ H3B 4G7
Canada
Ph. 514-875-7570
may.tse@synovate.com
www.synovate.com

May Tse

N/A sessions since N/A

Synovate

555 W. 12th Ave.
City Square East Tower, Suite 600
Vancouver, BC V5Z 3X7
Canada
Ph. 604-664-2400
manpreet.guttman@synovate.com
www.synovate.com

Manpreet Guttman

N/A sessions since N/A

Synovate Qualitative

360 Park Ave. S., 5th Floor
New York, NY 10010
Ph. 212-293-6100
steve.wolf@synovate.com
www.synovate.com

Steve Wolf

N/A sessions since N/A

Systems Research Corp.

151 W. Passaic St.
Rochelle Park, NJ 07662
Ph. 201-909-3755
dan@systemsresearch.com
www.systemsresearch.com

Dan Sklaire

1,900 sessions since 1991

T.I.P. Research, Inc.

1219 Silverthorne Rd.
Baltimore, MD 21239
Ph. 816-679-7073
gcain@tipresearch.com
www.tipresearch.com

Gerry Cain

360 sessions since 1994

Life's About Choices



Choose Wisely



Survey Service

Data Acquisition Analytics Research Support

1911 Sheridan Drive • Buffalo, New York 14223
800.507.7969 • www.surveyservice.com

Today's research world is full of choices. The way we communicate with respondents constantly changes based on who they are and how they prefer to be contacted.

The success of your next research project depends on utilizing the research methodology that will maximize response rates, accentuate the quality of the data collected, and be completed according to your timing and budget.

For your next research project consider **Survey Service**, specialists in single-mode and multi-mode data collection methodologies for over five decades. **Survey Service** has the experience and competence to provide impeccable data, analytics and support.

To learn more about the many options **Survey Service** has to offer call:

800.507.7969

**Survey
Service** **Tel**

B2B • Consumer • Industrial
Programming • Sample Acquisition
200 Station Capacity • CfMC
Inbound 800#

**Survey
Service** **Online**

Survey Design • Programming
Sample Acquisition • Reporting

**Survey
Service** **Qual**

Moderating • Recruiting
In-depth Interviewing • Shop-Alongs
Focus Group and CLT Testing Facilities

**Survey
Service** **Support**

Programming • Field Management
Tables • Coding • Inbound 800#
IVR • Direct Mail

**Survey
Service** **Pharma**

Physician Recruiting • Interviewing
Drug Rep Tracking • Satisfaction
Message Recall • Chart Audits



Talking Business

620 Newport Center Dr., Suite 1100
Newport Beach, CA 92660
Ph. 949-721-4160
holly@talkingbusiness.net
www.talkingbusiness.net
Holly M. O'Neill
250+ sessions since 1997

Talking Business delivers the truth behind brands and what motivates purchase behavior – the vital insights decision makers need to drive competitive marketing solutions. Offering much more than just focus group moderating, we specialize in innovative marketing research and strategic brand development. Our category expertise includes: consumer packaged goods, financial services, Internet/technology, restaurant/ hospitality. Exceeding client expectations for over nine years, Talking Business connects with target audiences to better understand brands, loud and clear.

Talley Research Group

277 Cascade Dr.
Mill Valley, CA 94941
Ph. 415-383-2209
Rick@TalleyResearch.com
www.TalleyResearch.com
Rick Talley
3000 sessions since 1975

The TCI Group

4301 Lyndale Ave. S.
Minneapolis, MN 55409
Ph. 612-823-6214
beth@theTCIGroup.com
www.theTCIGroup.com
Beth Fischer
100+ sessions since 1982



Ten People Talking

P.O. Box 99388
Seattle, WA 98139-0388
Ph. 800-916-0775
regina@tenpeopletalking.com
www.tenpeopletalking.com
Regina Szyzkiewicz
1000+ sessions since 1992

It begins with "ten people talking." Through focus groups and other qualitative research methods, Ten People Talking delivers insights for better decision-making. Ten People Talking customizes project design for each client's unique needs, and uses proven and creative qualitative research approaches to maximize insights. Plus, Ten People Talking offers a full range of qualitative methods and services to address your research objectives. Contact Ten People Talking today to get the insights your business needs.

The Livingston Group

22 Grandview Rd.
Windham, NH 03087
Ph. 603-537-0775
info@executive-solutions.com
www.executive-solutions.com
Dr. Sharon Livingston
6000+ sessions since 1984

THE MARKETING WORKS

55 Murray St., Suite 108
Ottawa, ON K1N 5M3
Canada
Ph. 613-241-4167
robw@the-marketing-works.com
www.the-marketing-works.com
Robert Woyzbun
40 sessions since 1995

H.I. Thomas Consulting Group

2831 Stonefence Drive
Perrysburg, OH 43551
Ph. 419-931-4406
hithomas@aol.com
www.hithomas.com
Helen I. Thomas
1000+ sessions since 1983

Thompson Information Services

12408 Braxted Dr.
Orlando, FL 32837
Ph. 407-438-0103
terry@thompsoninfo.com
www.thompsoninfo.com
Terrence N. Thompson
2000+ sessions since 1972

Thornhill Associates

824 First St.
Hermosa Beach, CA 90254
Ph. 310-318-2600
susan@thornhillassociates.com
Susan J. Thornhill
300+ sessions since 1999

361 Degrees Consulting, Inc.

8902 Greenwood Ave.
San Gabriel, CA 91775
Ph. 626-309-0532 or 626-274-6002
ly@361degrees.net
www.361degrees.net
Lawrence Yeung
350 sessions since 2002

Full-service marketing research and strategic consulting company that specializes in understanding and reaching multicultural segments, especially the Asian-Indian, African-American, Caucasian, Filipino, Hispanic, Japanese, Korean and Vietnamese segments. Services include design and development of qualitative and quantitative research, recruitment, moderation, interpretation, and strategic analysis.

TNS

Ashford Green, Suite 250
4170 Ashford-Dunwoody Rd.
Atlanta, GA 30319
Ph. 404-236-7509
info-usctns-global.com
www.tns-global.com
Anita Watkins
800 sessions since 1996

Towers Research Services

1806 Belles St., Suite 8B
San Francisco, CA 94129
Ph. 415-812-2544
info@towersresearch.com
www.towersresearch.com
Matthew Towers
300 sessions since 1996

Tracy & Co Market Research & Idea Generation

931 N. Marion St.
Oak Park, IL 60302
Ph. 708-386-8447
tracy@tracy-and-company.com
www.tracy-and-co.com
Tracy Teweles
500+ sessions since 1988

Communication checks, product evaluation, IDI's and group interviews, ideation, archetyping and ethnographies.

Travel and Tourism Research

Peter Hodgson & Associates
4 Cochrane House, Admirals Way
London E14 9UD
United Kingdom
Ph. 44-20-8853-1903
pb.hodgson@virgin.net
Peter Hodgson
1000 sessions since 1978

Trenholm Research

6400 Williams Ridge
Austin, TX 78731
Ph. 512-346-1981
trenholm@austin.rr.com
Linda Trenholm
N/A sessions since 1982

Trotta Associates

13160 Mindanao Way, Suite 100
Marina del Rey, CA 90292
Ph. 310-306-6866
marina@trotta.net
www.trotta.net
Diane Trotta
7500 sessions since 1970

Turner Research Network

4060 Peachtree Rd. NE, Suite D430
Atlanta, GA 30319-3020
Ph. 770-604-9980 or 866-216-4TRN
jturner@turnerresearch.com
www.turnerresearch.com
John W. Turner
600 sessions since 1988

TWENTYSOMETHING™ INC.

630 Freedom Business Center Dr., Suite 300
King of Prussia, PA 19406-1331
Ph. 610-940-5860
info@twentysomething.com
www.twentysomething.com
David A. Morrison
3000 sessions since 1987

TWENTYSOMETHING™ Inc. is a global pioneer in young adult research and consulting (15-34-year-olds). Surveys, focus groups, ethnographic, panels, diaries, online. Blending innovative and traditional techniques for maximum ROI. Gain a competitive advantage by

leveraging our firm's unparalleled experience, credentials, innovation, and market insights. Celebrating our 16th year!

Ulrich Research

1329 Kingsley Ave., Suite A
Jacksonville, FL 32073
Ph. 904-264-3282
nancy@ulrichresearch.com
www.ulrichresearch.com

Nancy Ulrich

1000+ sessions since 1982

Uncommon Insights, LLC

4201 Wilson Blvd. #110-101
Arlington, VA 22203
Ph. 703-254-6515
info@uncommoninsights.com
www.uncommoninsights.com

Christine Brittle

30 sessions since 2003

V & L Research & Consulting, Inc.

5295 Highway 78, Suite D324
Stone Mountain, GA 30087
Ph. 770-908-0003
vlresearch@mindspring.com
www.vlresearch.com

Delphyne Lomax

1000+ sessions since 1991

Vedanta Research

23 Tanyard Place
Chapel Hill, NC 27517
Ph. 919-933-9217
mlreed@vedantaresearch.com
www.vedantaresearch.com

Michael L. Reed, Ph.D.

300 sessions since 1998

Timothy Pluta, MD.

650 sessions since 1995

Dr. Michael Reed founded Vedanta Research in 2000 following 20+ years of research and health care consulting work. Experience includes graduate studies in psychology and statistics, teaching, research, 12 years at major pharmaceutical companies. He has several publications and moderating experience in many therapeutic areas addressing a variety of business/marketing issues.

Venture Research Corporation

681 Baeten Rd.
Green Bay, WI 54304
Ph. 920-496-1960 or 800-842-8956
jkostroski@venturegb.com
www.venturegb.com

Larry Kostroski

100 sessions since 1990

View-Finders Market Research

11 Sandra Lane
Pearl River, NY 10965
Ph. 845-735-7022 ext. 10
jgaines@view-finders.com
www.view-finders.com

Janet Gaines

100+ sessions since 1995

Viewpower, Inc.

P.O. Box 20941
Columbus Circle
New York, NY 10023
Ph. 212-581-8113
jraphael@att.net
www.viewpower.net

Joel Raphael

500+ sessions since 1993

Vincent McCabe, Inc.

P.O. Box 150
7 Fennell St.
Skaneateles, NY 13152
Ph. 315-685-7227
vincentjg@vincentmccabe.com
www.vincentmccabe.com

Jean G. Vincent

300 sessions since 1985

Vision Research *

350 Sparks Street, Suite 405
Ottawa, ON K1R 7S8
Canada
Ph. 613-594-8282
info@visionresearch.ca
www.visionresearch.ca

Candace Fedoruk

100+ sessions since 1990

Walker Information

3939 Priority Way South Dr.
Indianapolis, IN 46240
Ph. 800-334-3939 or 317-843-3939
solutions@walkerinfo.com
www.walkerinfo.com

Barb Miller

200 sessions since 1998

A privately-owned, Indianapolis-based company with offices in the U.S. and Canada, Walker Information is the worldwide leader in customer loyalty management (CLM). Walker also offers a wide variety of traditional market research services including call center facilities, field and tab services, and measurement capabilities.

Ward Research, Inc.

828 Fort Street Mall, Suite 210
Honolulu, HI 96813
Ph. 808-522-5123
wrstaff@wardresearch.com
www.wardresearch.com

Rebecca S. Ward

3500 sessions since 1978

Weaver Marketing Research

Suite 268, 100-1039 17th Ave. SW
Calgary, AB T2T 0B2
Canada
Ph. 403-244-2410
sweaver.wmr@shaw.ca
www.weavermarketingresearch.com

Sheila Weaver

200+ sessions since 1995

The Wedewer Group

P.O. Box 1651
Prince Frederick, MD 20678
Ph. 410-414-5718
robinw@wedewergroup.com
www.wedewergroup.com

Robin Wedewer

200 sessions since 1998

Our full-service research capabilities are backed by our blend of expertise and experience in marketing and strategic thinking. We also offer extensive online capabilities for qualitative and quantitative research. We specialize in associations, hospitals, veterinary medicine/pet products and financial services. Veterinarian and dental professional panels are available.

Weinman/Schnee, Inc.

1775 Broadway, Suite 419
New York, NY 10019
Ph. 212-906-1900
rschnee@weinmanschnee.com
www.weinmanschnee.com

Abbe Fabian

500+ sessions since 1995

Wendell Qualitative Research

931 Windwhisper Lane
Annapolis, MD 21403
Ph. 410-268-5567

Barbara Wendell

1000+ sessions since 1989

West Consulting Services, Inc.

12450 Woodhall Way
Tustin, CA 92782
Ph. 714-731-0766
dawn@westconsultingservices.com
www.westconsultingservices.com

Dawn West

500+ sessions since 1982

Dan Wiese Marketing Research

2108 Greenwood Dr. S.E.
Cedar Rapids, IA 52403
Ph. 319-364-2866 or 319-389-5436
danwiese@mchsi.com
http://home.mchsi.com/~danwiese

Dan Wiese

90 sessions since 1986

Wiese Research Associates, Inc.

9375 Burt St., Suite 100
Omaha, NE 68114
Ph. 402-391-7734
mary_arkfeld@wrearesearch.com
www.wrearesearch.com

Tom Wiese

200+ sessions since 1975

Wiggins Consulting, Inc.

449 Briar Hill Ave.
Toronto, ON M5N 1M8
Canada
Ph. 416-485-9875
ian@wigginsconsulting.com
www.wigginsconsulting.com

Ian Wiggins

1000+ sessions since 1989

L.C. Williams & Associates, Inc.
150 N. Michigan Ave., Suite 3800
Chicago, IL 60601
Ph. 800-837-7123
info@lcwa.com
www.lcwa.com

Gregory L. Gordon
200+ sessions since 1994

Williams Research
P.O. Box 50444
Eugene, OR 97405
Ph. 541-343-6027
jwilliams@continet.com

Jane E. Williams
200 sessions since 1985

Wilson & Associates
6490 Ellenvue Ave.
West Hills, CA 91307
Ph. 818-340-6201
ewilsonresearch@yahoo.com

Earl Wilson
3000 sessions since 1960

Wimmer & Associates
30 Main St., Suite 12E
Brooklyn, NY 11201
Ph. 212-989-6535
krwimmer@aol.com

Karen R. Wimmer
1000+ sessions since 1996

Windy City
Rua Sabara, 402/Cj. 92
Sao Paulo, SP 01239-010
Brazil
Ph. 55-11-3255-7702
windy@amcham.com.br

Jack Steven Kravitz
3000 sessions since 1987

Frank Winter Associates
Ravensway, White Rose Lane
Woking, Surrey GU22 7JY
United Kingdom
Ph. 44-1483-831331
frankwinter@iname.com

Frank Winter
500 sessions since 1970

Wisconsin Research, Inc.
1270 Main St.
Green Bay, WI 54302
Ph. 920-436-4646
kfischer@matousekandassociates.com
www.matousekandassociates.com

Terri Matousek
2500 sessions since 1980

WJ Schroer Company
Two W. Michigan Ave.
Battle Creek, MI 49017
Ph. 269-963-4874 or 269-963-4844
bschroer@socialmarketing.org
www.socialmarketing.org

Williams J. Schroer
200+ sessions since 1987

Wolfson Strategic Consulting
67 Newcomb St.
Arlington, MA 02474
Ph. 781-641-0754
info@wolfsonstrategic.com
www.wolfsonstrategic.com

Pam Wolfson
150 sessions since 1990

WSC helps you make smart marketing decisions. We analyze customers' needs and identify promising business opportunities for national clients. Since 1990, our services have included: focus groups, interviews, and observation assessments. We collaborate with you to create innovative product/services and successful business partnerships. Our specialties: health care, technology, retail.

Wooldridge Associates, Inc.
1717 W. Rascher Ave.
Chicago, IL 60640
Ph. 773-769-0993
patrice@wastrategy.com
www.wastrategy.com

Patrice Wooldridge
100+ sessions since 1978

Wortham Research
P.O. Box 840
Franklin, KY 42135-0840
Ph. 270-598-0237

Charles Wortham
1150 sessions since 1972

YanHaas
Avenida 39 #14-92
Bogota
Colombia
Ph. 57-1-232-8666 or 57-1-288-7027
contacto@yanhaas.com
www.yanhaas.com

Dora Maria Gomez
1000+ sessions since 1996

Youthography Inc.
205 Richmond St. W., Suite 500
Toronto, ON M5V 1V3
Canada
Ph. 416-204-1256
lori@youthography.com
www.youthography.com

Mike Farrell
100+ sessions since 1994

Zebra Strategies
2565 Broadway, #393
New York, NY 10025
Ph. 212-244-3960
denene@zstrategies.net
www.zstrategies.net

Denene Tonielle
180 sessions since 1994

D.A. Zeskind & Associates
160 Hanscom Dr., Suite 1
P.O. Box 890
Bedford, MA 01730-0890
Ph. 781-274-9940
dazeskind@zeskind.com
www.zeskind.com

Dale Zeskind
900 sessions since 1980

Ziment Associates, Inc.
162 Fifth Ave., 11th Floor
New York, NY 10010
Ph. 212-647-7200
ziment@ziment.com
www.ziment.com

Mark Nissenfeld, Ph.D.
4186 sessions since 1989

Zimmerman Associates
903 Hagysford Rd.
Penn Valley, PA 19072-1419
Ph. 610-668-8160
kzresearch@aol.com

Karen Zimmerman
N/A sessions since 1976

Paul Zuckerman Qualitative Research
46 W. 96th St., #4W
New York, NY 10025-6524
Ph. 212-749-8855
pzphd@yahoo.com
www.paulzuckerman.com

Paul Zuckerman
5000 sessions since 1980

Zwillinger Research
4414 Petit Ave.
Encino, CA 91436-3212
Ph. 818-906-7562
mz@sbcglobal.net
www.zrglobal.com

Michele Zwillinger
1000+ sessions since 1982

We provide marketing research management and consulting to enhance business profitability, based on our expertise, versatility, and over 20 years of experience. Known for cost effective quantitative and qualitative research designed to aid in the development and marketing of new products and services, our strengths extend beyond that, as we identify successful solutions to a variety of business challenges.

Advertising Agencies

A Z G Research (OH) p. 102
 ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
 B. Champion Associates, Ltd. (IL) p. 105
 Bethart Bilingual Research (FL) p. 107
 bob's your uncle (U.K.) p. 107
C&R Research Services, Inc. (IL) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Campos Market Research, Inc. (PA) p. 111
 CMI (GA) p. 112
Decision Analyst, Inc. (TX) p. 116
 DRW Research (MI) p. 117
 Anne Flanz Custom Marketing Research (IL) p. 119
 Focus on Food (GA) p. 120
 Fundamental Research Group, Inc. (PA) p. 121
 Wayne Howard & Associates (CA) p. 125
 IMR Research Group, Inc. (NC) p. 126
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kinzey & Day Qual. Market Research (VA) p. 130
 Maya Levinson, Ph.D. (CA) p. 132
 Marketing Leverage, Inc. (CT) p. 135
 The Marketing Workshop, Inc. (GA) p. 135
 MORPACE International, Inc. (MI) p. 139
 New South Research (AL) p. 141
 O'Neil Associates, Inc. (AZ) p. 142
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Research International (IL) p. 148
 Jay L. Roth & Associates, Inc. (NY) p. 150
S I S International Research, Inc. (NY) p. 150
 Saurage Research, Inc. (TX) p. 152
 Schulman, Ronca & Bucuvalas, Inc. (Br.) (FL) p. 152
 Square One Research (FL) p. 155
 Strategic Focus, Inc. (IL) p. 156
 Talking Business (CA) p. 158
 Ten People Talking (WA) p. 158
 361 Degrees Consulting, Inc. (CA) p. 158
 Tracy & Co Market Research & Idea Generation (IL) p. 158

Affluent/Wealthy

Alternate Routes, Inc. (CA) p. 104
 Chamberlain Research Consultants, Inc. (WI) p. 111
 First Insights (NY) p. 119
 Diane Iseman & Associates (OH) p. 128
 Just The Facts, Inc. (IL) p. 129
 O'Neil Associates, Inc. (AZ) p. 142
 Plunkett Communications, Inc. (ON) p. 144
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Directions Group, Inc. (MN) p. 155

African-American

C R Market Surveys (IL) p. 110
 CIBA Research & Consulting, LLC (GA) p. 111
 DRW Research (MI) p. 117
 Insights Marketing Group, Inc. (FL) p. 127
 JRH Marketing Services, Inc. (NY) p. 129
 MBC Research Center (NY) p. 136
 Murphy Moderating, LLC (NC) p. 140
 Noble Insight, Inc. (GA) p. 141
 Research Explorers (IL) p. 148
 RMS Communications and Research Inc. (CA) p. 150
 361 Degrees Consulting, Inc. (CA) p. 158

Agriculture/Agribusiness

Any Small Town Market Research (KS) p. 104
 Cambridge Associates, Ltd. (CO) p. 110
 Millennium Research, Inc. (MN) p. 138

Air Travelers

Issues and Answers Network, Inc. (VA) p. 128
 O'Neil Associates, Inc. (AZ) p. 142

Airlines

First Insights (NY) p. 119
 INA Research (PA) p. 126
 Dan Jones & Associates, Inc. (UT) p. 128
 O'Neil Associates, Inc. (AZ) p. 142

Apparel/Accessories/Textiles

C&R Research Services, Inc. (IL) p. 110
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 MORPACE International, Inc. (MI) p. 139
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practica Group, LLC (IL) p. 144
 Sachs Insights (NY) p. 152
 Springboard Marketing Research & Consulting (CA) p. 154

Arts and Culture

Campos Market Research, Inc. (PA) p. 111
 Practical Imagination Enterprises (NJ) p. 144
 Research Explorers (IL) p. 148
 Sachs Insights (NY) p. 152
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Focus, Inc. (IL) p. 156

Asians

MBC Research Center (NY) p. 136
 Multicultural Solutions, Inc. (CA) p. 140
 Springboard Marketing Research & Consulting (CA) p. 154
 361 Degrees Consulting, Inc. (CA) p. 158

Associations

C&R Research Services, Inc. (IL) p. 110
 Campos Market Research, Inc. (PA) p. 111
 Fundamental Research Group, Inc. (PA) p. 121
 Jacobs Jenner & Kent (MD) p. 128
 Just The Facts, Inc. (IL) p. 129
 Kerr & Downs Research (FL) p. 130
 Kinzey & Day Qual. Market Research (VA) p. 130
 O'Neil Associates, Inc. (AZ) p. 142
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Irwin P. Sharpe & Associates (NJ) p. 153
 The Wedewer Group (MD) p. 159

Automotive

Alternate Routes, Inc. (CA) p. 104
 Automotive Insight, Inc. (FL) p. 105
 Contemporary Research Centre - Montreal (PQ) p. 114
Doyle Research Associates, Inc. (IL) p. 117
 DRW Research (MI) p. 117
 First Insights (NY) p. 119
 Focus Latino (TX) p. 119
 Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 Diane Iseman & Associates (OH) p. 128

Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Kahle Research Solutions Inc. (MI) p. 129
 MORPACE International, Inc. (MI) p. 139
 P & L Research, Inc. (CO) p. 143
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Research Explorers (IL) p. 148
 Roadmap Market Research (MI) p. 150
S I S International Research, Inc. (NY) p. 150
 SIGMA: Research Management Group (OH) p. 153
 361 Degrees Consulting, Inc. (CA) p. 158
 Tracy & Co Market Research & Idea Generation (IL) p. 158
 Zwillinger Research (CA) p. 160

Automotive Aftermarket

Alternate Routes, Inc. (CA) p. 104
 First Insights (NY) p. 119
 Focus Latino (TX) p. 119
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Market Resource Associates, Inc. (MN) p. 134
 MORPACE International, Inc. (MI) p. 139
 Roadmap Market Research (MI) p. 150
Survey Service, Inc. (NY) p. 156

Beverage

ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Consumer Connection, Inc. (FL) p. 112
Decision Analyst, Inc. (TX) p. 116
 Focus Latino (TX) p. 119
 Focus on Food (GA) p. 120
 Fundamental Research Group, Inc. (PA) p. 121
 Global Research Initiatives (CA) p. 122
 Global Research Initiatives (KS) p. 122
 Hispanic Research Inc. (NJ) p. 125
 Housecalls, Inc. (NY) p. 125
 Insights Marketing Group, Inc. (FL) p. 127
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
 Just The Facts, Inc. (IL) p. 129
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Talking Business (CA) p. 158

Bio-Technology

Daniel Research Group (MA) p. 115
 Global Research Initiatives (CA) p. 122
 Global Research Initiatives (KS) p. 122
 In-Depth Research (CA) p. 126
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 Millennium Research, Inc. (MN) p. 138
 Wolfson Strategic Consulting (MA) p. 160

Building Materials/Products

The Kiemle Company (SC) p. 130
 Market Resource Associates, Inc. (MN) p. 134
 MORPACE International, Inc. (MI) p. 139
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153

Business-To-Business

ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112
 Daniel Research Group (MA) p. 115
 First Insights (NY) p. 119
 Anne Flanz Custom Marketing Research (IL) p. 119
 Fundamental Research Group, Inc. (PA) p. 121
 Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 IMR Research Group, Inc. (NC) p. 126
 InTouch Resource Group, Inc. (NY) p. 127
 Just The Facts, Inc. (IL) p. 129
 Kahle Research Solutions Inc. (MI) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 KL Communications, Inc. (NJ) p. 130
 Market Resource Associates, Inc. (MN) p. 134
 Marketing Leverage, Inc. (CT) p. 135
 Maryland Marketing Source, Inc. (MD) p. 136
MEADOWLANDS CONSUMER CENTER INC. (NJ) p. 136
 Millennium Research, Inc. (MN) p. 138
 O'Neil Associates, Inc. (AZ) p. 142
 P & L Research, Inc. (CO) p. 143
 Plunkett Communications, Inc. (ON) p. 144
 Practica Group, LLC (IL) p. 144
 Pranses Research Services (NJ) p. 144
 Primary Insights, Inc. (IL) p. 145
 QualCore.com Inc. (MN) p. 146
 Jay L. Roth & Associates, Inc. (NY) p. 150
S I S International Research, Inc. (NY) p. 150
 Saurage Research, Inc. (TX) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Irwin P. Sharpe & Associates (NJ) p. 153
 SIGMA: Research Management Group (OH) p. 153
Survey Service, Inc. (NY) p. 156
 Ten People Talking (WA) p. 158
 Tracy & Co Market Research & Idea Generation (IL) p. 158

Cable Television

C&R Research Services, Inc. (IL) p. 110
 Focus Latino (TX) p. 119
 The Marketing Workshop, Inc. (GA) p. 135
 O'Neil Associates, Inc. (AZ) p. 142
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Sachs Insights (NY) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 SIGMA: Research Management Group (OH) p. 153
 Spectrum Research (NJ) p. 154

Candy/Confectionery

C&R Research Services, Inc. (IL) p. 110
Decision Analyst, Inc. (TX) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 Focus Latino (TX) p. 119
 Focus on Food (GA) p. 120
 JRA, J. Reckner Associates, Inc. (PA) p. 129
 Just The Facts, Inc. (IL) p. 129
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144

Cereals

C&R Research Services, Inc. (IL) p. 110

Focus Latino (TX) p. 119
Focus on Food (GA) p. 120
Housecalls, Inc. (NY) p. 125
INA Research (PA) p. 126
MORPACE International, Inc. (MI) p. 139
Practical Imagination Enterprises (NJ) p. 144

Chemical Industry

Karchner Marketing Research, LLC (PA) p. 129

Children

C&R Research Services, Inc. (IL) p. 110

Chamberlain Research Consultants, Inc. (WI) p. 111
CIBA Research & Consulting, LLC (GA) p. 111
Digital Research, Inc. (ME) p. 116
Doyle Research Associates, Inc. (IL) p. 117
Focus Latino (TX) p. 119
JRA, J. Reckner Associates, Inc. (PA) p. 129
Just The Facts, Inc. (IL) p. 129
Kids Brands Europe (U.K.) p. 130
Maya Levinson, Ph.D. (CA) p. 132
MORPACE International, Inc. (MI) p. 139
Primary Insights, Inc. (IL) p. 145
Schwartz Consulting Partners, Inc. (FL) p. 153
Southern Solutions (TN) p. 154
Springboard Marketing Research & Consulting (CA) p. 154

College Students

Alternate Routes, Inc. (CA) p. 104
Focus Latino (TX) p. 119
InTouch Resource Group, Inc. (NY) p. 127
Diane Iseman & Associates (OH) p. 128
Kinzey & Day Qual. Market Research (VA) p. 130
O'Neil Associates, Inc. (AZ) p. 142
S I S International Research, Inc. (NY) p. 150
Schwartz Consulting Partners, Inc. (FL) p. 153
Springboard Marketing Research & Consulting (CA) p. 154
TWENTYSOMETHING™ INC. (PA) p. 158

Communications

Alternate Routes, Inc. (CA) p. 104
Automotive Insight, Inc. (FL) p. 105
Cris Bain-Borrego Bilingual Consultant (CA) p. 105
David Binder Research (CA) p. 107
C&R Research Services, Inc. (IL) p. 110
Cambridge Associates, Ltd. (CO) p. 110
CIBA Research & Consulting, LLC (GA) p. 111
CMI (GA) p. 112
Consumer Focus LLC (TX) p. 112
Daniel Research Group (MA) p. 115
Focus Latino (TX) p. 119
Insights Marketing Group, Inc. (FL) p. 127
Diane Iseman & Associates (OH) p. 128
Issues and Answers Network, Inc. (VA) p. 128
Dan Jones & Associates, Inc. (UT) p. 128
Karchner Marketing Research, LLC (PA) p. 129
Kinzey & Day Qual. Market Research (VA) p. 130
The Marketing Workshop, Inc. (GA) p. 135
O'Neil Associates, Inc. (AZ) p. 142
Planet Latino Market Intelligence, Inc. (FL) p. 144
Research International (IL) p. 148
RMS Communications and Research Inc. (CA) p. 150
Jay L. Roth & Associates, Inc. (NY) p. 150
Schwartz Consulting Partners, Inc. (FL) p. 153
Springboard Marketing Research & Consulting (CA) p. 154

Computer-Hardware

Daniel Research Group (MA) p. 115
Decision Analyst, Inc. (TX) p. 116
In-Depth Research (CA) p. 126
QualCore.com Inc. (MN) p. 146

Computers

Alternate Routes, Inc. (CA) p. 104
Daniel Research Group (MA) p. 115
In-Depth Research (CA) p. 126
Diane Iseman & Associates (OH) p. 128
Planet Latino Market Intelligence, Inc. (FL) p. 144
QualCore.com Inc. (MN) p. 146
Jay L. Roth & Associates, Inc. (NY) p. 150
SIGMA: Research Management Group (OH) p. 153
Spectrum Research (NJ) p. 154

Computer-Software

Daniel Research Group (MA) p. 115
Decision Analyst, Inc. (TX) p. 116
Doyle Research Associates, Inc. (IL) p. 117
In-Depth Research (CA) p. 126
QualCore.com Inc. (MN) p. 146
Jay L. Roth & Associates, Inc. (NY) p. 150
Schwartz Consulting Partners, Inc. (FL) p. 153

Construction Industry

Focus Latino (TX) p. 119
Just The Facts, Inc. (IL) p. 129
Kendall Gay Consulting (FL) p. 130
Market Resource Associates, Inc. (MN) p. 134
Millennium Research, Inc. (MN) p. 138
MORPACE International, Inc. (MI) p. 139
P & L Research, Inc. (CO) p. 143
Jay L. Roth & Associates, Inc. (NY) p. 150
Schwartz Consulting Partners, Inc. (FL) p. 153

Construction-Residential

Kendall Gay Consulting (FL) p. 130
The Kiemle Company (SC) p. 130
Market Resource Associates, Inc. (MN) p. 134
NAHB Research Center (MD) p. 140

Consumer Durables

ActionableCustomerInsights (TX) p. 102
Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
Chamberlain Research Consultants, Inc. (WI) p. 111
Consumer Connection, Inc. (FL) p. 112
Doyle Research Associates, Inc. (IL) p. 117
IMR Research Group, Inc. (NC) p. 126
Diane Iseman & Associates (OH) p. 128
Issues and Answers Network, Inc. (VA) p. 128
Just The Facts, Inc. (IL) p. 129
Market Resource Associates, Inc. (MN) p. 134
Noble Insight, Inc. (GA) p. 141
Primary Insights, Inc. (IL) p. 145
Shaw Strategic Marketing (IN) p. 153

Consumer Services

Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
Chamberlain Research Consultants, Inc. (WI) p. 111
CMI (GA) p. 112
Consumer Focus LLC (TX) p. 112
Daniel Research Group (MA) p. 115

IMR Research Group, Inc. (NC) p. 126
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Gene Kroupa & Associates, Inc. (WI) p. 131
 Market Resource Associates, Inc. (MN) p. 134
MRSI (Marketing Research Services, Inc.) (OH) p. 140
 Practical Imagination Enterprises (NJ) p. 144
 Q & A Research, Inc. (CA) p. 145
 Research Explorers (IL) p. 148
 Research International (IL) p. 148
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154
Survey Service, Inc. (NY) p. 156
 Talking Business (CA) p. 158
 Ten People Talking (WA) p. 158
 Walker Information (IN) p. 159

Consumers

Alternate Routes, Inc. (CA) p. 104
 B. Champion Associates, Ltd. (IL) p. 105
 Cris Bain-Borrego Bilingual Consultant (CA) p. 105
 Bethart Bilingual Research (FL) p. 107
 bob's your uncle (U.K.) p. 107
C&R Research Services, Inc. (IL) p. 110
 C.L. Gailey Research (CA) p. 110
 Campos Market Research, Inc. (PA) p. 111
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CIBA Research & Consulting, LLC (GA) p. 111
 CMI (GA) p. 112
 Consumer Focus LLC (TX) p. 112
 Daniel Research Group (MA) p. 115
 Digital Research, Inc. (ME) p. 116
 Anne Flanz Custom Marketing Research (IL) p. 119
 Focus on Food (GA) p. 120
 Fundamental Research Group, Inc. (PA) p. 121
 Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 Housecalls, Inc. (NY) p. 125
 Wayne Howard & Associates (CA) p. 125
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
 JRH Marketing Services, Inc. (NY) p. 129
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kinzey & Day Qual. Market Research (VA) p. 130
 Kress & Associates (MA) p. 131
 LinguSearch, Inc. (PA) p. 132
 Market Decisions Corporation (OR) p. 134
 Market Resource Associates, Inc. (MN) p. 134
 Maryland Marketing Source, Inc. (MD) p. 136
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Plunkett Communications, Inc. (ON) p. 144
 Primary Insights, Inc. (IL) p. 145
 QualCore.com Inc. (MN) p. 146
 Research Explorers (IL) p. 148
 Research International (IL) p. 148
 Rincon & Associates (TX) p. 149
 Jay L. Roth & Associates, Inc. (NY) p. 150
S I S International Research, Inc. (NY) p. 150
 Sachs Insights (NY) p. 152
 Sando and Associates (DC) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Directions Group, Inc. (MN) p. 155
 Talking Business (CA) p. 158
 Ten People Talking (WA) p. 158
 Walker Information (IN) p. 159

Cosmetics

Decision Analyst, Inc. (TX) p. 116
 Focus Latino (TX) p. 119
 Research Explorers (IL) p. 148

CPA's/Financial Advisors

Marketing Matrix International, Inc. (CA) p. 135
 O'Neil Associates, Inc. (AZ) p. 142
 Jay L. Roth & Associates, Inc. (NY) p. 150

Defense

LinguSearch, Inc. (PA) p. 132

Dentists

Just The Facts, Inc. (IL) p. 129
 Kendall Gay Consulting (FL) p. 130
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142
 Sabena Qualitative Research Services (CT) p. 152

Direct Marketing/Direct Response

Consumer Focus LLC (TX) p. 112
 Dan Jones & Associates, Inc. (UT) p. 128
 Karchner Marketing Research, LLC (PA) p. 129
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Strategic Focus, Inc. (IL) p. 156

Education

BRC Field & Focus Services (AZ) p. 108
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Focus Latino (TX) p. 119
 Fundamental Research Group, Inc. (PA) p. 121
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 KL Communications, Inc. (NJ) p. 130
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142
 QualCore.com Inc. (MN) p. 146
 Springboard Marketing Research & Consulting (CA) p. 154

Educators

Chamberlain Research Consultants, Inc. (WI) p. 111
 Just The Facts, Inc. (IL) p. 129
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142
 Sabena Qualitative Research Services (CT) p. 152
 Springboard Marketing Research & Consulting (CA) p. 154

Electronics

Alternate Routes, Inc. (CA) p. 104
 Daniel Research Group (MA) p. 115
 In-Depth Research (CA) p. 126
 Karchner Marketing Research, LLC (PA) p. 129
 KL Communications, Inc. (NJ) p. 130
 Q & A Research, Inc. (CA) p. 145
 QualCore.com Inc. (MN) p. 146
 Research International (IL) p. 148

Employees

C&R Research Services, Inc. (IL) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112
 Consumer Focus LLC (TX) p. 112
 Fundamental Research Group, Inc. (PA) p. 121

Wayne Howard & Associates (CA) p. 125
 Lohs Research Group (IL) p. 132
 O'Neil Associates, Inc. (AZ) p. 142
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154

Entertainment

C&R Research Services, Inc. (IL) p. 110
 Fundamental Research Group, Inc. (PA) p. 121
 KL Communications, Inc. (NJ) p. 130
 Q & A Research, Inc. (CA) p. 145
 Sachs Insights (NY) p. 152
 Springboard Marketing Research & Consulting (CA) p. 154
 Zwilling Research (CA) p. 160

Entrepreneurs/Small Business

Alternate Routes, Inc. (CA) p. 104
 B. Champion Associates, Ltd. (IL) p. 105
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 Karchner Marketing Research, LLC (PA) p. 129
 Marketing Leverage, Inc. (CT) p. 135
 O'Neil Associates, Inc. (AZ) p. 142
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154

Environmental

Strategic Focus, Inc. (IL) p. 156

Executives/Management

ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
 B. Champion Associates, Ltd. (IL) p. 105
C&R Research Services, Inc. (IL) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Consumer Focus LLC (TX) p. 112
 Daniel Research Group (MA) p. 115
 Fundamental Research Group, Inc. (PA) p. 121
 InTouch Resource Group, Inc. (NY) p. 127
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Market Decisions Corporation (OR) p. 134
 Market Resource Associates, Inc. (MN) p. 134
 Marketing Leverage, Inc. (CT) p. 135
 The Marketing Workshop, Inc. (GA) p. 135
 MBC Research Center (NY) p. 136
 O'Neil Associates, Inc. (AZ) p. 142
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Primary Insights, Inc. (IL) p. 145
 QualCore.com Inc. (MN) p. 146
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Paul Schneller Qualitative LLC (NY) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Directions Group, Inc. (MN) p. 155
 Talking Business (CA) p. 158

Fast-Food Industry

Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
Decision Analyst, Inc. (TX) p. 116
 Focus Latino (TX) p. 119

Focus on Food (GA) p. 120
 INA Research (PA) p. 126
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 MORPACE International, Inc. (MI) p. 139
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Research Explorers (IL) p. 148
 Jay L. Roth & Associates, Inc. (NY) p. 150
S I S International Research, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Southern Solutions (TN) p. 154

Financial/Investment/Banks

ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112
 Consumer Focus LLC (TX) p. 112
 Contemporary Research Centre - Montreal (PQ) p. 114
 First Insights (NY) p. 119
 Focus Latino (TX) p. 119
 Hollander Cohen & McBride (MD) p. 125
 Housecalls, Inc. (NY) p. 125
 IMR Research Group, Inc. (NC) p. 126
 INA Research (PA) p. 126
 Insights Marketing Group, Inc. (FL) p. 127
 Diane Iseman & Associates (OH) p. 128
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kress & Associates (MA) p. 131
 LinguSearch, Inc. (PA) p. 132
 Market Decisions Corporation (OR) p. 134
 Marketing Leverage, Inc. (CT) p. 135
 Marketing Matrix International, Inc. (CA) p. 135
 The Marketing Workshop, Inc. (GA) p. 135
 Mature Marketing and Research (NJ) p. 136
MEADOWLANDS CONSUMER CENTER INC. (NJ) p. 136
 MORPACE International, Inc. (MI) p. 139
 Noble Insight, Inc. (GA) p. 141
 O'Neil Associates, Inc. (AZ) p. 142
 Practica Group, LLC (IL) p. 144
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Sachs Insights (NY) p. 152
 Sando and Associates (DC) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Shaw Strategic Marketing (IN) p. 153
 SIGMA: Research Management Group (OH) p. 153
 Strategic Directions Group, Inc. (MN) p. 155
 Talking Business (CA) p. 158
 361 Degrees Consulting, Inc. (CA) p. 158
 Tracy & Co Market Research & Idea Generation (IL) p. 158
 The Wedewer Group (MD) p. 159

Food Chains/Supermarkets

C&R Research Services, Inc. (IL) p. 110
 Digital Research, Inc. (ME) p. 116
 Focus Latino (TX) p. 119
 Focus on Food (GA) p. 120
 INA Research (PA) p. 126
 Insights Marketing Group, Inc. (FL) p. 127
 Diane Iseman & Associates (OH) p. 128
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 New South Research (AL) p. 141
 Planet Latino Market Intelligence, Inc. (FL) p. 144

S I S International Research, Inc. (NY) p. 150

Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154
 Survey Center Focus, LLC (IL) p. 156

Foods/Nutrition

ACCE Inc. (ON) p. 102
 Bilingual Moderator (NY) p. 107
C&R Research Services, Inc. (IL) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Contemporary Research Centre - Montreal (PQ) p. 114
Decision Analyst, Inc. (TX) p. 116
 Focus on Food (GA) p. 120
 Global Research Initiatives (CA) p. 122
 Global Research Initiatives (KS) p. 122
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Pranses Research Services (NJ) p. 144
 Research Explorers (IL) p. 148
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Sachs Insights (NY) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Directions Group, Inc. (MN) p. 155
 Talking Business (CA) p. 158

Forest Industries

Market Resource Associates, Inc. (MN) p. 134

Gaming/Casinos

Alternate Routes, Inc. (CA) p. 104
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Daniel Research Group (MA) p. 115
 DRW Research (MI) p. 117
 Insight Casino Research, LLC (CT) p. 127
 Dan Jones & Associates, Inc. (UT) p. 128
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142

Gay & Lesbian

JRH Marketing Services, Inc. (NY) p. 129
 QualCore.com Inc. (MN) p. 146

Generation X

Focus Latino (TX) p. 119
 Diane Iseman & Associates (OH) p. 128
 Practical Imagination Enterprises (NJ) p. 144
 Sabena Qualitative Research Services (CT) p. 152
 Sachs Insights (NY) p. 152
 Talking Business (CA) p. 158
 TWENTYSOMETHING™ INC. (PA) p. 158

Government

Appel Research, LLC (NY) p. 104
 Dan Jones & Associates, Inc. (UT) p. 128
 JRH Marketing Services, Inc. (NY) p. 129
 Kerr & Downs Research (FL) p. 130
 Marketing Matrix International, Inc. (CA) p. 135
 The Mellman Group (DC) p. 137
 MORPACE International, Inc. (MI) p. 139
 Schulman, Ronca & Bucuvalas, Inc. (Br.) (FL) p. 152
 Springboard Marketing Research & Consulting (CA) p. 154

Health & Beauty Aids

C R Market Surveys (IL) p. 110
C&R Research Services, Inc. (IL) p. 110
Decision Analyst, Inc. (TX) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 Focus Latino (TX) p. 119
 Housecalls, Inc. (NY) p. 125
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Kendall Gay Consulting (FL) p. 130
 Practical Imagination Enterprises (NJ) p. 144
 Primary Insights, Inc. (IL) p. 145
 Sabena Qualitative Research Services (CT) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154
 Talking Business (CA) p. 158
 Ten People Talking (WA) p. 158
 Walker Information (IN) p. 159

Health Care

A Z G Research (OH) p. 102
 ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
 Any Small Town Market Research (KS) p. 104
 Appel Research, LLC (NY) p. 104
 B. Champion Associates, Ltd. (IL) p. 105
 BRC Field & Focus Services (AZ) p. 108
 C.L. Gailey Research (CA) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Rebeca Cantu Helmstetler (CO) p. 111
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112
 Consumer Research Centre Ltd. (BC) p. 114
 Contemporary Research Centre - Montreal (PQ) p. 114
 D/R/S HealthCare Consultants (NC) p. 115
 DRW Research (MI) p. 117
 Anne Flanz Custom Marketing Research (IL) p. 119
 Focus Latino (TX) p. 119
 Fundamental Research Group, Inc. (PA) p. 121
 Herrera Communications (CA) p. 124
 Hispanic Research Inc. (NJ) p. 125
 Wayne Howard & Associates (CA) p. 125
 The HSM Group, Ltd. (AZ) p. 125
 IMR Research Group, Inc. (NC) p. 126
 In-Depth Research (CA) p. 126
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
JRA, J. Reckner Associates, Inc. (PA) p. 129
 JRH Marketing Services, Inc. (NY) p. 129
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 Kinzey & Day Qual. Market Research (VA) p. 130
 Gene Kroupa & Associates, Inc. (WI) p. 131
 Maestra Executive Research Services (OH) p. 133
 Market Decisions Corporation (OR) p. 134
 Market Decisions, LLC (ME) p. 134
 Marketing Leverage, Inc. (CT) p. 135
 The Marketing Workshop, Inc. (GA) p. 135
 MORPACE International, Inc. (MI) p. 139
 New South Research (AL) p. 141
 O'Neil Associates, Inc. (AZ) p. 142
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Project Essentials, Inc. (CO) p. 145
 Research Explorers (IL) p. 148
 Research International (IL) p. 148

RMS Communications and Research Inc. (CA) p. 150
 Sabena Qualitative Research Services (CT) p. 152
 Saurage Research, Inc. (TX) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 SIGMA: Research Management Group (OH) p. 153
 Strategic Directions Group, Inc. (MN) p. 155
 Survey Center Focus, LLC (IL) p. 156
 Ten People Talking (WA) p. 158
 Vedanta Research (NC) p. 159
 Wolfson Strategic Consulting (MA) p. 160

Health Care Products-Natural

Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 Wayne Howard & Associates (CA) p. 125
 Kendall Gay Consulting (FL) p. 130
 Springboard Marketing Research & Consulting (CA) p. 154
 Talking Business (CA) p. 158
 Ten People Talking (WA) p. 158

Higher Education

A Z G Research (OH) p. 102
 ActionableCustomerInsights (TX) p. 102
 Campos Market Research, Inc. (PA) p. 111
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Focus Latino (TX) p. 119
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Kinzey & Day Qual. Market Research (VA) p. 130
 O'Neil Associates, Inc. (AZ) p. 142
 Springboard Marketing Research & Consulting (CA) p. 154

High-Tech

Alternate Routes, Inc. (CA) p. 104
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Daniel Research Group (MA) p. 115
 First Insights (NY) p. 119
 Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 In-Depth Research (CA) p. 126
 Lohs Research Group (IL) p. 132
 Market Decisions Corporation (OR) p. 134
 O'Neil Associates, Inc. (AZ) p. 142
 Practica Group, LLC (IL) p. 144
 QualCore.com Inc. (MN) p. 146
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Irwin P. Sharpe & Associates (NJ) p. 153

Hispanic

Cris Bain-Borrego Bilingual Consultant (CA) p. 105
 Bethart Bilingual Research (FL) p. 107
 Bilingual Moderator (NY) p. 107
 BRC Field & Focus Services (AZ) p. 108
 C R Market Surveys (IL) p. 110
C&R Research Services, Inc. (IL) p. 110
 Rebeca Cantu Helmstetler (CO) p. 111
 Consumer Connection, Inc. (FL) p. 112
Doyle Research Associates, Inc. (IL) p. 117
 Focus Latino (TX) p. 119
 Herrera Communications (CA) p. 124
 Hispanic Research Inc. (NJ) p. 125
 INA Research (PA) p. 126
 Insights Marketing Group, Inc. (FL) p. 127
 Karchner Marketing Research, LLC (PA) p. 129
 MBC Research Center (NY) p. 136
MRSI (Marketing Research Services, Inc.) (OH) p. 140
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Q & A Research, Inc. (CA) p. 145

Rincon & Associates (TX) p. 149
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Square One Research (FL) p. 155
 361 Degrees Consulting, Inc. (CA) p. 158

Home Improvement/DIY

The Kiemle Company (SC) p. 130
 Market Resource Associates, Inc. (MN) p. 134
 MORPACE International, Inc. (MI) p. 139
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Practica Group, LLC (IL) p. 144

Hospitality Industry

Cambridge Associates, Ltd. (CO) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112
 Davidson-Peterson Associates (ME) p. 115
 Insight Casino Research, LLC (CT) p. 127
 Jacobs Jenner & Kent (MD) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Kerr & Downs Research (FL) p. 130
 Kinzey & Day Qual. Market Research (VA) p. 130
 The Marketing Workshop, Inc. (GA) p. 135
 O'Neil Associates, Inc. (AZ) p. 142
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153

Hospitals

Chamberlain Research Consultants, Inc. (WI) p. 111
 D/R/S HealthCare Consultants (NC) p. 115
 Wayne Howard & Associates (CA) p. 125
 The HSM Group, Ltd. (AZ) p. 125
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 Kinzey & Day Qual. Market Research (VA) p. 130
 Marketing Leverage, Inc. (CT) p. 135
 O'Neil Associates, Inc. (AZ) p. 142
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Ten People Talking (WA) p. 158

Household Products/Services

Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
Doyle Research Associates, Inc. (IL) p. 117
 Anne Flanz Custom Marketing Research (IL) p. 119
 Focus Latino (TX) p. 119
 Housecalls, Inc. (NY) p. 125
 Insights Marketing Group, Inc. (FL) p. 127
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 JRH Marketing Services, Inc. (NY) p. 129
 Just The Facts, Inc. (IL) p. 129
 Market Resource Associates, Inc. (MN) p. 134
 Maryland Marketing Source, Inc. (MD) p. 136
 MORPACE International, Inc. (MI) p. 139
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Primary Insights, Inc. (IL) p. 145
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Sando and Associates (DC) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Shaw Strategic Marketing (IN) p. 153
 Strategic Directions Group, Inc. (MN) p. 155
 Talking Business (CA) p. 158

Housing

Market Resource Associates, Inc. (MN) p. 134
Schwartz Consulting Partners, Inc. (FL) p. 153
Springboard Marketing Research & Consulting (CA) p. 154

Human Resources/Organizational Dev.

ActionableCustomerInsights (TX) p. 102
Chamberlain Research Consultants, Inc. (WI) p. 111
Karchner Marketing Research, LLC (PA) p. 129
Primary Insights, Inc. (IL) p. 145
Jay L. Roth & Associates, Inc. (NY) p. 150
Schwartz Consulting Partners, Inc. (FL) p. 153

Information Technology (IT)

Alternate Routes, Inc. (CA) p. 104
CMI (GA) p. 112
D. Kom Market Assessment Ltd. (U.K.) p. 115
Daniel Research Group (MA) p. 115
Fundamental Research Group, Inc. (PA) p. 121
Global Research Initiatives (KS) p. 122
Global Research Initiatives (CA) p. 122
Karchner Marketing Research, LLC (PA) p. 129
Marketing Leverage, Inc. (CT) p. 135
The Marketing Workshop, Inc. (GA) p. 135
MORPACE International, Inc. (MI) p. 139
Practica Group, LLC (IL) p. 144
QualCore.com Inc. (MN) p. 146
Jay L. Roth & Associates, Inc. (NY) p. 150
Shaw Strategic Marketing (IN) p. 153
SIGMA: Research Management Group (OH) p. 153

Insurance

Alternate Routes, Inc. (CA) p. 104
Chamberlain Research Consultants, Inc. (WI) p. 111
CMI (GA) p. 112
Consumer Focus LLC (TX) p. 112
Contemporary Research Centre - Montreal (PQ) p. 114
Digital Research, Inc. (ME) p. 116
DRW Research (MI) p. 117
First Insights (NY) p. 119
Wayne Howard & Associates (CA) p. 125
Diane Iseman & Associates (OH) p. 128
Just The Facts, Inc. (IL) p. 129
Karchner Marketing Research, LLC (PA) p. 129
Marketing Leverage, Inc. (CT) p. 135
The Marketing Workshop, Inc. (GA) p. 135
MORPACE International, Inc. (MI) p. 139
Planet Latino Market Intelligence, Inc. (FL) p. 144
Q & A Research, Inc. (CA) p. 145
Sachs Insights (NY) p. 152
Ten People Talking (WA) p. 158

International Firms

Global Research Initiatives (CA) p. 122
Global Research Initiatives (KS) p. 122
In-Depth Research (CA) p. 126
Just The Facts, Inc. (IL) p. 129
Millennium Research, Inc. (MN) p. 138
Research International (IL) p. 148
S I S International Research, Inc. (NY) p. 150

Internet/Web

Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
Contemporary Research Centre - Montreal (PQ) p. 114
D. Kom Market Assessment Ltd. (U.K.) p. 115
Daniel Research Group (MA) p. 115
Digital Research, Inc. (ME) p. 116
First Insights (NY) p. 119

Global Research Initiatives (KS) p. 122
Global Research Initiatives (CA) p. 122
In-Depth Research (CA) p. 126
MBC Research Center (NY) p. 136
QualCore.com Inc. (MN) p. 146
Jay L. Roth & Associates, Inc. (NY) p. 150
Sachs Insights (NY) p. 152
Schwartz Consulting Partners, Inc. (FL) p. 153
Talking Business (CA) p. 158

Lawn & Garden

Diane Iseman & Associates (OH) p. 128
Just The Facts, Inc. (IL) p. 129
Kendall Gay Consulting (FL) p. 130
Market Resource Associates, Inc. (MN) p. 134
Millennium Research, Inc. (MN) p. 138
Schwartz Consulting Partners, Inc. (FL) p. 153

Lawyers

Just The Facts, Inc. (IL) p. 129
Kendall Gay Consulting (FL) p. 130
National Jury Project Midwest (MN) p. 140
O'Neil Associates, Inc. (AZ) p. 142
Strategic Directions Group, Inc. (MN) p. 155

Legal

Market Decisions Corporation (OR) p. 134
MORPACE International, Inc. (MI) p. 139
Murphy Moderating, LLC (NC) p. 140
National Jury Project Midwest (MN) p. 140
O'Neil Associates, Inc. (AZ) p. 142

Leisure

Automotive Insight, Inc. (FL) p. 105
Chamberlain Research Consultants, Inc. (WI) p. 111
Dan Jones & Associates, Inc. (UT) p. 128
Just The Facts, Inc. (IL) p. 129
Springboard Marketing Research & Consulting (CA) p. 154

Managed Care

CMI (GA) p. 112
Wayne Howard & Associates (CA) p. 125
Issues and Answers Network, Inc. (VA) p. 128
Karchner Marketing Research, LLC (PA) p. 129
Kendall Gay Consulting (FL) p. 130
Marketing Leverage, Inc. (CT) p. 135
O'Neil Associates, Inc. (AZ) p. 142
Research Explorers (IL) p. 148
Ten People Talking (WA) p. 158

Manufacturing

Chamberlain Research Consultants, Inc. (WI) p. 111
Focus on Food (GA) p. 120
IMR Research Group, Inc. (NC) p. 126
Just The Facts, Inc. (IL) p. 129
MORPACE International, Inc. (MI) p. 139
Schwartz Consulting Partners, Inc. (FL) p. 153

Mass Merchandisers

Focus Latino (TX) p. 119
Just The Facts, Inc. (IL) p. 129
S I S International Research, Inc. (NY) p. 150

Meat Industry

Focus on Food (GA) p. 120
Talking Business (CA) p. 158

Media

Alternate Routes, Inc. (CA) p. 104
 Herrera Communications (CA) p. 124
 INA Research (PA) p. 126
 Issues and Answers Network, Inc. (VA) p. 128
 Rincon & Associates (TX) p. 149
 Roadmap Market Research (MI) p. 150
 Jay L. Roth & Associates, Inc. (NY) p. 150
S I S International Research, Inc. (NY) p. 150
 Sachs Insights (NY) p. 152

Medical

Cambridge Associates, Ltd. (CO) p. 110
 Campos Market Research, Inc. (PA) p. 111
 Chamberlain Research Consultants, Inc. (WI) p. 111
 D/R/S HealthCare Consultants (NC) p. 115
 Franklin Communications (NJ) p. 120
 Wayne Howard & Associates (CA) p. 125
 In-Depth Research (CA) p. 126
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
JRA, J. Reckner Associates, Inc. (PA) p. 129
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 Kinzey & Day Qual. Market Research (VA) p. 130
 LinguSearch, Inc. (PA) p. 132
 Market Decisions, LLC (ME) p. 134
 Marketing Leverage, Inc. (CT) p. 135
 The Marketing Workshop, Inc. (GA) p. 135
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142
 Q & A Research, Inc. (CA) p. 145
 Research Explorers (IL) p. 148
S I S International Research, Inc. (NY) p. 150
 Sachs Insights (NY) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Ten People Talking (WA) p. 158
 Vedanta Research (NC) p. 159

Medical/Surgical Products

D/R/S HealthCare Consultants (NC) p. 115
Decision Analyst, Inc. (TX) p. 116
 Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 Wayne Howard & Associates (CA) p. 125
 The HSM Group, Ltd. (AZ) p. 125
 In-Depth Research (CA) p. 126
 Issues and Answers Network, Inc. (VA) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 LinguSearch, Inc. (PA) p. 132
 Maestra Executive Research Services (OH) p. 133
 Schwartz Consulting Partners, Inc. (FL) p. 153

Middle-Eastern

Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122

Military

Focus Latino (TX) p. 119

Mothers

C&R Research Services, Inc. (IL) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Focus Latino (TX) p. 119

Focus on Food (GA) p. 120
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Kids Brands Europe (U.K.) p. 130
 Primary Insights, Inc. (IL) p. 145
 Research Explorers (IL) p. 148
 Springboard Marketing Research & Consulting (CA) p. 154

Mothers-Expectant

Primary Insights, Inc. (IL) p. 145
 Springboard Marketing Research & Consulting (CA) p. 154

Newspapers/Magazines

Digital Research, Inc. (ME) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 Focus Latino (TX) p. 119
 O'Neil Associates, Inc. (AZ) p. 142
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Springboard Marketing Research & Consulting (CA) p. 154

Non-Profit/Fund Raising

ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
 Chamberlain Research Consultants, Inc. (WI) p. 111
JRA, J. Reckner Associates, Inc. (PA) p. 129
 The Mellman Group (DC) p. 137
 Research Explorers (IL) p. 148
 Roadmap Market Research (MI) p. 150
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Focus, Inc. (IL) p. 156

Nurses

D/R/S HealthCare Consultants (NC) p. 115
 Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142

Nursing Homes

Pranses Research Services (NJ) p. 144

Office Products

First Insights (NY) p. 119
 Diane Iseman & Associates (OH) p. 128
 Karchner Marketing Research, LLC (PA) p. 129
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Jay L. Roth & Associates, Inc. (NY) p. 150

Packaged Goods

ActionableCustomerInsights (TX) p. 102
 Alternate Routes, Inc. (CA) p. 104
 Any Small Town Market Research (KS) p. 104
 bob's your uncle (U.K.) p. 107
C&R Research Services, Inc. (IL) p. 110
 Campos Market Research, Inc. (PA) p. 111
 Contemporary Research Centre - Montreal (PQ) p. 114
Decision Analyst, Inc. (TX) p. 116
 Digital Research, Inc. (ME) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 DRW Research (MI) p. 117
 First Insights (NY) p. 119
 Anne Flanz Custom Marketing Research (IL) p. 119
 Focus Latino (TX) p. 119
 Focus on Food (GA) p. 120

Global Research Initiatives (KS) p. 122
 Global Research Initiatives (CA) p. 122
 Housecalls, Inc. (NY) p. 125
 INA Research (PA) p. 126
 Insights Marketing Group, Inc. (FL) p. 127
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
JRA, J. Reckner Associates, Inc. (PA) p. 129
 JRH Marketing Services, Inc. (NY) p. 129
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 MBC Research Center (NY) p. 136
 MORPACE International, Inc. (MI) p. 139
MRSI (Marketing Research Services, Inc.) (OH) p. 140
 Murphy Moderating, LLC (NC) p. 140
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Primary Insights, Inc. (IL) p. 145
 QualCore.com Inc. (MN) p. 146
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Paul Schneller Qualitative LLC (NY) p. 152
 Shaw Strategic Marketing (IN) p. 153
 Square One Research (FL) p. 155
 Talking Business (CA) p. 158
 Tracy & Co Market Research & Idea Generation (IL) p. 158
 Zwillinger Research (CA) p. 160

Paper & Related Products

Focus Latino (TX) p. 119
 Diane Iseman & Associates (OH) p. 128
 The Marketing Workshop, Inc. (GA) p. 135

Parents

Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Focus on Food (GA) p. 120
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
JRA, J. Reckner Associates, Inc. (PA) p. 129
 Just The Facts, Inc. (IL) p. 129
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Primary Insights, Inc. (IL) p. 145
 Springboard Marketing Research & Consulting (CA) p. 154

Pet Foods/Supplies

ActionableCustomerInsights (TX) p. 102
Decision Analyst, Inc. (TX) p. 116
 Anne Flanz Custom Marketing Research (IL) p. 119
 Housecalls, Inc. (NY) p. 125
 Diane Iseman & Associates (OH) p. 128
 Millennium Research, Inc. (MN) p. 138
 MORPACE International, Inc. (MI) p. 139
 Practica Group, LLC (IL) p. 144
 Paul Schneller Qualitative LLC (NY) p. 152
 Shaw Strategic Marketing (IN) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154
 Ten People Talking (WA) p. 158

Petroleum Products

Focus Latino (TX) p. 119
 Karchner Marketing Research, LLC (PA) p. 129

Pharmaceutical Products

ACCE Inc. (ON) p. 102
 ActionableCustomerInsights (TX) p. 102
 B. Champion Associates, Ltd. (IL) p. 105
 Bilingual Moderator (NY) p. 107
 Cambridge Associates, Ltd. (CO) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112

Consumer Research Centre Ltd. (BC) p. 114
 Contemporary Research Centre - Montreal (PQ) p. 114
 D/R/S HealthCare Consultants (NC) p. 115
Decision Analyst, Inc. (TX) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 DRW Research (MI) p. 117
 First Insights (NY) p. 119
 Focus Latino (TX) p. 119
 Franklin Communications (NJ) p. 120
 Wayne Howard & Associates (CA) p. 125
 In-Depth Research (CA) p. 126
 InTouch Resource Group, Inc. (NY) p. 127
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
JRA, J. Reckner Associates, Inc. (PA) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 Kinzey & Day Qual. Market Research (VA) p. 130
 Kress & Associates (MA) p. 131
 LinguiSearch, Inc. (PA) p. 132
 Lohs Research Group (IL) p. 132
 Maestra Executive Research Services (OH) p. 133
 Market Decisions, LLC (ME) p. 134
 MBC Research Center (NY) p. 136
MEADOWLANDS CONSUMER CENTER INC. (NJ) p. 136
 Practica Group, LLC (IL) p. 144
 Practical Imagination Enterprises (NJ) p. 144
 Research Explorers (IL) p. 148
 Research International (IL) p. 148
S I S International Research, Inc. (NY) p. 150
 Sabena Qualitative Research Services (CT) p. 152
 Sachs Insights (NY) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Strategic Directions Group, Inc. (MN) p. 155
 Ten People Talking (WA) p. 158
 361 Degrees Consulting, Inc. (CA) p. 158
 Tracy & Co Market Research & Idea Generation (IL) p. 158
 Vedanta Research (NC) p. 159

Pharmacies/Drug Stores

Focus Latino (TX) p. 119
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 Paul Schneller Qualitative LLC (NY) p. 152

Pharmacists

D/R/S HealthCare Consultants (NC) p. 115
 Wayne Howard & Associates (CA) p. 125
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 LinguiSearch, Inc. (PA) p. 132
 MORPACE International, Inc. (MI) p. 139

Physicians

ActionableCustomerInsights (TX) p. 102
 Cambridge Associates, Ltd. (CO) p. 110
 Consumer Research Centre Ltd. (BC) p. 114
 D/R/S HealthCare Consultants (NC) p. 115
Decision Analyst, Inc. (TX) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 First Insights (NY) p. 119
 Franklin Communications (NJ) p. 120
 Wayne Howard & Associates (CA) p. 125
 The HSM Group, Ltd. (AZ) p. 125
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130

Kinzey & Day Qual. Market Research (VA) p. 130
 LinguSearch, Inc. (PA) p. 132
 MBC Research Center (NY) p. 136
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Sabena Qualitative Research Services (CT) p. 152
 Sachs Insights (NY) p. 152
 Paul Schneller Qualitative LLC (NY) p. 152
 Strategic Directions Group, Inc. (MN) p. 155
 Ten People Talking (WA) p. 158

Printing

Paul Schneller Qualitative LLC (NY) p. 152

Public Affairs

Appel Research, LLC (NY) p. 104
 David Binder Research (CA) p. 107
 The Mellman Group (DC) p. 137
 O'Neil Associates, Inc. (AZ) p. 142
 Roadmap Market Research (MI) p. 150
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Focus, Inc. (IL) p. 156

Public Relations

B. Champion Associates, Ltd. (IL) p. 105
 Kinzey & Day Qual. Market Research (VA) p. 130
 O'Neil Associates, Inc. (AZ) p. 142
 Roadmap Market Research (MI) p. 150

Publishing

KL Communications, Inc. (NJ) p. 130
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Sabena Qualitative Research Services (CT) p. 152

Real Estate/Development

Automotive Insight, Inc. (FL) p. 105
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Fundamental Research Group, Inc. (PA) p. 121
 Just The Facts, Inc. (IL) p. 129
 Kinzey & Day Qual. Market Research (VA) p. 130
 Marketing Leverage, Inc. (CT) p. 135
 NAHB Research Center (MD) p. 140
 Roadmap Market Research (MI) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Springboard Marketing Research & Consulting (CA) p. 154
 Strategic Directions Group, Inc. (MN) p. 155

Religion/Churches

Just The Facts, Inc. (IL) p. 129

Restaurants/Food Service

ACCE Inc. (ON) p. 102
 Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 C.L. Gailey Research (CA) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
Decision Analyst, Inc. (TX) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 Anne Flanz Custom Marketing Research (IL) p. 119
 Focus on Food (GA) p. 120
 Global Research Initiatives (CA) p. 122
 Global Research Initiatives (KS) p. 122
 Diane Iseman & Associates (OH) p. 128
 Issues and Answers Network, Inc. (VA) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129

Kinzey & Day Qual. Market Research (VA) p. 130
 Market Decisions Corporation (OR) p. 134
 The Marketing Workshop, Inc. (GA) p. 135
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Talking Business (CA) p. 158

Retailing

Alternate Routes, Inc. (CA) p. 104
 Campos Market Research, Inc. (PA) p. 111
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Focus Latino (TX) p. 119
 IMR Research Group, Inc. (NC) p. 126
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 MORPACE International, Inc. (MI) p. 139
 Primary Insights, Inc. (IL) p. 145
 Project Essentials, Inc. (CO) p. 145
S I S International Research, Inc. (NY) p. 150
 Survey Center Focus, LLC (IL) p. 156
 Wolfson Strategic Consulting (MA) p. 160

Seniors/Mature

Automotive Insight, Inc. (FL) p. 105
 B. Champion Associates, Ltd. (IL) p. 105
C&R Research Services, Inc. (IL) p. 110
 Anne Flanz Custom Marketing Research (IL) p. 119
 InTouch Resource Group, Inc. (NY) p. 127
 Dan Jones & Associates, Inc. (UT) p. 128
 JRH Marketing Services, Inc. (NY) p. 129
 Just The Facts, Inc. (IL) p. 129
 Gene Kroupa & Associates, Inc. (WI) p. 131
 The Marketing Workshop, Inc. (GA) p. 135
 Mature Marketing and Research (NJ) p. 136
 Primary Insights, Inc. (IL) p. 145
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 SIGMA: Research Management Group (OH) p. 153
 Strategic Directions Group, Inc. (MN) p. 155
 Ten People Talking (WA) p. 158

Shopping Centers

Alternate Routes, Inc. (CA) p. 104
 Hollander Cohen & McBride (MD) p. 125
 Dan Jones & Associates, Inc. (UT) p. 128

Sporting Goods

Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 MORPACE International, Inc. (MI) p. 139
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Springboard Marketing Research & Consulting (CA) p. 154

Sports

Automotive Insight, Inc. (FL) p. 105
 Fundamental Research Group, Inc. (PA) p. 121
 KL Communications, Inc. (NJ) p. 130
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Springboard Marketing Research & Consulting (CA) p. 154

Teens

Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 Focus Latino (TX) p. 119
 Focus on Food (GA) p. 120

Diane Iseman & Associates (OH) p. 128
 Just The Facts, Inc. (IL) p. 129
 Kids Brands Europe (U.K.) p. 130
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Primary Insights, Inc. (IL) p. 145
 Research Explorers (IL) p. 148
 Sabena Qualitative Research Services (CT) p. 152
 Sachs Insights (NY) p. 152
 Springboard Marketing Research & Consulting (CA) p. 154
 Tracy & Co Market Research & Idea Generation (IL) p. 158
 TWENTYSOMETHING™ INC. (PA) p. 158

Telecommunications

Alternate Routes, Inc. (CA) p. 104
C&R Research Services, Inc. (IL) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112
 D. Korn Market Assessment Ltd. (U.K.) p. 115
 Daniel Research Group (MA) p. 115
Doyle Research Associates, Inc. (IL) p. 117
 First Insights (NY) p. 119
 Focus Latino (TX) p. 119
 Fundamental Research Group, Inc. (PA) p. 121
 Global Research Initiatives (CA) p. 122
 Global Research Initiatives (KS) p. 122
 Hollander Cohen & McBride (MD) p. 125
 In-Depth Research (CA) p. 126
 Kahle Research Solutions Inc. (MI) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 KL Communications, Inc. (NJ) p. 130
 The Marketing Workshop, Inc. (GA) p. 135
 MORPACE International, Inc. (MI) p. 139
 Practical Imagination Enterprises (NJ) p. 144
 Jay L. Roth & Associates, Inc. (NY) p. 150
S I S International Research, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Shaw Strategic Marketing (IN) p. 153
 Spectrum Research (NJ) p. 154
 361 Degrees Consulting, Inc. (CA) p. 158

Television

C&R Research Services, Inc. (IL) p. 110
 O'Neil Associates, Inc. (AZ) p. 142
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Jay L. Roth & Associates, Inc. (NY) p. 150

Theme Parks

C&R Research Services, Inc. (IL) p. 110

Tourism

Rebeca Cantu Helmstetler (CO) p. 111
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Davidson-Peterson Associates (ME) p. 115
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 The Marketing Workshop, Inc. (GA) p. 135
 Mature Marketing and Research (NJ) p. 136
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Southern Solutions (TN) p. 154
 Strategic Directions Group, Inc. (MN) p. 155
 Strategic Focus, Inc. (IL) p. 156

Toys

C&R Research Services, Inc. (IL) p. 110
 Digital Research, Inc. (ME) p. 116
Doyle Research Associates, Inc. (IL) p. 117
 Just The Facts, Inc. (IL) p. 129
 Maya Levinson, Ph.D. (CA) p. 132

Q & A Research, Inc. (CA) p. 145
 Springboard Marketing Research & Consulting (CA) p. 154

Trade Show/Conventions

ActionableCustomer Insights (TX) p. 102
 Automotive Insight, Inc. (FL) p. 105
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Jacobs Jenner & Kent (MD) p. 128
 Kendall Gay Consulting (FL) p. 130
 KL Communications, Inc. (NJ) p. 130
 Market Resource Associates, Inc. (MN) p. 134
 NAHB Research Center (MD) p. 140
 Roadmap Market Research (MI) p. 150
 Jay L. Roth & Associates, Inc. (NY) p. 150

Transportation

Alternate Routes, Inc. (CA) p. 104
 Cambridge Associates, Ltd. (CO) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 Focus Latino (TX) p. 119
 Fundamental Research Group, Inc. (PA) p. 121
 Dan Jones & Associates, Inc. (UT) p. 128
 MORPACE International, Inc. (MI) p. 139
 Planet Latino Market Intelligence, Inc. (FL) p. 144
 Strategic Focus, Inc. (IL) p. 156

Travel

Alternate Routes, Inc. (CA) p. 104
 Automotive Insight, Inc. (FL) p. 105
 Davidson-Peterson Associates (ME) p. 115
 First Insights (NY) p. 119
 Issues and Answers Network, Inc. (VA) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 MORPACE International, Inc. (MI) p. 139
 Planet Latino Market Intelligence, Inc. (FL) p. 144
S I S International Research, Inc. (NY) p. 150
 Schwartz Consulting Partners, Inc. (FL) p. 153
 Strategic Directions Group, Inc. (MN) p. 155

Utilities/Energy

C&R Research Services, Inc. (IL) p. 110
 Cambridge Associates, Ltd. (CO) p. 110
 Chamberlain Research Consultants, Inc. (WI) p. 111
 CMI (GA) p. 112
 Focus Latino (TX) p. 119
 Diane Iseman & Associates (OH) p. 128
 Dan Jones & Associates, Inc. (UT) p. 128
 Just The Facts, Inc. (IL) p. 129
 Karchner Marketing Research, LLC (PA) p. 129
 Market Decisions Corporation (OR) p. 134
 MORPACE International, Inc. (MI) p. 139
 O'Neil Associates, Inc. (AZ) p. 142
 Jay L. Roth & Associates, Inc. (NY) p. 150
 Schulman, Ronca & Bucuvalas, Inc. (Br.) (FL) p. 152
 Shaw Strategic Marketing (IN) p. 153
 Strategic Directions Group, Inc. (MN) p. 155
 Tracy & Co Market Research & Idea Generation (IL) p. 158

Veterinary Medicine

Karchner Marketing Research, LLC (PA) p. 129
 Kendall Gay Consulting (FL) p. 130
 Millennium Research, Inc. (MN) p. 138
 Paul Schneller Qualitative LLC (NY) p. 152
 The Wedewer Group (MD) p. 159

Yellow Pages

Planet Latino Market Intelligence, Inc. (FL) p. 144

A

Abbott, Susan, Abbott Research & Consulting, (ON) p. 102
 Abrams, Bill, Housecalls, Inc., (NY) p. 125
 Adams, Robert T., Brooks Adams Research, (VA) p. 108
 Adelman, Susan R., Survey Service, Inc., (NY) p. 156
 Adler, Joseph S., The Angell Research Group, Inc., (IL) p. 104
 Ailenbach, Lori T., The Results Network, Inc., (PA) p. 148
 Akerson, Steven D., Akerson Marketing Research, Inc., (MN) p. 102
 Albanese, Isabelle, Consumer Truth® Ltd, (IL) p. 114
 Alexander, Miriam, Miriam Alexander Marketing Research, (CA) p. 138
 Alison, Mark, Answers, Inc., (GA) p. 104
 Allison, Kay, Energy Infuser, (IL) p. 118
 Andersch, Melissa, JRA, J. Reckner Associates, Inc., (PA) p. 129
 Anderson, Al, Anderson Marketing Research, (MN) p. 104
 Anderson, Jeff, Jeff Anderson Consulting, Inc., (CA) p. 104
 Anderson, Katie, Anderson Qualitative Research, Inc., (CA) p. 104
 Ankersmit, Barbara, QMark Research & Polling, (HI) p. 145
 Antonioli, Guy C., Focus Latino, (TX) p. 119
 Antonioli II, Guy C., Focus Latino, (TX) p. 119
 Anwander, Elaine K., Qualitative Research Services, (FL) p. 146
 Appel, PRC, Steve, Appel Research, LLC, (NY) p. 104
 Appelbaum, Alan, Market Probe International, Inc., (NY) p. 134
 Arce, Ph.D., Carlos, NuStats Partners, L.P., (TX) p. 142
 Argentieri, Mia, Argentieri Marketing Research, (PA) p. 104
 Artinano, Silvia, ARPO Research Consultants, (Spain) p. 104
 Atkins, David, Atkins Research Group, Inc., (CA) p. 105
 Augustine, Jonathan A., A Z G Research, (OH) p. 102
 Axelrod, Myril, Myril Axelrod Marketing Directions Ascts., Inc., (NY) p. 105
 Azuara, Mario Martinez, Goldfarb Consultants, (Mexico) p. 123

B

Bailey, William M., William M. Bailey, Ph.D., (FL) p. 105
 Bain-Borrego, Cris A., Cris Bain-Borrego Bilingual Consultant, (CA) p. 105
 Baker, Gemma C., Gemma C. Baker Research, (CT) p. 106
 Baker, Martha, Harris Gabel Associates, Inc., (CA) p. 121
 Baker-Hitzhusen, Hannah, CMI, (GA) p. 112
 Balaban, Caryn, Balaban Market Research Consulting (BMRC), (AZ) p. 106
 Balboa, Isabel C., Balboa Consulting, (CA) p. 106
 Balch, Ph.D., George I., BALCH ASSOCIATES, (IL) p. 106
 Balducci, Phil, Phil Balducci & Associates, Inc., (FL) p. 106
 Balkema, Alan, Monalco, Inc., (WI) p. 138
 Ballant, Christiane, Contemporary Research Centre - Montreal, (PQ) p. 114
 Bange, Marianne, Hygeia Marketing Associates, Inc., (NJ) p. 126
 Barash, Kathryn, Housecalls, Inc., (NY) p. 125
 Barbosa, Liria, C&R Research Services, Inc., (IL) p. 110
 Barbuto, Lorraine, Barbuto & Associates, (NJ) p. 106
 Barnes, Rosalia A., Rosalia Barnes Associates, (CT) p. 106
 Baroutakis, Mary, MBC Research Center, (NY) p. 136
 Barritt, Sandra, FacFind, Inc., (NC) p. 118
 Barth, Richard, Reyes Research, (CA) p. 148
 Bartkowiak, Howard, Kids Brands Europe, (U.K.) p. 130
 Bartkowiak, Judy, Kids Brands Europe, (U.K.) p. 130
 Bartlett, Bill, Suburban Associates, (NJ) p. 156
 Bartlett, Jeff, The Bartlett Group, Inc., (PA) p. 106
 Bass, Mike, Perceptions... and Realities®, Inc., (NY) p. 143
 Bate, Doug, Bate Facilitation Services, (MA) p. 106
 Beaulaurier, Bob, Market Decisions Corporation, (OR) p. 134
 Beck, Lisa Christina, Q Research Solutions, Inc. (Br.), (TX) p. 145
 Becker, Liz, Becker Research, (IL) p. 106
 Becker, Stephanie, Stephanie L. Becker Consulting, (NY) p. 106
 Bell, Darla, Bell Associates Marketing Rsch. & Consulting, (TX) p. 106
 Bemart, Jan, MARKET[SOURCE] Research & Consulting, (MO) p. 135
 Benatar, Leigh, S I S International Research, Inc., (NY) p. 150
 Benedict, Allan, A & K Research, Inc., (MI) p. 102
 Beospflug, Steve, InfoTek Research Group, Inc., (OR) p. 127
 Berenhaus, Ira, Berenhaus Research Solutions, LLC, (NJ) p. 106
 Bergemann, Carl, Sierra Market Research, (NV) p. 153
 Berger, Joel Patrick, C. Berger Group, Inc., (IL) p. 106
 B ergo, Ed, Sandia Market Research, (NM) p. 152

Bernaciak, Jill, Fox Management, (OH) p. 120
 Berne, Michel, Ad Hoc Research, (PQ) p. 102
 Bernstein, Betsy, Bernstein Research Group, Inc., (NY) p. 106
 Bernstein, Ph.D., Dr. Donald, Mid-America Research (Br.), (IL) p. 138
 Berry, Doris, Berry Marketing Research, (CA) p. 106
 Berry, Elizabeth M., Strategic Focus Consulting, Inc., (SC) p. 155
 Berwitz, Ken, Ken Berwitz Marketing Research, (NJ) p. 106
 Bethart, Marta, Bethart Bilingual Research, (FL) p. 107
 Bhagchandani, Bana, Dominion Focus Group, Inc., (VA) p. 117
 Bierer, Jeffrey, Bierer Research Group, (NC) p. 107
 Binder, David, David Binder Research, (CA) p. 107
 Binder, Linda, Primary Insights, Inc., (IL) p. 145
 Bingle, Fred, Bingle Research Group, Inc., (IN) p. 107
 Bisno, Larry, Bisno Associates, (MO) p. 107
 Bixler, Michael, MarketLink, Inc., (GA) p. 135
 Blair, Derek, NRG Research Group, p. 142
 Blake, Pamela J., Blake Qualitative Research Services, (PA) p. 107
 Blevaert, Jan, Capture Research, LLC, (MA) p. 111
 Bloomfield, Michael, The Mellman Group, (DC) p. 137
 Blumenthal, Michelle, Blumenthal Qualitative Research, (NC) p. 107
 Boespflug, Steve, Focus Portland, (OR) p. 120
 Bognore, Ron, Market Research Unlimited, Inc., (ME) p. 134
 Boo, Jessie, Automotive Insight, Inc., (FL) p. 105
 Bouchard, Vincent, SOM, inc., (PQ) p. 154
 Bovich, Ph.D., Ed, Practica Group, LLC, (IL) p. 144
 Bowe, Mike, Bowe Marketing Research Consultants, (CA) p. 107
 Bowers, Carole, Able Associates Research Group, (CA) p. 102
 Boyle, Dr. John, Schulman, Ronca & Bucuvalas, Inc. (Br.), (FL) p. 152
 Brautigam, Douglas, Sovereign Marketing Research, (NY) p. 154
 Brennen, William E., Brennen Consultants, Inc., (IN) p. 108
 Bressan, Louis P., Bressan Research Associates, Inc., (WI) p. 108
 Bridge, Michelle, Maryland Marketing Source, Inc., (MD) p. 136
 Bridgman, Kirk, PS:Research!, (CA) p. 145
 Brittle, Christine, Uncommon Insights, LLC, (VA) p. 159
 Brock, Bo, Frank N. Magid Associates, Inc., (IA) p. 133
 Brogdon, Tina, Qualitative Intelligence, (FL) p. 146
 Bronkesh, Sheryl, The HSM Group, Ltd., (AZ) p. 125
 Brooks, Mitchell, Brooks Rose Marketing Research, Inc., (NY) p. 108
 Brophy, David, Brophy Research, (NY) p. 108
 Brouillon, Carolyn, Field & Tab, Inc., (NY) p. 119
 Brown, Jacob, In-Depth Research, (CA) p. 126
 Brown, Jerome, Jerome Brown Communications, (NY) p. 108
 Brown, Nancy, Nancy S. Brown Marketing Research, (MN) p. 108
 Brown, Robert, Matrix Research, Inc., (IL) p. 136
 Brown, Sondray, Market Dynamics Research Group, Inc., (LA) p. 134
 Browne, Sarah, Redmond Browne Research, (CA) p. 147
 Bruce, Dennis, Mindset Creative Planning, Inc., (ON) p. 138
 Brugaletta, Yolanda, Brugaletta & Associates, (IL) p. 108
 Brunner, Arlene, Automotive Insight, Inc., (FL) p. 105
 Brunner, Douglas J., Automotive Insight, Inc., (FL) p. 105
 Bruyn, Steven, Foresight Research, (MI) p. 120
 Buffalo, Donita, Buffalo Qualitative Research, (MD) p. 108
 Buncher, Dr. Martin, ICM Inc., (CA) p. 126
 Buncher, Martin M., Intercontinental Marketing Investigations, (CA) p. 127
 Bunofsky, Terri, Bunofsky Research Group, Inc., (NY) p. 108
 Burbrink, Amy, Market Inquiry LLC, (OH) p. 134
 Burgess-Whitman, Nan, Doyle Research Associates, Inc., (IL) p. 117
 Burns, Julie, Seal Rock Research, (CA) p. 153
 Burr, Robert, Burr Research, (WA) p. 108
 Bustrum, Lance, Alternate Routes, Inc., (CA) p. 104
 Butler, Kathy, Blue Hill Consulting, (MA) p. 107

C

Cafarcelli, Dr. Eugene, Center for Concept Development, (AZ) p. 111
 Cage, Chris, Indiana Research Service, Inc., (IN) p. 126
 Cain, Gerry, T.I.P. Research, Inc., (MD) p. 156
 Campbell, Ron, M Davis & Co., Inc., (PA) p. 115
 Campbell, Ruth, Research In Marketing, Inc., (IL) p. 148
 Campos, Rusty, Campos Research & Analysis, (CO) p. 111
 Campos, Yvonne, Campos Market Research, Inc., (PA) p. 111

Canapary, Jon, Corey, Canapary & Galanis, (CA) p. 114
 Cantens-Purchon, Gloria, Insights Marketing Group, Inc., (FL) p. 127
 Cantu Helmstetler, Rebeca, Cantu Helmstetler, (CO) p. 111
 Cappel, Catherine, C.A. Cappel Associates, (OH) p. 111
 Cares, Chris, Boulder Focus Center, (CO) p. 107
 Carlin, Camille, Camille Carlin Qualitative Research, Inc., (NY) p. 111
 Carrillo, Rhonda, BRC Field & Focus Services, (AZ) p. 108
 Carter, Greg, Consumer Opinion Services, Inc. (Br.), (WA) p. 113
 Carter, Greg, Consumer Opinion Services, Inc. (Br.), (WA) p. 113
 Carter, Greg, Consumer Opinion Services, Inc., (WA) p. 113
 Carter, Linda, Carter Market Research Services, (KY) p. 111
 Carter, Susan, Susan Carter Focus Research, (CT) p. 111
 Caruso, Nicole, The Jackson Organization, (MD) p. 128
 Casey, Melissa, Qualitative Research, (CA) p. 146
 Cashmore, John, Market Resource Associates, Inc., (MN) p. 134
 Castillo, Enrique F., Castillo & Associates, Inc., (CA) p. 111
 Cerullo, Wayne, InSighting Ideas, (CA) p. 127
 Chalmers, Dee, bob's your uncle, (U.K.) p. 107
 Chamberlain, Sharon, Chamberlain Research Consultants, (WI) p. 111
 Champion, Barbara, B. Champion Associates, Ltd., (IL) p. 105
 Champley, Jim, Guidepath Research, (MN) p. 123
 Chander, Renuka, Research Technika, LLC, (VA) p. 148
 Chardell, Emilu, S F I, Ltd., (IL) p. 150
 Chardon-Pietri, Ph.D., Elena, In Focus Consulting, (CA) p. 126
 Chase, Gregory, KPC Research, (NC) p. 130
 Chavez, Louis, Doane Marketing Research, Inc., (MO) p. 117
 Cheng, Wanla, Asia Link Consulting Group, (NY) p. 104
 Cicero, Jill, Roadmap Market Research, (MI) p. 150
 Ciletti, Dorene, Dorene Ciletti Consultant, (PA) p. 111
 Ciobotaru Levitchi, Dana, AD consulting, (Romania) p. 102
 Clark, Tom, Research Texas, (TX) p. 148
 Clawson, Lisabeth, MRCGroup Research Institute, (NV) p. 139
 Clayton, Laverne, Market Force, Inc., (NC) p. 134
 Clowes, Rusty, The Clowes Partnership, (CT) p. 112
 Cluff, Cynthia, Cluff, Inc. Market Research, (MO) p. 112
 Cohen, Allison, PeopleTalk, (MA) p. 143
 Cohen, Eric, BioVid, (NJ) p. 107
 Cohen, Saul, Saul Cohen & Associates, Inc., (CT) p. 112
 Colburn, Paul L., Colburn & Associates, Ltd., (NC) p. 112
 Cole, John M., Isurus Market Research, (MA) p. 128
 Cole, Katherine, MarkeTec, (NV) p. 135
 Coleman Cohen, Judith, Discovery Research, (CA) p. 116
 Combley, Michael, Stancombe Rsch. & Planning, (Australia) p. 155
 Commons, Marla, Research International, (IL) p. 148
 Conroy, Tara, Direct Feedback, Inc., (PA) p. 116
 Cook, Harold W., Cook Research & Consulting, Inc., (MN) p. 114
 Cooper, Pam, Roadmap Market Research, (MI) p. 150
 Costello, Steve, Blue Sky Strategies, (CO) p. 107
 Couzens, Carole, Q2 Market Research, (PA) p. 145
 Cox, Nicole Ferrin, QualiVision, Inc., (IL) p. 146
 Crane, Steve, Clarion Research, (NY) p. 112
 Cuellar, Ruben, Hispanic Focus Unlimited, (TX) p. 125
 Cunningham, Mark, Cunningham Research Associates, (TX) p. 115
 Cuzner, Bob, Digital Research, Inc., (ME) p. 116

D

Dahn, Dick, Central Focus, (DE) p. 111
 Dalisay, Cheryl A., Stellar Strategic Services, Inc., (IL) p. 155
 Dalyan, Petek, Boyut Mktg. Rsch. & Consultancy, (Turkey) p. 107
 Daniel, Rachel, Synergy International Limited, Inc., (OH) p. 156
 Daniel, Steve, Daniel Research Group, (MA) p. 115
 Darpino, Frances, Frances Darpino Consulting, (PA) p. 115
 Daume, Ph.D., Hal, Inter-National Consulting Group, (NJ) p. 127
 Davidoff, Amy, Market Voice Consulting, (IN) p. 135
 Davis, Linden, Lin Davis & Associates, (NY) p. 115
 Davis, Rebecca, Personal Opinion, Inc., (KY) p. 143
 Dawe, William, Full Measure Research, Inc., (IL) p. 120
 Dawkins, Michael, MORPACE International, Inc., (MI) p. 139
 Day, Rebecca, Kinzey & Day Qual. Market Research, (VA) p. 130

de Fazio, Domenica, Sachs Insights, (NY) p. 152
 Dean, Philip, Qessential Medical Market Research, LLC, (NH) p. 145
 Deaton, Ph.D., William, ConStat, Inc., (CA) p. 112
 DeLevie, Sharon, DeLevie Group Research, (NY) p. 116
 DeLuca, Melissa, Irwin Broh & Associates, (IL) p. 108
 DeNance, Andrew, DeNance & Associates, (WA) p. 116
 DeNicola, Nino, Dialogue Resource, Inc., (CT) p. 116
 Denny, Ph.D., Rita, Practica Group, LLC, (IL) p. 144
 Denton, Susan, LinguiSearch, Inc., (PA) p. 132
 DeReamer, Martha L., The Matrix Group, Inc., (KY) p. 136
 Deslauriers, Kathleen, Contemporary Research Centre, (PQ) p. 114
 Desurvire, Heather, Behavioristics, Inc., (CA) p. 106
 Deuterman, John, Corporate Research Center, Inc., (NC) p. 114
 Dezzutti, Lisa, Market Connections, Inc., (VA) p. 134
 Di Paula, Adam, NRG Research Group, (BC) p. 142
 Diamantopoulos, Lynn, Athena Research Group, (CA) p. 105
 Dickinson, Bette, Bette Dickinson Research, Inc., (MN) p. 116
 Dimbert, Jonathan, FieldHouse Marketing Research, (IL) p. 119
 Dimbert, Ron, FieldHouse Marketing Research, (KS) p. 119
 DiPilli, Elizabeth, Project X New York, (NY) p. 145
 DiSciullo, Mary Jo, MJD Qualitative Research, (NJ) p. 138
 Disher, Dave, Disher Strategic Research, LLC, (OH) p. 116
 Disher, Dave, The Opinion Suites, (VA) p. 142
 Dixon, Ph.D., Lori M., Great Lakes Marketing Associates, (OH) p. 123
 Dodek, Wendy, Insight Research & Training, (MA) p. 127
 Dodge, Tony, Dodge Business Research Consulting, (MN) p. 117
 Doherty, Mark, Chadwick Martin Bailey, Inc., (MA) p. 111
 Dolobowsky, Reva, Dolobowsky Qualitative Services, Inc., (MA) p. 117
 Dominowski, Peter, Market Trends Research, Inc., (FL) p. 135
 Donnelly, Ph.D., Ted, Baltimore Research, (MD) p. 106
 Donovan, Ph.D., Mike, Practica Group, LLC, (IL) p. 144
 Doub, Jack, Jack R. Doub Co., (OH) p. 117
 Dougherty, Vern, FOCUSED Marketing Research, Inc., (WI) p. 120
 Dowd Kollman, Colleen, Kollman Research Services, (MI) p. 130
 Dowe, Melanie, Melanie Dowe Marketing Group, LLC, (WA) p. 117
 Downs, Ph.D., Phillip, Kerr & Downs Research, (FL) p. 130
 Doyle, Eileen, Panel Opinions, (MA) p. 143
 Doyle, Mona, The Consumer Network, Inc., (PA) p. 113
 Draper, John, DMS Research, (CA) p. 117
 Dreyer, Gary A., InFocus Strategic Research, (GA) p. 126
 Dreyfuss, Phyllis, PSD Marketing Services, (MD) p. 145
 Drutman, Lowell, Small Planet Research, (NY) p. 154
 Duda, Dan F., DecisionTrack, (PA) p. 116
 Duperreault O'Connor, Barbara, O'Connor Research, (MA) p. 142

E

Ebel, Christopher J., Ebel Marketing Group, (PA) p. 117
 Eberhart, Lynette, Probe Market Research, Inc., (NY) p. 145
 Eckstein, Blanka, Blanka Eckstein Qualitative Research, (NY) p. 117
 Eckstein, Tom, Arundel Street Consulting, Inc., (MN) p. 104
 Efken, Christine, Doyle Research Associates, Inc., (IL) p. 117
 Ehmann, Laura, Chamberlain Research Consultants, Inc., (WI) p. 111
 Eiden, Tom, The Marketing Workshop, Inc., (GA) p. 135
 Eisenfeld, Bonnie, Bonnie W. Eisenfeld, (PA) p. 118
 Eligar, Bharati, Cross-Tab Marketing Services Pvt. Ltd., (India) p. 114
 Engelhart, Michael, Response Research, (AZ) p. 148
 Engelken, Dale W., Genesis Marketing and Research, Inc., (IA) p. 122
 Epp, Lois, Epp Consulting, (AB) p. 118
 Eshelman, Ph.D., MaryAnne, Eshelman & Townsend, Ltd., (PA) p. 118
 Essman, Denise, Essman/Research, (IA) p. 118
 Etherton, Jeff, Northwest Research Group, Inc., (WA) p. 141
 Everett, Chris, The Kensington Group, Inc., (IN) p. 130

F

Fabian, Abbe, Weinman/Schnee, Inc., (NY) p. 159
 Fader, Susan, Fader & Associates, (NY) p. 118
 Falk, Thor, Falk Research Associates, Inc., (FL) p. 118
 Falkenberg, Karen, Concept Catalysts, Inc., (GA) p. 112
 Farrell, Mike, Youthography Inc., (ON) p. 160

Fasching, Jean, JFK Market Research, (MN) p. 128
 Fedoruk, Candace, Vision Research @, (ON) p. 159
 Feehan, Ph.D., Mike, Observant, LLC, (MA) p. 142
 Feldman, Natan, Bravo Bi-lingual Services, (NC) p. 108
 Feldman, Richard, Feldman Research Lab, (NJ) p. 119
 Ferguson, Bruce, Q2 Marketing Research, LLC, (OH) p. 145
 Ferry, Jim, Boston Innovation Group (B.I.G.), (MA) p. 107
 Fichtner, Robert, The Dieringer Research Group, Inc., (WI) p. 116
 Fiebelkorn, Markus, BERENT Deutschland GmbH, (Germany) p. 106
 Fields, Joy Lynn, Joy Lynn Inc., (GA) p. 133
 Fine, Jeff, Insight Casino Research, LLC, (CT) p. 127
 Fischer, Beth, The TCI Group, (MN) p. 158
 Fischer, Jim, MotorBrains, Inc., (IL) p. 139
 Fischer, Ph.D., Karen I., Fischer Research Assoc. Inc., (PA) p. 119
 Flake, Karen, Flake-Wilkerson Market Insights, LLC, (AR) p. 119
 Flament, Kathy, NAHB Research Center, (MD) p. 140
 Flanz, Anne, Anne Flanz Custom Marketing Research, (IL) p. 119
 Fletcher, Andrew, Andrew Fletcher Consulting Ltd., (New Zealand) p. 119
 Fletcher, Shannon, Lighthouse Research and Development, (UT) p. 132
 Flowers, Amy, Market Decisions, LLC, (ME) p. 134
 Flynn, Mike, Flynn Consulting, (MO) p. 119
 Foley, Ph.D., Carol D., Foley Research, Inc., (WA) p. 120
 Foster, Barbara, Insights Worldwide Research, (CA) p. 127
 Fox, John, John Fox Marketing Consulting, (OH) p. 120
 Franklin, Michael, Franklin Communications, (NJ) p. 120
 Franz, Jennifer, JD Franz Research, Inc., (CA) p. 120
 Franzblau, David, Strategic Marketing Group, Inc., (CO) p. 156
 Freedman, Jeff, Sachs Insights, (NY) p. 152
 Frengut, Ph.D., Renee H., eQualitativeResearch.com, (FL) p. 118
 Frieden, Ph.D., Gary, Frieden Qualitative Services, (CA) p. 120
 Friedman, Robert, Fearless Branding, (CA) p. 119
 Fudenberg, Gail, GRF Marketing, Ltd., (IL) p. 123
 Fuller, Nancy, Marketrends, Inc., (VA) p. 135
 Fuller, Steven J., InforMedix Marketing Research, Inc., (IL) p. 127
 Fulton, Teri L., Chamberlain Research Consultants, Inc., (WI) p. 111
 Funk, Francesca, Noetix Group, (TX) p. 141
 Furmansky, Howard, Furmansky Associates, (CT) p. 121
 Furst, Sidney C., Furst Analytic Center, Inc., (NY) p. 121
 Fuson, Greg, Research Consulting Group, LLC, (TN) p. 147
 Fyffe, Pamela, Fyffe and Co., (CA) p. 121

G

Gabriel, Aline, Contemporary Research Centre - Montreal, (PQ) p. 114
 Gabriel, Richard, Decision Analysis, (CA) p. 115
 Gadbois, Mary, Gadbois Research, (MI) p. 121
 Gailey, Carol, C.L. Gailey Research, (CA) p. 110
 Gaines, Janet, View-Finders Market Research, (NY) p. 159
 Gaines McDonald, Lisa, Research Explorers, (IL) p. 148
 Gaines McDonald, Loran, Research Explorers, (IL) p. 148
 Gallagher, Erin, IMR Research Group, Inc., (NC) p. 126
 Galloway, J. Patrick, Galloway Research Services, (TX) p. 121
 Garcia Fontana, Ph.D., Rose Marie, Garcia Fontana Research, (CA) p. 121
 Gardner, Claire, Insights & Innovations, LLC, (OH) p. 127
 Garma Zipper, Martha, M G Z Research, (IL) p. 133
 Garner, Jennifer, Garner Insight, (CO) p. 122
 Gartzman, Sue, Explorations, (IL) p. 118
 Gassaway, Barbara, The Family Research Group, (MD) p. 119
 Gay, Kendall, Kendall Gay Consulting, (FL) p. 130
 Gediman, Lewis M., The Gediman Research Group, Inc., (CT) p. 122
 Gehrett, Gretchen, G2 Marketing, (VA) p. 121
 Gendel, Dr. Howard, Gendel Marketing Research Co., (NY) p. 122
 Gentleman, Karen, Gentleman Associates, (IN) p. 122
 Gentry, Ph.D., Kevin, C.A. Walker Research Solutions, Inc., (CA) p. 110
 Geraci, Renae, Campos Market Research, Inc., (PA) p. 111
 Gershowitz, Karen, Strategic Action, Inc., (NY) p. 155
 Gersovitz, Pharm. D., Asta, MedProbe Inc., (MN) p. 136
 Gibson, Ed, Consumer Research Centre Ltd., (BC) p. 114
 Gibson, Elvernyia, CIBA Research & Consulting, LLC, (GA) p. 111
 Gigler, Dianne L., D.L. Gigler Marketing Research, (PA) p. 122
 Gilbert, Daryl, Survey Center Focus, LLC, (IL) p. 156

Gingold, Elaine, Gingold Research, (MN) p. 122
 Giniewicz, Linda, Qualitative Insights, (CA) p. 146
 Giordano, Catherine, AnswerSearch, Inc., (FL) p. 104
 Glackin, Allison, Allison Glackin Market Research, (OH) p. 122
 Glassman, Nanci A., Continental Research Associates, Inc., (VA) p. 114
 Godfrey, Sharon, Sharon Godfrey, (U.K.) p. 122
 Goetz, Kevin, OTX (Online Testing Exchange), (CA) p. 143
 Gohier, Francois, Multi Reso, (PQ) p. 140
 Gokbayrak, Burcak, GfK Turkey, (Turkey) p. 122
 Goldberg, Hal, Qualitative & Quantitative Research, (CA) p. 146
 Goldberg, Michael, Michael Goldberg Research Consultant, (NJ) p. 122
 Goldberg, Ph.D., Mindy, Mindy Goldberg Associates, Inc., (NJ) p. 122
 Goldfarb, Pam, LitBrains - Igniting Ideas, (MN) p. 132
 Goldman, Warren, Warren Goldman Associates, Inc., (NJ) p. 123
 Goldstein, Fred, Goldstein/Krall Marketing Resources, Inc., (CT) p. 123
 Goldstein, Lila, LG Research, LLC, (NJ) p. 132
 Goldwasser, Jane, New Directions Consulting, Inc., (NY) p. 140
 Gomez, Dora Maria, YanHaas, (Colombia) p. 160
 Goodchild, Jo-Ann, The Marketing Workshop, Inc., (GA) p. 135
 Gordon, Gregory L., L.C. Williams & Associates, Inc., (IL) p. 160
 Gordon, Howard L., GRFI, Ltd., (IL) p. 123
 Gorelick, Dick, Gorelick & Associates, Inc., (PA) p. 123
 Graff, Carol, Graff Group, (MN) p. 123
 Grant Wright, Gratia, Moderators Etc. (Br.), (NC) p. 138
 Grant, Ph.D., Bernadette, Grant & Associates, Inc., (AL) p. 123
 Grayman, Tom, Gray Area Research, (NY) p. 123
 Grayson, Harriet, Harriet Grayson & Associates, (NY) p. 123
 Green, Michael, Direct Marketing Research Associates, (CA) p. 116
 Green, Terry, Insights, Inc., (ON) p. 127
 Greenbaum, Tom, Groups Plus, Inc., (CT) p. 123
 Greenberg, Lester, Research Technologies, LLC, (VT) p. 148
 Greenberg, Lynn, Lynn Greenberg Associates, (NY) p. 123
 Greenfield, Andrew, Greenfield Consulting Group (Br.), (CT) p. 123
 Grieco, Joe, Grieco Research Group, Inc., (CA) p. 123
 Gries, Stephanie, A Z G Research, (OH) p. 102
 Grunert, Lee, Buffalo Survey & Research, Inc., (NY) p. 108
 Gudulunas, Will, David Binder Research, (CA) p. 107
 Guild, William, The Guild Group, Inc., (TX) p. 123
 Guskey, Dr. Audrey, Research Consultant, (PA) p. 124
 Gutenberg, Jeff, BRX Global Research Services, (NY) p. 108
 Guttman, Manpreet, Synovate, (BC) p. 156
 Guy, Janice, jgmrc Ltd., (U.K.) p. 128

H

Haack, Trenton, Burke, Incorporated, (OH) p. 108
 Habegger, Paul, ADVANTIS Research & Consulting, Inc., (MN) p. 102
 Hale, Robert, Robert Hale & Associates, (CA) p. 124
 Hamilton, Marcia, MEH Market Research, (AZ) p. 137
 Hanna, Kati, Strategic Solutions, (NM) p. 156
 Hannaford, William, Northwest Research Associates, (WI) p. 141
 Hannah, Maggie, Hannah & Associates, Inc., (ME) p. 124
 Hardwick, Jerry, Jerry Hardwick & Associates, Inc., (FL) p. 128
 Hardwick, Nancy, Hardwick Research, (WA) p. 124
 Harmon, Linda, Focus One Research, LLC, (MS) p. 120
 Harriau, Philip, The Caney Group LLC, (CT) p. 111
 Harrington, Jon, Chamberlain Research Consultants, Inc., (WI) p. 111
 Harris, Dr. Leslie M., Mature Marketing and Research, (NJ) p. 136
 Harris, J. Robert, JRH Marketing Services, Inc., (NY) p. 129
 Harris, Jeanne, Focus Research, (CA) p. 120
 Harris, Lloyd J., JRH Marketing Services, Inc., (NY) p. 129
 Harris, Robert, Harris Marketing & Opinion Research, (RI) p. 124
 Harrison-Wolfe, Margaret, M.L. Harrison & Co., (KY) p. 124
 Harwood, Kay, Harwood-Qualitative, LLC, (SC) p. 124
 Hawkins, John C., Hawkins & Associates, (CA) p. 124
 Haynes, Jim, BRC Field & Focus Services, (AZ) p. 108
 Hays, Ph.D., Robert D., Haysmar, Inc., (FL) p. 124
 Head, Melinda, Head Research, Inc., (PQ) p. 124
 Hebert, Jim, Hebert Research, Inc., (WA) p. 124
 Heilala, Don, Industrial Research Center, (PA) p. 126
 Heimbach, Carolyn, Research Plus, Inc., (IL) p. 148

Henderson, Naomi R., RIVA Market Research, (MD) p. 149
 Hendley, Barbara, Market Insight, (SC) p. 134
 Heon, Elizabeth, Envision Marketing Research, (ON) p. 118
 Herbert, Christopher J., The Insight Group Inc., (AZ) p. 127
 Herrera, Enrique, Herrera Communications, (CA) p. 124
 Heskes, Sjoerd, Heskes & Partners Qual. Rsch., (Netherlands) p. 124
 Hess, Holly, SNG Research Corporation, (MN) p. 154
 Hilker, Walt, Hilker Research & Consulting, Inc., (GA) p. 125
 Hill, Jenny, Southern Solutions, (TN) p. 154
 Hill, Susan, SRH Group, (CA) p. 155
 Hilland, Jonathan, MindWave Research, Inc., (TX) p. 138
 Hodgson, Eddy, Pennhaven Research, Inc., (GA) p. 143
 Hodgson, Peter, Travel and Tourism Research, (U.K.) p. 158
 Hoffenberg, Allan, A Total Resource Group, (CO) p. 102
 Hoffenberg, Allan, Brand-Aid Consulting, (MA) p. 108
 Hoffman, Judy, Profile Marketing Research, Inc., (FL) p. 145
 Holbert, Sean, KL Communications, Inc., (NJ) p. 130
 Holt, Christine, C&R Research Services, Inc., (IL) p. 110
 Homer, Ph.D., Leonard M., Leonard M. Homer, Ph.D., (TX) p. 125
 Hooper, Anne R., 4C Research & Consulting, (NH) p. 120
 Hooper, Peter, Atlantic Research & Consulting, Inc., (MA) p. 105
 Howard, Wayne, Wayne Howard & Associates, (CA) p. 125
 Howell, David, The Howell Research Group, (CO) p. 125
 Hsieh, Daphne, Opinion Research Taiwan, (Taiwan) p. 142
 Huaco Lang, Nancy, Cultural Horizons Inc., (MO) p. 115
 Huberty, Tim, Huberty Marketing Research, (MN) p. 126
 Hudson, Matt, Hudson Media Research, (CO) p. 126
 Hung, Andrew, Kangs & Associates (Asia Pacific) Ltd., (Hong Kong) p. 129
 Hunt, Ph.D., George, Practica Group, LLC, (IL) p. 144
 Hunter, Dawn, The HSM Group, Ltd., (AZ) p. 125
 Hunter, Eric, Russell Marketing Research, Inc., (NY) p. 150

I

Iles, Rob, Schwartz Consulting Partners, Inc., (FL) p. 153
 Ingram, Jerry, Southeast Research, Inc., (AL) p. 154
 Iseman, Diane, Diane Iseman & Associates, (OH) p. 128
 Ishimoto, Norman P., Kiyomura-Ishimoto Associates, (CA) p. 130
 Ivancin, Maria, Market Research Bureau, LLC, (DC) p. 134

J

Jackson, Carla, Schulman, Ronca & Bucuvalas, Inc. (Br.), (FL) p. 152
 Jacobs, Lou, L & J Research, (CA) p. 131
 Jacobs, Wayne, Jacobs Jenner & Kent, (MD) p. 128
 Jacobs-Houk, Kathy, Market Insight, (FL) p. 134
 Jacques, Ph.D., Pete, LIMRA International, (CT) p. 132
 Jager, Jim, Graham & Associates, Inc., (AL) p. 123
 Jager, Jim, New South Research, (AL) p. 141
 Jaye, Liz, Research Strategy Group Inc., (ON) p. 148
 Jefferson, John, Jefferson & Associates, Inc., (OH) p. 128
 Jennings, Charles, Avista Consulting Ltd., (U.K.) p. 105
 Jennings, Roger, Mar-Quest Research, Inc., (MI) p. 136
 Jensen, Charlotte, Q & A Research, Inc., (CA) p. 145
 Jessen, John, Momentum Market Intelligence, (OR) p. 138
 Jiang, Huaifu, Multicultural Solutions, Inc., (CA) p. 140
 Johaneck, Carol, Johaneck & Associates, (MO) p. 128
 Johnson, Bruce W., B. W. Johnson Marketing Research, Inc., (UT) p. 128
 Johnson, Greg, Strategic Business Research, Inc., (PA) p. 155
 Johnson, Jan, Millennium Research, Inc., (MN) p. 138
 Johnson, Jennifer, Lauer Research, Inc., (DC) p. 131
 Johnson, Julie M., Research by Design, (OR) p. 147
 Johnson, Laura, CMI, (GA) p. 112
 Jolas, Philip, P & L Research, Inc., (CO) p. 143
 Jones, Doug, Doug Jones Research, (GA) p. 129
 Jones, Judi, Parker Jones Marketing Research, (CA) p. 143
 Jones, Patricia, Dan Jones & Associates, Inc., (UT) p. 128
 Jordon, Beth, The Jordan Group, (MA) p. 129
 Julian, Allan, HARPER, (IN) p. 124

K

Kaagan, Lawrence, Kaagan Research Associates, Inc., (NY) p. 129
 Kahle, Ph.D., Bob, Kahle Research Solutions Inc., (MI) p. 129
 Kains, Dave, Metroline Research Group, Inc., (ON) p. 137
 Kakugawa, Wanda, Market Trends Pacific, Inc., (HI) p. 135
 Kanarek, Abby Ellison, Abby Ellison Research, (NY) p. 118
 Kane, Steven, Baxter Strategies Incorporated, (NY) p. 106
 Kangur, Ivar, Ivar Kangur, (ON) p. 129
 Kannenber, Shannon, Discovery - National Qual. Network, (FL) p. 116
 Kaplan, Jaonne, GfK Custom Research Inc., (MN) p. 122
 Kapoor Turner, Sonya, iModerate, (CO) p. 126
 Karchner, Helen, Karchner Marketing Research, LLC, (PA) p. 129
 Karchner, Mike, Karchner Marketing Research, LLC, (PA) p. 129
 Karubus, Patt, Primary Insights, Inc., (IL) p. 145
 Katosh, John P., JPK Research, Inc., (VA) p. 129
 Katz, Rita, R.H. Katz Consulting, (NY) p. 129
 Kaufman, Julie, Kaufman Associates, (CA) p. 129
 Kaufman, Terry, Global Research Initiatives, (KS) p. 122
 Kaufman, Terry, Global Research Initiatives, (CA) p. 122
 Kayton, Rodney, Schwartz Consulting Partners, Inc., (FL) p. 153
 Keir, Beth Anne, JRA, J. Reckner Associates, Inc., (PA) p. 129
 Keller, Mary Beth, Creative Waves, (NY) p. 114
 Kelly, Jean, Marketing Solutions Corporation, (NJ) p. 135
 Kelly, Lynn C., Marketing Leverage, Inc., (CT) p. 135
 Kendall, Lynn, Cambridge Associates, Ltd., (CO) p. 110
 Kendall, Walter, Cambridge Associates, Ltd., (CO) p. 110
 Kerndt, Dick, Richmark Research Services, (IL) p. 148
 Kerr, Carol D., Kerr Marketing Consulting, (KY) p. 130
 Kessler, Ph.D., Sheila, Competitive Edge, (CA) p. 112
 Kiemle, Fred W., The Kiemle Company, (SC) p. 130
 King, Jim, Research International Canada, (ON) p. 148
 King, Karen, Minkus & Associates, (PA) p. 138
 Kinzey, Reyn, Kinzey & Day Qual. Market Research, (VA) p. 130
 Kirby, Matt, bob's your uncle, (U.K.) p. 107
 Kirby, Riley, IMR Research Group, Inc., (NC) p. 126
 Kirkaldy, Jeanne, Roadmap Market Research, (MI) p. 150
 Kirmayer, Patricia, Housecalls, Inc., (NY) p. 125
 Kirmayer, Patricia M., Patricia M. Kirmayer Market Research, (CT) p. 143
 Klages, Claire, Research Data Services, Inc., (FL) p. 147
 Klass, Richard, KCI Partners, (FL) p. 130
 Klein, Ann, Any Small Town Market Research, (KS) p. 104
 Kleiner, Karen, Clear Concepts, (CA) p. 112
 Klink, Brian, Strategic Business Solutions, Inc., (WI) p. 155
 Kluttz, Sandra L., Strategic Learning & Knowledge, Inc., (NJ) p. 156
 Kniola, Alan L., Midwest Marketing Research, (IN) p. 138
 Knuff, James, LK Research, Inc., (IN) p. 132
 Knust, Sylvia, EyeTracking, Inc., (CA) p. 118
 Koelzer, Tim, EquiBrand Consulting, (CA) p. 118
 Koerner, Joseph A., The Qualis Company, (MO) p. 146
 Kohlman, Kristine, Kohlman Atlee, (VA) p. 130
 Komilaides, Doug, D. Kom Market Assessment Ltd., (U.K.) p. 115
 Korbel, Dr. Susan, Core Research, (TX) p. 114
 Kornheiser, Alan, Sophisticated Market Research, (NY) p. 154
 Kornokovich, Ron, Copley Focus Centers, (MA) p. 114
 Kornokovich, Ron, OPINIONation, (OH) p. 142
 Kostroski, Larry, Venture Research Corporation, (WI) p. 159
 Kothe, Beverly B., MarketWise, Inc., (NC) p. 136
 Kozac, Ellen, Focus Suites of Philadelphia, (PA) p. 120
 Kramer, Dale A., Kramer Research, LLC, (NJ) p. 130
 Kramer, Wayne A., BenchMarketing Associates, Inc., (IN) p. 106
 Kravitz, Jack Steven, Windy City, (Brazil) p. 160
 Kress, Charleen E., Kress & Associates, (MA) p. 131
 Kroot, Louise, Louise Kroot Associates, (CA) p. 131
 Kroupa, Gene, Gene Kroupa & Associates, Inc., (WI) p. 131
 Kubba, Ed, Kubba Consultants, Inc., (IL) p. 131
 Kurtz, Richard, Richard Kurtz & Associates, (NY) p. 131
 Kuzawinski, Karla, Karlamar Associates, LLC, (NY) p. 129

L

Lackow, Steve, RPM Consulting, (CA) p. 150
 Ladd, Cherly, Ladd Research Group, (OH) p. 131
 Ladner, Robert, Ask Miami Research, (FL) p. 105
 Lake, Jackie, SEEK, Inc., (OH) p. 153
 Lamberts, Elizabeth, Lamberts Consulting, (Germany) p. 131
 Lamey, Jo, JL Market Research, (MT) p. 128
 LaMond, Jay P., Guide Post Research, (PA) p. 123
 Landers, Carol, Carol Landers, LLC, (TX) p. 131
 Langer, Judith, GfK-NOP, (PA) p. 122
 Langhorne, Deirdre, The Langhorne Group, Inc., (VA) p. 131
 Lartigue, Roberto, Lightshed Group, (CA) p. 132
 Lauter, M.Ed., Shari, Maestra Executive Rsch. Svcs., (OH) p. 133
 Lawrence, Duncan, MORPACE International, Inc., (MI) p. 139
 Layseca, Diana, Q & A Research, Inc., (CA) p. 145
 Lazar, Susan, The Lazar Group, (IL) p. 131
 Leduc, Louise, Leduc Marketing, Strategy & Research, (PQ) p. 131
 Lee, Bonnie, QMark Research & Polling (Br.), (Guam) p. 146
 Lee, Chris, MedQuest Facilities and Recruiting, (IL) p. 137
 Lee, John, Focus Research & Marketing, (NE) p. 120
 Lee, Nora Choi, MBC Research Center, (NY) p. 136
 Leech, Dr. Charles, ABM Research, Ltd., (ON) p. 102
 Leferman, Norm, Leferman Associates, Inc., (CT) p. 131
 Lefowitz, Hal, Hal Lefkowitz & Company, (CA) p. 131
 Legendre, Pierre, Legendre Lubawin Marketing, Inc., (PQ) p. 131
 Lehman, Lisa, Holleran Consulting, (PA) p. 125
 Leibel, Kevin, innovation Management, (NC) p. 127
 Leichter, Betsy, Leichter Associates, LLC, (NY) p. 132
 Leiman, Jim, MORPACE International, Inc., (MI) p. 139
 Lenahan, Trish, Primary Insights, Inc., (IL) p. 145
 Lenny, Roxanne, Arizona Market Research Services, (AZ) p. 104
 Lenny, Roxanne, Frank Lynn & Associates, Inc., (IL) p. 133
 Lerek, Ellen, Qualitative Solutions, Inc., (Mexico) p. 146
 Lerena, Sue, The Exploration Station, Ltd., (S. Africa) p. 118
 Lerner, Ph.D., Judith, Lerner, Consumer Insights for Mktg., (NY) p. 132
 Letters, Robyn, Opinion Studies, (CA) p. 142
 Levesque, Diane Y., New England Trial Consulting, (NH) p. 140
 Levin, Bob, Levin and Associates, (VA) p. 132
 Levinson, Maya, Maya Levinson, Ph.D., (CA) p. 132
 Levy, Ph.D., Doran J., Strategic Directions Group, Inc., (MN) p. 155
 Lewis, J.J., Passenger & Shipping Institute, (FL) p. 143
 Lewis, James, Lewis Consulting Inc., (NC) p. 132
 Lewis, Steve, Development II, inc., (CT) p. 116
 Liebling, Barry A., Liebling Associates Corp., (NY) p. 132
 Linda, Gerry, Gerald Linda & Associates, (IL) p. 132
 Lindberg, Ava, SunResearch, (CT) p. 156
 Lindeman, Mari, Mari Hispanic Research & Field Services, (CA) p. 134
 Lindemann, Carla, Issues and Answers Network, Inc., (VA) p. 128
 Lipson, Ph.D., Joel, Joel W. Lipson, Ph.D., (WA) p. 132
 Livingston, Dr. Sharon, The Livingston Group, (NH) p. 158
 Lobo, Melanie, Decision Analyst, Inc., (TX) p. 116
 Lohs, Jan, Lohs Research Group, (IL) p. 132
 Lomax, Delphyne, V & L Research & Consulting, Inc., (GA) p. 159
 Longfellow, Dale, Cambridge Research, Inc., (MN) p. 110
 Lonnie, Kevin, KL Communications, Inc., (NJ) p. 130
 Lopez, Ricardo A., Hispanic Research Inc., (NJ) p. 125
 Loretta, Jim, Loretta Marketing Group, (FL) p. 133
 Lowe, Angie, Ask For Research, (U.K.) p. 104
 Lund, Sally, Lund & Associates, Inc., (OH) p. 133
 Luther, Edna, Edna Luther & Associates, Inc., (MA) p. 133
 Lutz, Thomas, Intelligent Horizons, Inc., (PA) p. 127
 Lybrand, Bert, Market Decisions Corporation, (OR) p. 134
 Lyons, Elaine M., Perceptive Market Research, Inc., (FL) p. 143

M

Maby, Linda, Perspectives Marketing Research, (U.K.) p. 144
 Macpherson, Susan, National Jury Project Midwest, (MN) p. 140
 Maddox, Grace, Grace E. Maddox Associates Inc., (ON) p. 133
 Maguire, Laurie, Muse Consulting, Inc., (CA) p. 140

Maitland, Jennie, Maitland Goodman Consultancy Ltd., (U.K.) p. 133
 Malech, Dr. Arlene, Bay Area Research, (MD) p. 106
 Mandel, Candace, Market Insights, (MA) p. 134
 Mandelbaum, Jack, Management Insight Technologies, (MA) p. 134
 Manuel Solis, Ph.D., Victor, Acertiva, (Mexico) p. 102
 Marcy, Cindy, Marcy & Partners, (CO) p. 134
 Marder, Maxine, MWM Marketing Research and Consulting, (IL) p. 140
 Mariner, Thom, SIGMA: Research Management Group, (OH) p. 153
 Mark Jessop, Kevin, Evolve Research, (OK) p. 118
 Markham, Sally, Markets in Motion, (GA) p. 135
 Marks, Joan, Galli Research Services, (IL) p. 121
 Marriott, Heather, Focal Research, (NS) p. 119
 Marron Menendez, Anibal, MG Business Research Svcs., (Spain) p. 137
 Marte, Shirley, Schwartz Consulting Partners, Inc., (FL) p. 153
 Martinez-Baco, Miguel, MRSI (Marketing Rsch. Svcs., Inc.), (OH) p. 140
 Mason, Rob, Bread & Butter Research & Planning, (Australia) p. 108
 Massie, Michelle, Michelle Massie Marketing, Inc., (ON) p. 136
 Matousek, Terri, Wisconsin Research, Inc., (WI) p. 160
 Matousers, Terri, Matousek & Associates, (WI) p. 136
 Mayher, Ron, Business Research Services, Inc., (OH) p. 110
 Mayo, Marty, StarWorks, Inc., (MI) p. 155
 Mazanec, Marcia, Marcia Mazanec Consulting, (MN) p. 136
 McBride, Frank, Strategic Advantage, (NC) p. 155
 McBride, Scott, Hollander Cohen & McBride, (MD) p. 125
 McDonough, Don, Evans/McDonough Co., Inc., (WA) p. 118
 McGee, Tom, Doyle Research Associates, Inc., (IL) p. 117
 McGinn, Frank, Creative Research Services, Inc. (Br.), (TX) p. 114
 McGwiness, Peter, Issues and Answers Network, Inc., (VA) p. 128
 McIlrath, Mary, C&R Research Services, Inc., (IL) p. 110
 Mckeithen, Tom, Healthcare Performance Consulting, Inc., (FL) p. 124
 McNamara, Debbie, Research Inc., (SC) p. 148
 McNamara, Debbie, Research Inc., (GA) p. 148
 Meguire, Valerie, Maui Strategic Marketing, (HI) p. 136
 Meloche, Daniel, Leger Marketing, (PQ) p. 131
 Mendez-Sabre, Cristian, Improdir Mktg. Rsch. & Consulting, (TX) p. 126
 Meneses, Walter E., Meneses Research & Associates, (CA) p. 137
 Mezler, Colleen, Moore Research Services, Inc., (PA) p. 138
 Michelson, Mark, Focus on Food, (GA) p. 120
 Michelson, Mark, ShowIntell Trade Show & Conference Rsch., (GA) p. 153
 Michelson, Mark L., Michelson Marketing Solutions, (GA) p. 137
 Mier y Teran Sheppard, Ina, INA Research, (PA) p. 126
 Mildner, Curtis, Market Decisions, LLC, (ME) p. 134
 Miller, Alison, Clarity, (AZ) p. 112
 Miller, Barb, Walker Information, (IN) p. 159
 Miller, Pepper, The Hunter-Miller Group, (IL) p. 126
 Miller, Richard, Consumer Pulse of New York (Br.), (NJ) p. 113
 Miller, Richard, Consumer Pulse of Chicago (Br.), (IL) p. 113
 Miller, Richard, Consumer Pulse of Charlotte (Br.), (NC) p. 113
 Miller, Richard, Consumer Pulse of Los Angeles (Br.), (CA) p. 113
 Miller, Richard, Consumer Pulse of Milwaukee (Br.), (WI) p. 113
 Miller, Richard, Consumer Pulse of Baltimore (Br.), (MD) p. 113
 Miller, Richard, Consumer Pulse of Washington (Br.), (VA) p. 114
 Miller, Richard, Consumer Pulse of Philadelphia (Br.), (PA) p. 114
 Miller, Richard, Consumer Pulse, Inc., (MI) p. 114
 Miller, Richard, Consumer Pulse of Detroit (Br.), (MI) p. 113
 Minchow, Don, Inquire Market Research, Inc., (CA) p. 127
 Miner, Kathy, Keystone Research, LLC, (CO) p. 130
 Miraglia, Mindy, ARC Research, (NJ) p. 104
 Mirman, Robert, Eliant, Inc., (CA) p. 118
 Miskovic, Darlene K., Miskovic Research & Consulting, (IL) p. 138
 Moder, Michael J., Moder Research & Communications, Inc., (CA) p. 138
 Mokover, Peter, Spectrum Research, (NJ) p. 154
 Molloy, Peggy, Molloy Marketing Services, (MD) p. 138
 Monks, Sarah, IMR Research Group, Inc., (NC) p. 126
 Montgomery, Ph.D., Charles L., Pioneer Marketing Research, (GA) p. 144
 Moorehouse, Dean, Strategic Research Associates, (WA) p. 156
 Morgan, Alice, Alice Morgan Qualitative Services, (MI) p. 138
 Morgan, Don, GMA Research Corp., (WA) p. 122
 Morich, Don, Consumer and Professional Research, Inc. (CPR), (IL) p. 112
 Morris, Erin, Harris Interactive®, (CT) p. 124
 Morrison, Dan, Daniel Jay Morrison & Associates, Inc., (NJ) p. 139

Morrison, David A., TWENTYSOMETHING™ INC., (PA) p. 158
 Morrison, Richena, Morrison & Morrison, Ltd., (KY) p. 139
 Moulton-Abbott, Peggy, Issues and Answers Network, Inc., (VA) p. 128
 Mount, Jane, Davidson-Peterson Associates, (ME) p. 115
 Mount, Jane, Digital Research, Inc., (ME) p. 116
 Mueller, Frank, Mueller Market Insight, (Germany) p. 140
 Mulder, Ronald, Minnesota Opinion Research, (MN) p. 138
 Mundo, Lucy, Essential Resources, LLC, (NJ) p. 118
 Munson, Karen, Research Solutions, Inc., (WI) p. 148
 Murphy, Bernadette, Murphy Moderating, LLC, (NC) p. 140
 Murphy, Brenda, Brenda F. Murphy and Associates, Inc., (MI) p. 140
 Murphy, Keith, Lollipop Research, (NJ) p. 132
 Murphy, Patrick O., Strategic Marketing Services, (ME) p. 156
 Murphy, Tom, Murphy Research Services, (MN) p. 140
 Murphy, Ph.D., James P., J.P. Murphy & Company, (PA) p. 140

N

Nagle, Barb, Marketscape Research & Consulting, (CA) p. 135
 Napier, Todd, Parker Marketing Research, LLC, (OH) p. 143
 Nassar, Susan, ENERGETICS, (NC) p. 118
 Neal, Rachelle S., Capitol Research Services, Inc., (MI) p. 111
 Nelson, Amy, LinguSearch, Inc., (PA) p. 132
 Nelson, Ronald G., Nelson Research, Inc., (NY) p. 140
 Nerren, Jackie, Marketing & Research Counsel, (TN) p. 135
 Nerz, David, MLN Research Ltd., (NC) p. 138
 Neuwirth, Jim, Northstar Research Partners, (NY) p. 141
 Neveril, Tom, Storybrand Consulting, (CA) p. 155
 Newman, Felicia, Newman Marketing Research, (PA) p. 141
 Newman, Jan, The Newman Group, Ltd., (CA) p. 141
 Ng, Joyce, Springboard Marketing Research & Consulting, (CA) p. 154
 Nichols, Mimi, Nichols Research - GroupNet Northern CA, (CA) p. 141
 Nichols, Mimi, Nichols Research - GroupNet Central CA, (CA) p. 141
 Nichols, Mimi, Nichols Research - GroupNet Northern CA, (CA) p. 141
 Nichols, Mimi, Nichols Research, Inc., (CA) p. 141
 Nichols, Mimi, Nichols Research - GroupNet Northern CA, (CA) p. 141
 Nichols, Teresa, Conundrum Qualitative Research, (KS) p. 114
 Nick, Mary, Nick Marketing Research, (MN) p. 141
 Niederluecke, Mark, The Axiom Group, Inc., (MN) p. 105
 Nissenfeld, Ph.D., Mark, Ziment Associates, Inc., (NY) p. 160
 Nitta, Clyde, Nitta Research Group, (OK) p. 141
 Noedel, Larry, Noedel Marketing Research, (WA) p. 141
 Noriega, Beatriz, Focus Latino, (TX) p. 119
 Norris, Peter, Norris Consulting, (WA) p. 141
 Norton, Nancy, N2 Qualitative Marketing Research, (NJ) p. 140
 Novak, Greg, Novak Marketing, Inc., (NY) p. 141
 Nunez, Kirsty D., Focus Research, Inc., (LA) p. 120
 Nye, Dick, The Looking Glass Group, (TN) p. 132

O

Odesky, Stan, Stanford H. Odesky and Associates, (OH) p. 142
 O'Donnell, Tom, Reiman O'Donnell Limited, (U.K.) p. 147
 Oggranu, Melanie, S I S International Research, Inc., (NY) p. 150
 Ogiba, Edward F., Group EFO Limited, (FL) p. 123
 Oilar, Mike, Market Decisions Corporation, (OR) p. 134
 O'Keefe, Carolyn, Market Quest Research Group Inc., (NF) p. 134
 Okrent, Diane, DO Research, (NY) p. 117
 Olson, Christy, Compass Qualitative Research, Inc., (AR) p. 112
 O'Neil, Elizabeth, ACCE Inc., (ON) p. 102
 O'Neil, Patty, O'Neill Marketing Insights, (MN) p. 142
 O'Neil, Ph.D., Michael J., O'Neil Associates, Inc., (AZ) p. 142
 O'Neill, Holly M., Talking Business, (CA) p. 158
 Oppenheim, Anneliese, Oppenheim Research, (FL) p. 142
 Oromaner, Daniel, The Qualitative Difference Inc, (CO) p. 146
 Orsino, Don, Orsino Marketing Research, (CA) p. 142
 Osiatynski, Andrey, ActionableCustomer Insights, (TX) p. 102
 Ottenfeld, Marshall, Mid-America Research, (IL) p. 137
 Owen, Brian A., NRG Research Group, (MB) p. 142

P

Padilla, Belkist E., Insights Marketing Group, Inc., (FL) p. 127
 Palma, Terri, Palma Companies, (CA) p. 143
 Park, Hazel, Kangs & Associates (Singapore) Pte., (Singapore) p. 129
 Parkerson, Elaine, Primary Insights, Inc., (IL) p. 145
 Partner, James, Research For Management, Inc., (PA) p. 148
 Pasquarelli, Deborah, Hunterdon Research & Consulting, (NJ) p. 126
 Patton, Paris, Sachs Insights, (NY) p. 152
 Paul Verheggen, Pieter, MOTIVACTION INT'L, (Netherlands) p. 139
 Pawlowski, Greg, Roadmap Market Research, (MI) p. 150
 Payne, Melanie, Payne & Partners, Inc., (IL) p. 143
 Pellegrini, Bob, RJ Research, (CA) p. 150
 Pena, Patricia, OneBrand, (CA) p. 142
 Percy, Adrian E., Percy & Company Research, (LA) p. 143
 Perea, Patricia, PereaSearch, (TX) p. 143
 Perez, Ph.D., Raul, Bilingual Moderator, (NY) p. 107
 Perkins, Sam, S I S International Research, Inc., (NY) p. 150
 Peterson, George, AutoPacific, Inc., (CA) p. 105
 Peterson, Karen, Davidson-Peterson Associates, (ME) p. 115
 Peterson, Karen, Digital Research, Inc., (ME) p. 116
 Petrullo, JoAnn, The Petrullo Consultants, (MO) p. 144
 Pflueger, Lisa, MarketVibes, Inc., (IN) p. 136
 Pino, Warren, Hispanic Perspectives, (CA) p. 125
 Pino, Warren, Q & A Research, Inc., (CA) p. 145
 Plessner, Mila, MBC Research Center, (NY) p. 136
 Plunkett, Marion, Plunkett Communications, Inc., (ON) p. 144
 Pluta, MD., Timothy, Vedanta Research, (NC) p. 159
 Podolsky, Harvey, Ruth Diamond Market Rsch. Svcs., (NY) p. 116
 Polito, Janelle, The Marketing Workshop, Inc., (GA) p. 135
 Ponaman, Bonnie, Facts 'n Figures, (CA) p. 118
 Ponaman, Bonnie, Health Care Testing, Inc., (CA) p. 124
 Ponts, Gretchen, Strata Research, (CA) p. 155
 Pope, Louise O., Pope Qualitative Research, Inc., (MN) p. 144
 Popp, Kathy, ConsumerSpeak, (OH) p. 114
 Porter, Craig, MORPACE International, Inc., (MI) p. 139
 Porter, Dr. Lana E., Lana Porter Group, (BC) p. 131
 Portnoy, Eli, The Portnoy Group, (FL) p. 144
 Poster, Bruce, Southwest Planning & Marketing, (NM) p. 154
 Power, Debra, Power Marketing, (MI) p. 144
 Powers, Bob, COMPASS Consulting Group, Inc., (RI) p. 112
 Powers, Cheryl, The Research Edge, (MN) p. 147
 Pragoff, Tina, Innovation Focus, (PA) p. 127
 Pranses, Terrence J., Pranses Research Services, (NJ) p. 144
 Prince, Dan, Prince Market Research, (TN) p. 145
 Ptacek, Charles H., Charles, Charles & Associates Inc., (AZ) p. 111

Q

Quarles, Ph.D., Rebecca, QSA Research & Strategy, (VA) p. 146
 Quick, Mary Lea, MRK, Inc., (KY) p. 139
 Quigley, Gloria, Clear View Brand Insight & Strategy, (IL) p. 112
 Quinn Olsen, Maureen, M.Q. Olsen Marketing Research, (IL) p. 142

R

Rait, Fiona, Fiona Rait, (U.K.) p. 146
 Raith, Cheryl, Customer Connections, (WI) p. 115
 Rancourt, Heather, NAHB Research Center, (MD) p. 140
 Rand, Lee, Rand Research Corporation, (ON) p. 146
 Raphael, Joel, Viewpower, Inc., (NY) p. 159
 Rapoport, Gail, Rapsessions, Inc., (IL) p. 146
 Rapoport, Emanuel, Emanuel Rappaport & Associates, (CA) p. 146
 Rassbach, Herb, HDR Group, (PA) p. 124
 Rathjen, Greg, Marketecture, (GA) p. 135
 Ray Alt, Sharon, Boomer Groups, (IL) p. 107
 Reale, Susan, REALeResearch, (CA) p. 147
 Reed, Mike, Clayton Reed Associates, (U.K.) p. 112
 Reed, Ph.D., Michael L., Vedanta Research, (NC) p. 159
 Reich, Christine, Reich Research Group, (MD) p. 147
 Reid, Michael, Minter & Reid, (CO) p. 138
 Reilly, Sheila, Reilly Group, (RI) p. 147

Rein, Tom, Issues and Answers Network, Inc., (VA) p. 128
 Reish, Joel, Next Level Research, (GA) p. 141
 Relihan, Robert J., C&R Research Services, Inc., (IL) p. 110
 Rellis, Carey, Good Karma Consulting, Inc., (MD) p. 123
 Restrepo, Jorge, Eureka Facts, LLC, (MD) p. 118
 Reyes, Adrian, Adrian Information Strategies (AIS), (TX) p. 102
 Rhodes, Stephen, R T S Marketing & Research Services, (NY) p. 146
 Rich, David, The Research & Planning Group, (MO) p. 147
 Richards, Marilyn, PRYBYL Group, Inc., (IL) p. 145
 Richter, Laurie, Consumer Voice, (IL) p. 114
 Rickman, Leonard, Rickman Research & Communications, (MD) p. 148
 Ried, Rhonda, Cornerstone Research & Marketing, Inc., (NY) p. 114
 Rieger, Liliana C., Rieger Research Inc., (CA) p. 148
 Riegner, Cate, Media-Screen, (CA) p. 136
 Riesenbach, Larry, Lawrence Research Associates, (CA) p. 131
 Riester, John, Discovery Works, Inc., (OH) p. 116
 Rife, Mary, Rife Market Research, Inc., (FL) p. 149
 Rigney, John, Rigney & Associates, (CA) p. 149
 Riley, Mike, Riley Research Associates, (OR) p. 149
 Rincon, Dr. Edward T., Rincon & Associates, (TX) p. 149
 Ringo, Sally, Sally Ringo Research, (GA) p. 149
 Rinker, C. Dirk, Campbell Rinker, (CA) p. 110
 Rivera, Martha, Doyle Research Associates, Inc., (IL) p. 117
 Riveria, Anna, Moderators Etc., (FL) p. 138
 Rix, Jeremy, Metro Research Ltd., (U.K.) p. 137
 Robb, Grant, Lieberman Research Worldwide, (CA) p. 132
 Robbins, Carole J., Active Focus, (PA) p. 102
 Roberts, Rona, Roberts & Kay, Inc., (KY) p. 150
 Robeson, Kristen, JRA, J. Reckner Associates, Inc., (PA) p. 129
 Robinson, Bill, Robinson Research, (WA) p. 150
 Robinson, Cheryl, C R Market Surveys, (IL) p. 110
 Rodriguez, Karen, Square One Research, (FL) p. 155
 Rodriguez, Lilli, Rabid Research & Strategic Planning, (CT) p. 146
 Rodriguez, Otto J., Hispanic Research Inc., (NJ) p. 125
 Rogers, J. Scott, Margaret Ann's Research, (GA) p. 134
 Roller, Margaret R., Roller Marketing Research, (VA) p. 150
 Roscelli, Tony, Informa Research Services, Inc., (CA) p. 126
 Rosenthal, Barbara, Rosenthal Qualitative Research, (DC) p. 150
 Rosenthal, Elissa, Rosenthal Marketing Rsch. & Strategy, (MA) p. 150
 Rossmagel, Dr. Christian, Opus Moderandi, (Germany) p. 142
 Roth, Jay, J.L. Roth & Associates, Inc. (Br.), (FL) p. 128
 Roth, Jay, Jay L. Roth & Associates, Inc., (NY) p. 150
 Rubin, Larry, Lawrence Rubin Associates, Inc., (CA) p. 131
 Rudman, Gary, GTR Consulting, (CA) p. 123
 Rugen, Ph.D., Barbara, Audience Impact Research, (OH) p. 105
 Rulli, James P., RULLI RESEARCH, LLC, (OH) p. 150
 Rutter, Ph.D., Robert S., Customer Insights Research, Inc., (NC) p. 115

S

Sabena, Patricia, Sabena Qualitative Research Services, (CT) p. 152
 Sabena Feagin, Nicole, Sabena Qualitative Research Services, (CT) p. 152
 Sachs, Tammy, Sachs Insights, (NY) p. 152
 Safire, Mark, Sachs Insights, (NY) p. 152
 Salces, Dr. Luis, C R Market Surveys, (IL) p. 110
 Sall, Jeni, Genesis Research Associates, (CA) p. 122
 Sando, Ruth, Sando and Associates, (DC) p. 152
 Santucci, Ms. Federica, RQ - Ricerche Qualitative, (Italy) p. 150
 Saperstein, Ph.D., Martin D., Saperstein Associates, Inc., (OH) p. 152
 Saquet, Dr. Jeannette, Business Research Group, (MI) p. 108
 Sartain, Bill, Focused Solutions, (UT) p. 120
 Sauer, Jim, Strategic Performance Group, LLC, (MN) p. 156
 Saurage-Altenloh, Susan, Saurage Research, Inc., (TX) p. 152
 Scanlon, Jim, Marketing Leverage, Inc., (CT) p. 135
 Schade, Jenny, JRS Consulting, Inc., (IL) p. 129
 Schaefer, Ellen V., Group Works, (CA) p. 123
 Schaeter, Marjorie, Beyond, Inc., (AZ) p. 107
 Schellenberg, David, LinguiSearch, Inc., (PA) p. 132
 Schleich, Natasha, Plunkett Communications, Inc., (ON) p. 144
 Schlund, Mr. Wulf, ISM Global Dynamics, (Germany) p. 128
 Schmidt, Carole, Doyle Research Associates, Inc., (IL) p. 117
 Schneider, Jonathan, Square One Research, (FL) p. 155

Schneller, Paul, Paul Schneller Qualitative LLC, (NY) p. 152
 Schorr, Doug, Schorr Creative Solutions, Inc., (CA) p. 152
 Schrager, Andrea, MEADOWLANDS CONSUMER CTR., (NJ) p. 136
 Schrager, Manny, MEADOWLANDS CONSUMER CTR, (NJ) p. 136
 Schreiber, Theresa, Survey Center Focus, LLC, (IL) p. 156
 Schroer, Williams J., WJ Schroer Company, (MI) p. 160
 Schroeter, Meta L., Schroeter Research Services, (CT) p. 152
 Schurtz, Joseph, Perception Research Services, Inc., (NJ) p. 143
 Schwartz, Adele, Focus Inn™, (NJ) p. 119
 Schwartz, Bernard, Bernard Schwartz & Associates, (PA) p. 152
 Schwartz, Elliot, Hase/Schannen Research Associates, (NJ) p. 124
 Schwarz, Larry, Creative Marketing Solutions, Inc., (PA) p. 114
 Scott, Rhonda, RMS Communications and Research Inc., (CA) p. 150
 Sears, James M., James M. Sears Associates, (NC) p. 153
 Segal, Horacio, Planet Latino Market Intelligence, Inc., (FL) p. 144
 Segersin, Linda, The Martec Group - Green Bay, (WI) p. 136
 Seidler, Sharon, C&R Research Services, Inc., (IL) p. 110
 Seiler, Ph.D., Marilyn, Seiler Associates, (NY) p. 153
 Sellers, Ron, Ellison Research, (AZ) p. 118
 Selya, Paul S., Selya Associates, (PA) p. 153
 Selz, Ph.D., Marcia, Marketing Matrix International, Inc., (CA) p. 135
 Seratti, Ph.D., Karen, Seratti Group, (CA) p. 153
 Seyer, Kendra, Market Analysis Brasil, (Brazil) p. 134
 Sharma, Mr. Raj, Majestic MRSS Ltd., (India) p. 133
 Sharpe, Irwin P., Irwin P. Sharpe & Associates, (NJ) p. 153
 Sharpe, Peter A., Irwin P. Sharpe & Associates, (NJ) p. 153
 Shaw, Ron, Shaw Strategic Marketing, (IN) p. 153
 Shaylor, Julie, MindSearch, (MA) p. 138
 Shen, Ty, Shen Research Organization, (MA) p. 153
 Sherbs, Betty, Hollander Cohen & McBride, (MD) p. 125
 Shields Kann, Christine, CSK Marketing Inc., (WI) p. 115
 Shrader Bos, Glenda, Harker Research, (NC) p. 124
 Siegel, Gary, Gary Siegel Organization, Inc., (IL) p. 153
 Siegfried, Donna, Fundamental Research Group, Inc., (PA) p. 121
 Silver, Robert M., Silver Strategies, (MO) p. 153
 Simon, Dr. Murray, D/R/S HealthCare Consultants, (NC) p. 115
 Sims Page, Diane, Diane Sims Page, (MN) p. 154
 Sion, Cherie, Sion Research Assoc. Inc., (CA) p. 154
 Sistrunk, Eilyn, Gene Kroupa & Associates, Inc., (WI) p. 131
 Sklaire, Dan, Systems Research Corp., (NJ) p. 156
 Slater Young, Frances, IMR-Innovative Media Research, (NJ) p. 126
 Sloan, Casey, C&R Research Services, Inc., (IL) p. 110
 Sloan, George, Customer Strategy Consulting, (CA) p. 115
 Small, Liz, Small Insights, Inc., (IL) p. 154
 Smith, Alexa, The Research Department, (NY) p. 147
 Smith, Larry, Smith Market Research, (KY) p. 154
 Snell, Joyce, Snell Associates, Inc., (CA) p. 154
 Sokolow, Hal, Applied Behavioral Dynamics, (NJ) p. 104
 Song, Ph.D., Dr. Anna, Anderson Analytics, LLC, (CT) p. 104
 Souweine, Candace H., C.H. Souweine Associates, (MN) p. 110
 Spanier, Jim, James Spanier Research, (NY) p. 154
 Spaulding, Greg, Moderators Etc. (Br.), (CA) p. 138
 Spaulding, Greg, Spaulding & Associates, (CA) p. 154
 Spencer, Diane, Distinctive Marketing, Inc., (NJ) p. 116
 Spenser, David, Direct Dialogue, (U.K.) p. 116
 Spier, Daisy, Spier Research Group, (NY) p. 154
 Spradley, Deborah R., Spradley & Associates, Inc., (OH) p. 154
 Stackpole, Irving, Stackpole & Associates Inc., (MA) p. 155
 Stallard, Sanford, RDA Group, (MI) p. 146
 Stanat, Ruth, S I S International Research, Inc., (NY) p. 150
 Stander, David, Stander Research Associates, Inc., (MI) p. 155
 Stark, Ph.D., Dr. Evan, Message Science Inc., (NY) p. 137
 Steffen, Ph.D., Valerie J., Strategic Intelligence, Inc., (ID) p. 156
 Steigerwald, Kurt, National Market Measures, Inc., (OH) p. 140
 Steinmetz, Allan, Inward Strategic Consulting, (MA) p. 127
 Sterling, APR, Terri H., Sterling Communications, (TN) p. 155
 Stewart, Mike, B & B Research Services, Inc., (OH) p. 105
 Stewart, Sue, Consumer Focus LLC, (TX) p. 112
 Stock, Richard, Business Research Group, (OH) p. 110
 Stone, Susan Ray, Focused Research, (OH) p. 120
 Stover, Christy M., Strategic Eye, Inc., (PA) p. 155
 Stowe, Marshall, Martin + Stowe, Inc., (CA) p. 136

Strong-Tidmon, Ginger, Moore & Symons, Inc., (GA) p. 138
 Sundel, Ph.D., Harvey H., Sundel Research, Inc., (CO) p. 156
 Sunderland, Ph.D., Patti, Practica Group, LLC, (IL) p. 144
 Sundin, Rosemary, Orman Guidance Research®, Inc., (MN) p. 142
 Surovcik, Diane, Marketing Solutions Corporation, (PA) p. 135
 Swatek, Eric, Kendall Gay Consulting, (FL) p. 130
 Swatek, Michele, Kendall Gay Consulting, (FL) p. 130
 Sweeney, Katie, Outside In Strategies, Inc., (NY) p. 143
 Sweeney, Timm, SIL Group, (FL) p. 153
 Sweet, Casey, Quesst Qualitative Research, (NY) p. 146
 Sweet, Susan, Doyle Research Associates, Inc., (IL) p. 117
 Szyszkiewicz, Regina, Ten People Talking, (WA) p. 158

T

Taglione, Donna, MORPACE International, Inc., (MI) p. 139
 Talbott, Gene, Research Strategies, Inc., (AL) p. 148
 Tallal, Scott, Insite Media Research, (CA) p. 127
 Talley, Rick, Talley Research Group, (CA) p. 158
 Taraschi, Robert, Milestone®, (MA) p. 138
 Taylor, Lon, First Insights, (NY) p. 119
 Taylor, Tim, MORPACE International, Inc., (MI) p. 139
 Tema-Lyn, Laurie, Practical Imagination Enterprises, (NJ) p. 144
 Teplitz, Paul, Research Boston Corp., (MA) p. 147
 Tettenhorst, Sharon, LT Inc., (MO) p. 133
 Teweles, Tracy, Tracy & Co Market Research & Idea Generation, (IL) p. 158
 Thomas, Andrea, National Service Research, (TX) p. 140
 Thomas, Helen I., H.I. Thomas Consulting Group, (OH) p. 158
 Thomas, Jerry W., Decision Analyst, Inc., (TX) p. 116
 Thompson, Terrence N., Thompson Information Services, (FL) p. 158
 Thornhill, Susan J., Thornhill Associates, (CA) p. 158
 Thrane, Gary, Analytic Insight, Inc., (IL) p. 104
 Thul, Tom, Directions Research Corp., (IA) p. 116
 Thurston, Stephen, The NorthMark Group, (NH) p. 141
 Tincknell, Bruce, Just The Facts, Inc., (IL) p. 129
 Tobias, Lawrence D., PharmaNexus, Inc., (NJ) p. 144
 Tobias, Ron, Marketing Mechanics, (NY) p. 135
 Toler, Todd, Sachs Insights, (NY) p. 152
 Tonielle, Denene, Zebra Strategies, (NY) p. 160
 Tooley, Chuck, Business Communication Consultants, Inc., (MT) p. 108
 Towers, Matthew, Towers Research Services, (CA) p. 158
 Towery, Mark, Geo Strategy Partners, (GA) p. 122
 Treadwell, Bill, Opinion Research of California, (CA) p. 142
 Trenholm, Linda, Trenholm Research, (TX) p. 158
 Trotta, Diane, Trotta Associates, (CA) p. 158
 Tse, May, Synovate, (PQ) p. 156
 Tuchman, Paul, Outsmart Marketing, (MN) p. 143
 Tucker, Sara, Product Evaluations, Inc., (IL) p. 145
 Turner, John W., Turner Research Network, (GA) p. 158

U

Ulrich, Nancy, Concepts In Focus, (FL) p. 112
 Ulrich, Nancy, Ulrich Research, (FL) p. 159
 Usery, Raluca, C&R Research Services, Inc., (IL) p. 110
 Usher, Doug, The Mellman Group, (DC) p. 137

V

Valle, Elba, Consumer Connection, Inc., (FL) p. 112
 van Veen, Hugo, Round Table Research BV, (Netherlands) p. 150
 Vanderlaan, Rod, InterActive Solutions, (MI) p. 127
 Vanek, Robyn, Loran Marketing Group, (IL) p. 132
 Vardis, Harry, Creative Focus, Inc., (GA) p. 114
 Vaughan, Patty, Project Essentials, Inc., (CO) p. 145
 Verigin, Doug, Market Decisions Corporation, (OR) p. 134
 Villain, Eric, D/R Added Value, (CA) p. 115
 Villar, Timothy, Gulf View Research, LLC, (LA) p. 124
 Villar, Timothy, Gulf View Research, LLC, (FL) p. 124
 Vincent, Jean G., Vincent McCabe, Inc., (NY) p. 159
 Vitale, Dona, Strategic Focus, Inc., (IL) p. 156
 Voda, John, Pragmatic Research, Inc., (MO) p. 144

W

Wakeman, Olivia, Advance Insight, LLC, (TX) p. 102
 Waldal, Leanne, Otivo, Inc., (CA) p. 142
 Walker, Robert, Surveys & Forecasts, LLC, (CT) p. 156
 Walkowski, Jeff, QualCore.com Inc., (MN) p. 146
 Wallace, Priscilla, The New Marketing Network, Inc., (IL) p. 141
 Wallace, Roger, Decision Analyst, Inc., (TX) p. 116
 Ward, Jack, Marketing Leverage, Inc., (CT) p. 135
 Ward, Rebecca S., Ward Research, Inc., (HI) p. 159
 Wargo, Cindy, North Coast Behavioral Research Group, (OH) p. 141
 Warner, Paul A., Kirk Research Services, Inc., (FL) p. 130
 Watkins, Anita, TNS, (GA) p. 158
 Weaver, Jim, Consumer Opinion Services, Inc. (Br.), (OR) p. 113
 Weaver, Sheila, Weaver Marketing Research, (AB) p. 159
 Wedewer, Robin, The Wedewer Group, (MD) p. 159
 Wegman, Pamela A., Information Matters, LLC, (LA) p. 126
 Weisberg, Shannon, Q & A Research, Inc., (CA) p. 145
 Weiss, Karl W., Market Perceptions, Inc., (CO) p. 134
 Weiss, Kathy, Blass Communications, (NY) p. 107
 Weissmann, MBA Dr., Werner, MAFOS GmbH, (Austria) p. 133
 Wells, Eleanore, The Golden Door, (NY) p. 122
 Wendell, Barbara, Wendell Qualitative Research, (MD) p. 159
 Werboff, Andrea, Strategic Marketing Resources, (CA) p. 156
 Werzinger, Ben, Harris Interactive®, (NY) p. 124
 West, Dawn, West Consulting Services, Inc., (CA) p. 159
 Wexler, Jenna, Mirador Research, LLC, (MD) p. 138
 White, Chuck, Focused Marketing, (CA) p. 120
 White, La Detra, Noble Insight, Inc., (GA) p. 141
 Wiese, Dan, Dan Wiese Marketing Research, (IA) p. 159
 Wiese, Tom, Wiese Research Associates, Inc., (NE) p. 159
 Wiggins, Ian, Wiggins Consulting, Inc., (ON) p. 159
 Wiley, Diane, National Jury Project Midwest, (MN) p. 140
 Wilhelm, Jim, Horizon Research International, (KY) p. 125
 Willens, Howard, Mature Marketing, (NY) p. 136
 Williams, Jane E., Williams Research, (OR) p. 160
 Williamson, Dr. Darlene, DRW Research, (MI) p. 117
 Wilson, Earl, Wilson & Associates, (CA) p. 160
 Wimmer, Karen R., Wimmer & Associates, (NY) p. 160
 Winter, Foster, SIGMA: Research Management Group, (OH) p. 153
 Winter, Frank, Frank Winter Associates, (U.K.) p. 160
 Wise, Christopher, Lancaster Consulting Group, (TN) p. 131
 Wolf, Sharon, QualiData Research, Inc., (NY) p. 146
 Wolf, Steve, Synovate Qualitative, (NY) p. 156
 Wolfson, Pam, Wolfson Strategic Consulting, (MA) p. 160
 Wolpert, Doreen, IFOP-North America, (ON) p. 126
 Wong, Larry, Guangzhou Consumer Search Ltd., (China) p. 123
 Wong, Nancy, MBC Research Center, (NY) p. 136
 Woodiwiss, Lauren, Stonybrook Research Support, (OH) p. 155
 Woods, Keith, MORPACE International, Inc., (MI) p. 139
 Woolridge, Patrice, Wooldridge Associates, Inc., (IL) p. 160
 Wortham, Charles, Wortham Research, (KY) p. 160
 Woyzbun, Robert, THE MARKETING WORKS, (ON) p. 158
 Wright, Gratia, First Research, (NC) p. 119
 Wrobel, Peter W., PSY:COM, (Germany) p. 145

Y

Yeung, Lawrence, 361 Degrees Consulting, Inc., (CA) p. 158
 Yim, Iris, Cultural Access Group, (CA) p. 115
 Young-Borgen, Louisa, Project Essentials, Inc., (CO) p. 145
 Youngs, Forrest A. (Woody), Product Acceptance & Rsch., (IN) p. 145

Z

Zakarin, Suanne, Right Hand Research, (MA) p. 149
 Zarneke, Mike, Alternate Routes, Inc., (CA) p. 104
 Zeskind, Dale, D.A. Zeskind & Associates, (MA) p. 160
 Ziff-Levine, Bill, Data & Management Counsel, Inc., (PA) p. 115
 Zimmerman, Alan, Radley Resources, Inc., (NJ) p. 146
 Zimmerman, Karen, Zimmerman Associates, (PA) p. 160
 Zocchi Pozzi, Luisa, Brain - Brand Investigation, (Mexico) p. 108
 Zubric, Jessica, Marketing Endeavors, (KY) p. 135
 Zuckerman, Paul, Paul Zuckerman Qualitative Research, (NY) p. 160
 Zukergood, Eve, InTouch Resource Group, Inc., (NY) p. 127
 Zwilling, Michele, Zwilling Research, (CA) p. 160

Arizona

Phoenix

Arizona Market Research Services (Br.), p. 104
 Balaban Market Rsch. Consulting (BMRC), p. 106
 Beyond, Inc., p. 107
 BRC Field & Focus Services, p. 108
 Charles, Charles & Associates Inc., p. 111
 Clarity, p. 112
 Ellison Research, p. 118
 The HSM Group, Ltd., p. 125
 The Insight Group Inc., p. 127
 MEH Market Research, p. 137
 O'Neil Associates, Inc., p. 142
 Response Research, p. 148

Tucson

Center for Concept Development, p. 111

Arkansas

Little Rock

Compass Qualitative Research, Inc., p. 112
 Flake-Wilkerson Market Insights, LLC, p. 119

California

Fresno

Nichols Research - GroupNet Central CA, p. 141

Los Angeles

Able Associates Research Group, p. 102
 Alternate Routes, Inc., p. 104
Atkins Research Group, Inc., p. 105
 Cris Bain-Borrego Bilingual Consultant, p. 105
 Balboa Consulting, p. 106
 Behavioristics, Inc., p. 106
 Berry Marketing Research, p. 106
 C.A. Walker Research Solutions, Inc., p. 110
 Clear Concepts, p. 112
 Consumer Pulse of Los Angeles (Br.), p. 113
 Cultural Access Group, p. 115
 Customer Strategy Consulting, p. 115
 D/R Added Value, p. 115
 Decision Analysis, p. 115
 DMS Research, p. 117
 Facts 'n Figures, p. 118
 Frieden Qualitative Services, p. 120
 Harris Gabel Associates, Inc., p. 121
 Grieco Research Group, Inc., p. 123
 Health Care Testing, Inc., p. 124
 Wayne Howard & Associates, p. 125
 Informa Research Services, Inc., p. 126
 Insite Media Research, p. 127
 Louise Kroot Associates, p. 131
 L & J Research, p. 131
 Lawrence Research Associates, p. 131
 Lawrence Rubin Associates, Inc., p. 131
 Maya Levinson, Ph.D., p. 132
 Lieberman Research Worldwide, p. 132
 Marketing Matrix International, Inc., p. 135
 Miriam Alexander Marketing Research, p. 138
 Moderators Etc. (Br.), p. 138
 Multicultural Solutions, Inc., p. 140
 OneBrand, p. 142
 Opinion Research of California, p. 142
 OTX (Online Testing Exchange), p. 143
 Palma Companies, p. 143
Qualitative Insights, p. 146
 Qualitative Research, p. 146

RMS Communications and Research Inc., p. 150
 RPM Consulting, p. 150
 Schorr Creative Solutions, Inc., p. 152
 Sion Research Assoc. Inc., p. 154
 Spaulding & Associates, p. 154
 Springboard Marketing Rsch. & Consulting, p. 154
 SRH Group, p. 155
 Storybrand Consulting, p. 155
 Thornhill Associates, p. 158
 361 Degrees Consulting, Inc., p. 158
 Trotta Associates, p. 158
 Wilson & Associates, p. 160
 Zwillinger Research, p. 160

Orange County

AutoPacific, Inc., p. 105
 Competitive Edge, p. 112
 Eliant, Inc., p. 118
 Focus Research, p. 120
 Inquire Market Research, Inc., p. 127
 Insights Worldwide Research, p. 127
 Mari Hispanic Research & Field Services, p. 134
 Orsino Marketing Research, p. 142
 Qualitative & Quantitative Research, p. 146
 Talking Business, p. 158
 West Consulting Services, Inc., p. 159

Palm Springs

PS:Research!, p. 145

Sacramento

JD Franz Research, Inc., p. 120
 Group Works, p. 123

San Bernardino/Riverside

Athena Research Group, p. 105
 Bowe Marketing Research Consultants, p. 107
 Herrera Communications, p. 124
 Muse Consulting, Inc., p. 140

San Diego

Jeff Anderson Consulting, Inc., p. 104
 C.L. Gailey Research, p. 110
 Castillo & Associates, Inc., p. 111
 EyeTracking, Inc., p. 118
 Genesis Research Associates, p. 122
 Global Research Initiatives, p. 122
 Robert Hale & Associates, p. 124
 ICM Inc. - Intercontinental Mrktg Investigations, p. 126
 Intercontinental Marketing Investigations, p. 127
 Hal Lefkowitz & Company, p. 131
 Marketscape Research & Consulting, p. 135
 Meneses Research & Associates, p. 137
 Moder Research & Communications, Inc., p. 138
 Emanuel Rappaport & Associates, p. 146
 Rieger Research Inc., p. 148
 Strata Research, p. 155

San Francisco Bay/San Jose

Anderson Qualitative Research, Inc., p. 104
 David Binder Research, p. 107
 ConStat, Inc., p. 112
 Corey, Canapary & Galanis, p. 114
 Direct Marketing Research Associates, p. 116
 Discovery Research, p. 116
 EquiBrand Consulting, p. 118
 Fearless Branding, p. 119
 Focused Marketing, p. 120
 Fyffe and Co., p. 121
 Garcia Fontana Research, p. 121

GTR Consulting, p. 123
 Hawkins & Associates, p. 124
 Hispanic Perspectives, p. 125
 In Focus Consulting, p. 126
 In-Depth Research, p. 126
 InSighting Ideas, p. 127
 Kaufman Associates, p. 129
 Kiyomura-Ishimoto Associates, p. 130
 Lightshed Group, p. 132
 Martin + Stowe, Inc., p. 136
 Media-Screen, p. 136
 The Newman Group, Ltd., p. 141
 Nichols Research - GroupNet Northern California, p. 141
 Nichols Research - GroupNet Northern California, p. 141
 Nichols Research - GroupNet Northern California, p. 141
 Nichols Research, Inc., p. 141
 Otivo, Inc., p. 142
 Parker Jones Marketing Research, p. 143
 Q & A Research, Inc., p. 145
 REALeResearch, p. 147
 Redmond Browne Research, p. 147
 Rigney & Associates, p. 149
 RJ Research, p. 150
 Seal Rock Research, p. 153
 Seratti Group, p. 153
 Snell Associates, Inc., p. 154
 Strategic Marketing Resources, p. 156
 Talley Research Group, p. 158
 Towers Research Services, p. 158

San Luis Obispo

Opinion Studies, p. 142

Ventura/Santa Barbara

Campbell Rinker, p. 110
 Reyes Research, p. 148

Colorado

Boulder

Boulder Focus Center, p. 107
 Marcy & Partners, p. 134

Colorado Springs

Rebeca Cantu Helmstetter, p. 111
 Project Essentials, Inc., p. 145

Denver

A Total Resource Group, p. 102
 Blue Sky Strategies, p. 107
 Cambridge Associates, Ltd., p. 110
 Campos Research & Analysis, p. 111
 Garner Insight, p. 122
 The Howell Research Group, p. 125
 Hudson Media Research, p. 126
 iModerate, p. 126
 Market Perceptions, Inc., p. 134
 Minter & Reid, p. 138
 P & L Research, Inc., p. 143
 The Qualitative Difference Inc, p. 146
 Strategic Marketing Group, Inc., p. 156
 Sundel Research, Inc., p. 156

Fort Collins

Keystone Research, LLC, p. 130

Connecticut

Bridgeport

The Caney Group LLC, p. 111
 Dialogue Resource, Inc., p. 116
 Furmanský Associates, p. 121
 Patricia M. Kirmayer Qualitative Market Research, p. 143
 Surveys & Forecasts, LLC, p. 156

Hartford

Gemma C. Baker Research, p. 106
 Insight Casino Research, LLC, p. 127
 LIMRA International, p. 132
 Marketing Leverage, Inc., p. 135
 Rabid Research & Strategic Planning, p. 146

New Haven

The Clowes Partnership, p. 112

Stamford

Anderson Analytics, LLC, p. 104
 Rosalia Barnes Associates, p. 106
 Susan Carter Focus Research, p. 111
 Saul Cohen & Associates, Inc., p. 112
 The Gediman Research Group, Inc., p. 122
 Goldstein/Krall Marketing Resources, Inc., p. 123
 Greenfield Consulting Group (Br.), p. 123
 Groups Plus, Inc., p. 123
 Harris Interactive®, p. 124
 Leferman Associates, Inc., p. 131
 Sabena Qualitative Research Services, p. 152
 Schroeter Research Services, p. 152
 SunResearch, p. 156

Waterbury

Development II, inc., p. 116

Delaware

Wilmington

Central Focus, p. 111

District Of Columbia

Buffalo Qualitative Research, p. 108
 Consumer Pulse of Washington (Br.), p. 114
 Eureka Facts, LLC, p. 118
 JPK Research, Inc., p. 129
 Kohlman Atlee, p. 130
 Lauer Research, Inc., p. 131
 Market Connections, Inc., p. 134
 Market Research Bureau, LLC, p. 134
 The Mellman Group, p. 137
 Molloy Marketing Services, p. 138
 NAHB Research Center, p. 140
 PSD Marketing Services, p. 145
 QSA Research & Strategy, p. 146
 Reich Research Group, p. 147
 Research Technika, LLC, p. 148
 Rickman Research & Communications, p. 148
RIVA Market Research, p. 149
 Rosenthal Qualitative Research, p. 150
 Sando and Associates, p. 152
 Uncommon Insights, LLC, p. 159

Florida

Fort Lauderdale

KCI Partners, p. 130

Fort Myers

Automotive Insight, Inc., p. 105
 Schulman, Ronca & Bucuvalas, Inc. (Br.), p. 152

Gainesville

Perceptive Market Research, Inc., p. 143

Jacksonville

Concepts In Focus, p. 112
 Healthcare Performance Consulting, Inc., p. 124
 Kirk Research Services, Inc., p. 130
 Qualitative Research Services, p. 146
 Ulrich Research, p. 159

Melbourne

William M. Bailey, Ph.D., p. 105

Miami

Ask Miami Research, p. 105
 Bethart Bilingual Research, p. 107
 Consumer Connection, Inc., p. 112
 Insights Marketing Group, Inc., p. 127
 Loretta Marketing Group, p. 133
 Passenger & Shipping Institute, p. 143
 Planet Latino Market Intelligence, Inc., p. 144
 Rife Market Research, Inc., p. 149

Orlando

AnswerSearch, Inc., p. 104
 Falk Research Associates, Inc., p. 118
 Jerry Hardwich & Associates, Inc., p. 128
 Moderators Etc., p. 138
 The Portnoy Group, p. 144
 Thompson Information Services, p. 158

Sarasota

Phil Balducci & Associates, Inc., p. 106
 Group EFO Limited, p. 123
 Kendall Gay Consulting, p. 130
 Market Insight, p. 134

Tallahassee

Kerr & Downs Research, p. 130
 Oppenheim Research, p. 142

Tampa/St. Petersburg

Gulf View Research, LLC, p. 124
 J.L. Roth & Associates, Inc. (Br.), p. 128
 Market Trends Research, Inc., p. 135
 Qualitative Intelligence, p. 146
 Research Data Services, Inc., p. 147
 Schwartz Consulting Partners, Inc., p. 153

West Palm Beach/Boca Raton

Discovery - National Qualitative Network, p. 116
 eQualitativeResearch.com, p. 118
 Haysmar, Inc., p. 124
 Profile Marketing Research, Inc., p. 145
 SIL Group, p. 153
 Square One Research, p. 155

Georgia

Albany

MarketLink, Inc., p. 135

Atlanta

CIBA Research & Consulting, LLC, p. 111
 CMI, p. 112
 Concept Catalysts, Inc., p. 112
 Creative Focus, Inc., p. 114
 Focus on Food, p. 120
 Geo Strategy Partners, p. 122
 Hilker Research & Consulting, Inc., p. 125
 InFocus Strategic Research, p. 126
 Doug Jones Research, p. 129
 Joy Lynn Inc., p. 133
 Margaret Ann's Research, p. 134
 Marketecture, p. 135
 The Marketing Workshop, Inc., p. 135
 Markets in Motion, p. 135
 Michelson Marketing Solutions, p. 137
 Moore & Symons, Inc., p. 138
 Next Level Research, p. 141
 Noble Insight, Inc., p. 141
 Pennhaven Research, Inc., p. 143
 Pioneer Marketing Research, p. 144
 Research Inc., p. 148
 Sally Ringo Research, p. 149
 Show/Intell Trade Show & Conference RSch., p. 153
 TNS, p. 158
 Turner Research Network, p. 158
 V & L Research & Consulting, Inc., p. 159

Augusta

Answers, Inc., p. 104

Hawaii

Honolulu

Market Trends Pacific, Inc., p. 135
 Maui Strategic Marketing, p. 136
 QMark Research & Polling, p. 145
 Ward Research, Inc., p. 159

Idaho

Boise

Strategic Intelligence, Inc., p. 156

Illinois

Chicago

Analytic Insight, Inc., p. 104
 The Angell Research Group, Inc., p. 104
 B. Champion Associates, Ltd., p. 105
 BALCH ASSOCIATES, p. 106
 Becker Research, p. 106
 C. Berger Group, Inc., p. 106
 Boomer Groups, p. 107
 Irwin Broh & Associates, p. 108
 Brugaletta & Associates, p. 108
 C R Market Surveys, p. 110
C&R Research Services, Inc., p. 110
 Clear View Brand Insight & Strategy, p. 112
 Consumer & Professional RSch., Inc. (CPR), p. 112
 Consumer Pulse of Chicago (Br.), p. 113
 Consumer Truth® Ltd, p. 114
 Consumer Voice, p. 114
Doyle Research Associates, Inc., p. 117

Energy Infuser, p. 118
 Explorations, p. 118
 FieldHouse Marketing Research, p. 119
 Anne Flanz Custom Marketing Research, p. 119
 Full Measure Research, Inc., p. 120
 Galli Research Services, p. 121
 GRF Marketing, Ltd., p. 123
 GRFI, Ltd., p. 123
 The Hunter-Miller Group, p. 126
 InforMedix Marketing Research, Inc., p. 127
 JRS Consulting, Inc., p. 129
 Just The Facts, Inc., p. 129
 Kubba Consultants, Inc., p. 131
 The Lazar Group, p. 131
 Gerald Linda & Associates, p. 132
 Lohs Research Group, p. 132
 Loran Marketing Group, p. 132
 Frank Lynn & Associates, Inc., p. 133
 M G Z Research, p. 133
 Matrix Research, Inc., p. 136
 MedQuest Facilities and Recruiting, p. 137
 Mid-America Research, p. 137
 Mid-America Research (Br.), p. 138
 Miskovic Research & Consulting, p. 138
 MotorBrains, Inc., p. 139
 MWM Marketing Research and Consulting, p. 140
 The New Marketing Network, Inc., p. 141
 M.Q. Olsen Marketing Research, p. 142
 Payne & Partners, Inc., p. 143
 Practica Group, LLC, p. 144
 Primary Insights, Inc., p. 145
 Product Evaluations, Inc., p. 145
 PRYBYL Group, Inc., p. 145
 QualiVision, Inc., p. 146
 Rapsesions, Inc., p. 146
 Research Explorers, p. 148
 Research In Marketing, Inc., p. 148
 Research International, p. 148
 Research Plus, Inc., p. 148
 Richmark Research Services, p. 148
 S F I, Ltd., p. 150
 Gary Siegel Organization, Inc., p. 153
 Small Insights, Inc., p. 154
 Stellar Strategic Services, Inc., p. 155
 Strategic Focus, Inc., p. 156
 Survey Center Focus, LLC, p. 156
 Tracy & Co Market Research & Idea
 Generation, p. 158
 L.C. Williams & Associates, Inc., p. 160
 Wooldridge Associates, Inc., p. 160

Indiana

Evansville

LK Research, Inc., p. 132
 Product Acceptance & Research (PAR), p. 145

Fort Wayne

Indiana Research Service, Inc., p. 126

Indianapolis

Bingle Research Group, Inc., p. 107
 Gentleman Associates, p. 122
 HARPER, p. 124
 The Kensington Group, Inc., p. 130
 Market Voice Consulting, p. 135
 MarketVibes, Inc., p. 136
 Shaw Strategic Marketing, p. 153
 Walker Information, p. 159

South Bend

BenchMarketing Associates, Inc., p. 106
 Brennen Consultants, Inc., p. 108
 Midwest Marketing Research, p. 138

Iowa

Cedar Rapids

Frank N. Magid Associates, Inc., p. 133
 Dan Wiese Marketing Research, p. 159

Des Moines

Essman/Research, p. 118
 Genesis Marketing and Research, Inc., p. 122

Mason City

Directions Research Corp., p. 116

Kansas

Topeka

Global Research Initiatives, p. 122

Kentucky

Bowling Green

Wortham Research, p. 160

Lexington

The Matrix Group, Inc., p. 136
 Roberts & Kay, Inc., p. 150
 Smith Market Research, p. 154

Louisville

Carter Market Research Services, p. 111
 Horizon Research International, p. 125
 Marketing Endeavors, p. 135
 Morrison & Morrison, Ltd., p. 139
 MRK, Inc., p. 139
 Personal Opinion, Inc., p. 143

Louisiana

Baton Rouge

Percy & Company Research, p. 143

New Orleans

Focus Research, Inc., p. 120
 Gulf View Research, LLC, p. 124
 Information Matters, LLC, p. 126
 Market Dynamics Research Group, Inc., p. 134

Maine

Bangor

Hannah & Associates, Inc., p. 124

Portland

Davidson-Peterson Associates, p. 115
 Digital Research, Inc., p. 116
 Market Decisions, LLC, p. 134
 Market Research Unlimited, Inc., p. 134
 Strategic Marketing Services, p. 156

Maryland

Annapolis

The Wedewer Group, p. 159
 Wendell Qualitative Research, p. 159

Baltimore

Baltimore Research, p. 106

Bay Area Research, p. 106
 Consumer Pulse of Baltimore (Br.), p. 113
 The Family Research Group, p. 119
 Good Karma Consulting, Inc., p. 123
 Hollander Cohen & McBride, p. 125
 The Jackson Organization, p. 128
 Jacobs Jenner & Kent, p. 128
 Maryland Marketing Source, Inc., p. 136
 Mirador Research, LLC, p. 138
 T.I.P. Research, Inc., p. 156

Massachusetts

Boston

Atlantic Research & Consulting, Inc., p. 105
 Bate Facilitation Services, p. 106
 Blue Hill Consulting, p. 107
 Boston Innovation Group (B.I.G.), p. 107
 Brand-Aid Consulting, p. 108
 Capture Research, LLC, p. 111
 Chadwick Martin Bailey, Inc., p. 111
 Copley Focus Centers, p. 114
 Daniel Research Group, p. 115
 Dolobowsky Qualitative Services, Inc., p. 117
 Insight Research & Training, p. 127
 Inward Strategic Consulting, p. 127
 Isurus Market Research, p. 128
 The Jordan Group, p. 129
 Kress & Associates, p. 131
 Edna Luther & Associates, Inc., p. 133
 Management Insight Technologies, p. 134
 Market Insights, p. 134
 Milestone®, p. 138
 MindSearch, p. 138
 Observant, LLC, p. 142
 Panel Opinions, p. 143
 PeopleTalk, p. 143
 Research Boston Corp., p. 147
 Right Hand Research, p. 149
 Elissa Rosenthal Marketing Research and
 Strategy, p. 150
 Shen Research Organization, p. 153
 Stackpole & Associates Inc., p. 155
 Wolfson Strategic Consulting, p. 160
 D.A. Zeskind & Associates, p. 160

Michigan

Battle Creek

WJ Schroer Company, p. 160

Detroit

A & K Research, Inc., p. 102
 Business Research Group, p. 108
 Consumer Pulse of Detroit (Br.), p. 113
 Consumer Pulse, Inc., p. 114
 DRW Research, p. 117
 Foresight Research, p. 120
 Kollman Research Services, p. 130
 Alice Morgan Qualitative Services, p. 138
 MORPACE International, Inc., p. 139
 Power Marketing, p. 144

RDA Group, p. 146
Roadmap Market Research, p. 150
Stander Research Associates, Inc., p. 155
StarWorks, Inc., p. 155

Grand Rapids

Gadbois Research, p. 121
InterActive Solutions, p. 127

Kalamazoo

Brenda F. Murphy and Associates, Inc., p. 140

Lansing

Capitol Research Services, Inc., p. 111

Saginaw/Midland

Mar-Quest Research, Inc., p. 136

St. Joseph

Kahle Research Solutions Inc., p. 129

Minnesota

Minneapolis/St. Paul

ADVANTIS Research & Consulting, Inc., p. 102
Akerson Marketing Research, Inc., p. 102
Anderson Marketing Research, p. 104
Arundel Street Consulting, Inc., p. 104
The Axiom Group, Inc., p. 105
Nancy S. Brown Marketing Research, p. 108
C.H. Souweine Associates, p. 110
Cambridge Research, Inc., p. 110
Cook Research & Consulting, Inc., p. 114
Bette Dickinson Research, Inc., p. 116
Dodge Business Research Consulting, p. 117
GfK Custom Research Inc., p. 122
Gingold Research, p. 122
Graff Group, p. 123
Guidepath Research, p. 123
Huberty Marketing Research, p. 126
JFK Market Research, p. 128
LitBrains - Igniting Ideas, p. 132
Market Resource Associates, Inc., p. 134
Marcia Mazanec Consulting, p. 136
MedProbe Inc., p. 136
Millennium Research, Inc., p. 138
Minnesota Opinion Research, p. 138
Murphy Research Services, p. 140
National Jury Project Midwest, p. 140
Nick Marketing Research, p. 141
O'Neill Marketing Insights, p. 142
Orman Guidance Research®, Inc., p. 142
Outsmart Marketing, p. 143
Pope Qualitative Research, Inc., p. 144
QualCore.com Inc., p. 146
The Research Edge, p. 147
Diane Sims Page, p. 154
Strategic Directions Group, Inc., p. 155
Strategic Performance Group, LLC, p. 156
The TCI Group, p. 158

Rochester

SNG Research Corporation, p. 154

Mississippi

Jackson

Focus One Research, LLC, p. 120

Missouri

Kansas City

Any Small Town Market Research, p. 104
Conundrum Qualitative Research, p. 114
Cultural Horizons Inc., p. 115
FieldHouse Marketing Research, p. 119

Springfield

Bisno Associates, p. 107
MARKET[SOURCE] Research & Consulting, p. 135

St. Louis

Cluff, Inc. Market Research, p. 112
Doane Marketing Research, Inc., p. 117
Flynn Consulting, p. 119
Johaneck & Associates, p. 128
LT Inc., p. 133
The Petruccio Consultants, p. 144
Pragmatic Research, Inc., p. 144
The Qualis Company, p. 146
The Research & Planning Group, p. 147
Silver Strategies, p. 153

Montana

Billings

Business Communication Consultants, Inc., p. 108
JL Market Research, p. 128

Nebraska

Omaha

Focus Research & Marketing, p. 120
Wiese Research Associates, Inc., p. 159

Nevada

Las Vegas

MRCGroup Research Institute, p. 139

Reno

MarkeTec, p. 135
Sierra Market Research, p. 153

New Hampshire

Concord

The NorthMark Group, p. 141

Manchester/Nashua

4C Research & Consulting, p. 120
New England Trial Consulting, p. 140
The Livingston Group, p. 158

Portsmouth

Qessential Medical Market Research, LLC, p. 145

New Jersey

Northern New Jersey

Applied Behavioral Dynamics, p. 104
ARC Research, p. 104
Barbuto & Associates, p. 106
Berenhaus Research Solutions, LLC, p. 106

Ken Berwitz Marketing Research, p. 106
Consumer Pulse of New York (Br.), p. 113
Distinctive Marketing, Inc., p. 116
Essential Resources, LLC, p. 118
Feldman Research Lab, p. 119
Focus Inn™, p. 119
Franklin Communications, p. 120
Michael Goldberg Research Consultant, p. 122
Warren Goldman Associates, Inc., p. 123
Hispanic Research Inc., p. 125
Hunterdon Research & Consulting, p. 126
Hygeia Marketing Associates, Inc., p. 126
IMR-Innovative Media Research, p. 126
Inter-National Consulting Group, LLC, p. 127
KL Communications, Inc., p. 130
LG Research, LLC, p. 132
Lollipop Research, p. 132
Marketing Solutions Corporation, p. 135
Mature Marketing and Research, p. 136
MEADOWLANDS CONSUMER CTR. INC., p. 136
Daniel Jay Morrison & Associates, Inc., p. 139
N2 Qualitative Marketing Research, p. 140
Perception Research Services, Inc., p. 143
PharmaNexus, Inc., p. 144
Practical Imagination Enterprises, p. 144
Pranses Research Services, p. 144
Radley Resources, Inc., p. 146
Irwin P. Sharpe & Associates, p. 153
Strategic Learning & Knowledge, Inc., p. 156
Suburban Associates, p. 156
Systems Research Corp., p. 156

Princeton

BioVid, p. 107
Hase/Schannen Research Associates, Inc.
(HSR), p. 124
MJD Qualitative Research, p. 138

Trenton

Kramer Research, LLC, p. 130

New Mexico

Albuquerque

Sandia Market Research, p. 152
Strategic Solutions, p. 156

Santa Fe

Southwest Planning & Marketing, p. 154

New York

Albany

Appel Research, LLC, p. 104

Buffalo

Buffalo Survey & Research, Inc., p. 108
Ruth Diamond Market Research Services, p. 116
Survey Service, Inc., p. 156

New York City

Asia Link Consulting Group, p. 104
Myril Axelrod Mktg. Directions Ascts., Inc., p. 105
Baxter Strategies Incorporated, p. 106
Stephanie L. Becker Consulting, p. 106
Bernstein Research Group, Inc., p. 106
Bilingual Moderator, p. 107
Blass Communications, p. 107
Brooks Rose Marketing Research, Inc., p. 108

Brophy Research, p. 108
 Jerome Brown Communications, p. 108
 Bunofsky Research Group, Inc., p. 108
 Camille Carlin Qualitative Research, Inc., p. 111
 Clarion Research, p. 112
 Cornerstone Research & Marketing, Inc., p. 114
 Creative Waves, p. 114
 Lin Davis & Associates, p. 115
 DeLevie Group Research, p. 116
 DO Research, p. 117
 Blanka Eckstein Qualitative Research, p. 117
 Abby Ellison Research, p. 118
 Fader & Associates, p. 118
 Field & Tab, Inc., p. 119
 First Insights, p. 119
 Furst Analytic Center, Inc., p. 121
 Gendel Marketing Research Co., p. 122
 The Golden Door, p. 122
 Gray Area Research, p. 123
 Harriet Grayson & Associates, p. 123
 Lynn Greenberg Associates, p. 123
 Housecalls, Inc., p. 125
 InTouch Resource Group, Inc., p. 127
 JRH Marketing Services, Inc., p. 129
 Kaagan Research Associates, Inc., p. 129
 R.H. Katz Consulting, p. 129
 Richard Kurtz & Associates, p. 131
 Leichter Associates, LLC, p. 132
 Judith Lerner, Ph.D., Consumer Insights for Mktg., p. 132
 Liebling Associates Corp., p. 132
 Market Probe International, Inc., p. 134
 Marketing Mechanics, p. 135
 Mature Marketing, p. 136
 MBC Research Center, p. 136
 Message Science Inc., p. 137
 Nelson Research, Inc., p. 140
 New Directions Consulting, Inc., p. 140
 Northstar Research Partners, p. 141
 Novak Marketing, Inc., p. 141
 Outside In Strategies, Inc., p. 143
 Perceptions... and Realities®, Inc., p. 143
 Probe Market Research, Inc., p. 145
 Project X New York, p. 145
 QualiData Research, Inc., p. 146
 Quesst Qualitative Research, p. 146
 R T S Marketing & Research Services, p. 146
 The Research Department, p. 147
 Jay L. Roth & Associates, Inc., p. 150
 Russell Marketing Research, Inc., p. 150
S I S International Research, Inc., p. 150
 Sachs Insights, p. 152
 Paul Schneller Qualitative LLC, p. 152
 Seiler Associates, p. 153
 Small Planet Research, p. 154
 Sophisticated Market Research, p. 154
 Sovereign Marketing Research, p. 154
 James Spanier Research, p. 154
 Spier Research Group, p. 154
 Strategic Action, Inc., p. 155
 Synovate Qualitative, p. 156
 View-Finders Market Research, p. 159
 Viewpower, Inc., p. 159
 Weinman/Schnee, Inc., p. 159
 Wimmer & Associates, p. 160
 Zebra Strategies, p. 160
 Ziment Associates, Inc., p. 160
 Paul Zuckerman Qualitative Research, p. 160

Rochester

BRX Global Research Services, p. 108
 Harris Interactive®, p. 124
 Karlamar Associates, LLC, p. 129

Syracuse

Vincent McCabe, Inc., p. 159
 Market Quest Research Group Inc., p. 134

North Carolina

Asheville

Customer Insights Research, Inc., p. 115

Charlotte

Bierer Research Group, p. 107
 Blumenthal Qualitative Research, p. 107
 Bravo Bi-lingual Services, p. 108
 Consumer Pulse of Charlotte (Br.), p. 113
 D/R/S HealthCare Consultants, p. 115
 FacFind, Inc., p. 118
 IMR Research Group, Inc., p. 126
 KPC Research, p. 130
 MarketWise, Inc., p. 136

Greensboro/Winston-Salem

Corporate Research Center, Inc., p. 114
 First Research, p. 119
 Moderators Etc. (Br.), p. 138
 Murphy Moderating, LLC, p. 140

Raleigh/Durham

Colburn & Associates, Ltd., p. 112
 ENERGISTICS, p. 118
 Harker Research, p. 124
 innovation Management, p. 127
 Lewis Consulting Inc., p. 132
 Market Force, Inc., p. 134
 MLN Research Ltd., p. 138
 James M. Sears Associates, p. 153
 Strategic Advantage, p. 155
 Vedanta Research, p. 159
 Focal Research, p. 119

Ohio

Cincinnati

Audience Impact Research, p. 105
 B & B Research Services, Inc., p. 105
Burke, Incorporated, p. 108
 C.A. Cappel Associates, p. 111
 Discovery Works, Inc., p. 116
 Disher Strategic Research, LLC, p. 116
 John Fox Marketing Consulting, p. 120
 Allison Glackin Market Research, p. 122
 M.L. Harrison & Co., p. 124
 Insights & Innovations, LLC, p. 127
 Diane Iseman & Associates, p. 128
 Kerr Marketing Consulting, p. 130
 Ladd Research Group, p. 131
 Lund & Associates, Inc., p. 133
 Maestra Executive Research Services, p. 133
 Market Inquiry LLC, p. 134
MRSI (Marketing Rsch.Services, Inc.), p. 140
 Parker Marketing Research, LLC, p. 143
 Q2 Marketing Research, LLC, p. 145
 RULLI RESEARCH, LLC, p. 150
 SEEK, Inc., p. 153
 SIGMA: Research Management Group, p. 153
 Spradley & Associates, Inc., p. 154
 Stonybrook Research Support, p. 155

Cleveland

Business Research Services, Inc., p. 110

Focused Research, p. 120
 Fox Management, p. 120
 Jefferson & Associates, Inc., p. 128
 National Market Measures, Inc., p. 140
 North Coast Behavioral Research Group, p. 141
 OPINIONation, p. 142
 Synergy International Limited, Inc., p. 156

Columbus

ConsumerSpeak, p. 114
 Saperstein Associates, Inc., p. 152

Dayton

Business Research Group, p. 110
 Jack R. Doub Co., p. 117

Toledo

A Z G Research, p. 102
 Great Lakes Marketing Associates, p. 123
 Stanford H. Odesky and Associates, p. 142
 H.I. Thomas Consulting Group, p. 158

Oklahoma

Oklahoma City

Evolve Research, p. 118
 Nitta Research Group, p. 141

Oregon

Eugene

Williams Research, p. 160

Portland

Consumer Opinion Services, Inc. (Br.), p. 113
 Focus Portland, p. 120
 InfoTek Research Group, Inc., p. 127
 Market Decisions Corporation, p. 134
 Momentum Market Intelligence, p. 138
 Research by Design, p. 147
 Riley Research Associates, p. 149

Pennsylvania

Allentown/Bethlehem

Ebel Marketing Group, p. 117
 Marketing Solutions Corporation, p. 135

Erie

Moore Research Services, Inc., p. 138

Harrisburg

The Bartlett Group, Inc., p. 106
 The Results Network, Inc., p. 148
 Strategic Eye, Inc., p. 155

Lancaster

DecisionTrack, p. 116
 Holleran Consulting, p. 125
 Innovation Focus, p. 127

Philadelphia/Southern NJ

Argentieri Marketing Research, p. 104
 Blake Qualitative Research Services, p. 107
 The Consumer Network, Inc., p. 113
 Consumer Pulse of Philadelphia (Br.), p. 114
 Creative Marketing Solutions, Inc., p. 114

Frances Darpino Consulting, p. 115
 Data & Management Counsel, Inc., p. 115
 M Davis & Co., Inc., p. 115
 Bonnie W. Eisenfeld, p. 118
 Eshelman & Townsend, Ltd., p. 118
 Fischer Research Assoc. Inc., p. 119
 Focus Suites of Philadelphia, p. 120
 Fundamental Research Group, Inc., p. 121
 GfK-NOP, p. 122
 Mindy Goldberg Associates, Inc., p. 122
 Gorelick & Associates, Inc., p. 123
 HDR Group, p. 124
 INA Research, p. 126
 Industrial Research Center, p. 126
 Intelligent Horizons, Inc., p. 127
JRA, J. Reckner Associates, Inc., p. 129
 Karchner Marketing Research, LLC, p. 129
 LinguSearch, Inc., p. 132
 Minkus & Associates, p. 138
 J.P. Murphy & Company, p. 140
 Newman Marketing Research, p. 141
 O'Connor Research, p. 142
 Q2 Market Research, p. 145
 Research For Management, Inc., p. 148
 Bernard Schwartz & Associates, p. 152
 Selya Associates, p. 153
 Spectrum Research, p. 154
 Strategic Business Research, Inc., p. 155
 TWENTYSOMETHING™ INC., p. 158
 Zimmerman Associates, p. 160

Pittsburgh

Active Focus, p. 102
 Campos Market Research, Inc., p. 111
 Dorene Ciletti Consultant, p. 111
 Direct Feedback, Inc., p. 116
 D.L. Gigler Marketing Research, p. 122
 Guide Post Research, p. 123
 Dr. Audrey Guskey, Research Consultant, p. 124

Rhode Island

Newport

Reilly Group, p. 147

Providence

COMPASS Consulting Group, Inc., p. 112
 Harris Marketing & Opinion Research, p. 124

South Carolina

Charleston

Harwood-Qualitative, LLC, p. 124
 Strategic Focus Consulting, Inc., p. 155

Greenville/Spartanburg

The Kiemle Company, p. 130
 Market Insight, p. 134
 Research Inc., p. 148

Tennessee

Knoxville

Lancaster Consulting Group, p. 131
 The Looking Glass Group, p. 132
 Southern Solutions, p. 154

Memphis

Marketing & Research Counsel, p. 135
 Prince Market Research, p. 145
 Research Consulting Group, LLC, p. 147
 Sterling Communications, p. 155

Texas

Austin

Advance Insight, LLC, p. 102
 Focus Latino, p. 119
 The Guild Group, Inc., p. 123
 Improdir Marketing Research & Consulting, p. 126
 MindWave Research, Inc., p. 138
 NuStats Partners, L.P., p. 142
 Trenholm Research, p. 158

Brownsville

Hispanic Focus Unlimited, p. 125

Dallas/Fort Worth

ActionableCustomer Insights, p. 102
 Adrian Information Strategies (AIS), p. 102
 Consumer Focus LLC, p. 112
 Creative Research Services, Inc. (Br.), p. 114
 Cunningham Research Associates, p. 115
Decision Analyst, Inc., p. 116
 National Service Research, p. 140
 Noetix Group, p. 141
 Rincon & Associates, p. 149

Houston

Bell Ascts. Marketing Rsch. & Consulting, p. 106
 Leonard M. Homer, Ph.D., p. 125
 Carol Landers, LLC, p. 131
 Q Research Solutions, Inc. (Br.), p. 145
 Research Texas, p. 148
 Saurage Research, Inc., p. 152

San Antonio

Core Research, p. 114
 Galloway Research Services, p. 121
 PereaSearch, p. 143

Utah

Cedar City

B. W. Johnson Marketing Research, Inc., p. 128

Salt Lake City

Focused Solutions, p. 120
 Dan Jones & Associates, Inc., p. 128
 Lighthouse Research and Development, p. 132

Vermont

Burlington

Research Technologies, LLC, p. 148

Virginia

Charlottesville

G2 Marketing, p. 121

Newport News/Norfolk/ Virginia Beach

Continental Research Associates, Inc., p. 114
 Issues and Answers Network, Inc., p. 128
 Marketrends, Inc., p. 135

Richmond

Brooks Adams Research, p. 108
 Dominion Focus Group, Inc., p. 117
 Kinzey & Day Qual. Market Research, p. 130
 The Langhorne Group, Inc., p. 131
 Levin and Associates, p. 132
 The Opinion Suites, p. 142
 Roller Marketing Research, p. 150

Washington

Bellingham

Burr Research, p. 108

Seattle/Tacoma

Consumer Opinion Services, Inc., p. 113
Consumer Opinion Services, Inc. (Br.), p. 113
Consumer Opinion Services, Inc. (Br.), p. 113
 DeNance & Associates, p. 116
 Melanie Dowe Marketing Group, LLC, p. 117
 Evans/McDonough Co., Inc., p. 118
 Foley Research, Inc., p. 120
 GMA Research Corp., p. 122
 Hardwick Research, p. 124
 Hebert Research, Inc., p. 124
 Joel W. Lipson, Ph.D., p. 132
 Noedel Marketing Research, p. 141
 Norris Consulting, p. 141
 Northwest Research Group, Inc., p. 141
 Ten People Talking, p. 158

Spokane

Consumer Opinion Services, Inc. (Br.), p. 113
 Robinson Research, p. 150
 Strategic Research Associates, p. 156

Wisconsin

Eau Claire

Northwest Research Associates, p. 141

Green Bay/Appleton

The Martec Group - Green Bay, p. 136
 Matousek & Associates, p. 136
 Venture Research Corporation, p. 159
 Wisconsin Research, Inc., p. 160

Madison

Chamberlain Research Consultants, Inc., p. 111
 Gene Kroupa & Associates, Inc., p. 131

Milwaukee

Bressan Research Associates, Inc., p. 108
 Consumer Pulse of Milwaukee (Br.), p. 113
 CSK Marketing Inc., p. 115
 Customer Connections, p. 115
 The Dieringer Research Group, Inc., p. 116
 FOCUSED Marketing Research, Inc., p. 120
 Monalco, Inc., p. 138
 Research Solutions, Inc., p. 148
 Strategic Business Solutions, Inc., p. 155

International

Australia

Bread & Butter Research & Planning, p. 108
 Stancombe Research & Planning, p. 155

Austria

MAFOS GmbH, p. 133

Brazil

Market Analysis Brasil, p. 134
 Windy City, p. 160

Canada

Alberta

Calgary

Epp Consulting, p. 118
 NRG Research Group, p. 142
 Weaver Marketing Research, p. 159

British Columbia

Vancouver

Consumer Research Centre Ltd., p. 114
 Lana Porter Group, p. 131
 NRG Research Group, p. 142
 Synovate, p. 156

Manitoba

Winnipeg

NRG Research Group, p. 142

Newfoundland

St. John's

Market Quest Research Group, p. 134

Nova Scotia

Halifax

Focal Research, p. 119

Ontario

London

Insights, Inc., p. 127

Ottawa

Envision Marketing Research, p. 118
 THE MARKETING WORKS, p. 158
 Vision Research®, p. 159

Toronto

Abbott Research & Consulting, p. 102
 ABM Research, Ltd., p. 102
 ACCE Inc., p. 102
 IFOP-North America, p. 126
 Ivar Kangur, p. 129
 Grace E. Maddox Associates Inc., p. 133
 Michelle Massie Marketing, Inc., p. 136
 Metroline Research Group, Inc., p. 137

Mindset Creative Planning, Inc., p. 138
 Plunkett Communications, Inc., p. 144
 Rand Research Corporation, p. 146
 Research International Canada, p. 148
 Research Strategy Group Inc., p. 148
 Wiggins Consulting, Inc., p. 159
 Youthography Inc., p. 160

Quebec

Montreal

Ad Hoc Research, p. 102
 Contemporary Research Centre - Montreal, p. 114
 Head Research, Inc., p. 124
 Leduc Marketing, Strategy & Research Inc., p. 131
 Legendre Lubawin Marketing, Inc., p. 131
 Leger Marketing, p. 131
 Multi Reso, p. 140
 Synovate, p. 156

Quebec City

SOM, inc., p. 154

China

Guangzhou Consumer Search Ltd., p. 123

Colombia

YanHaas, p. 160

Germany

BERENT Deutschland GmbH, p. 106
 ISM Global Dynamics, p. 128
 Lamberts Consulting, p. 131
 Mueller Market Insight, p. 140
 Opus Moderandi, p. 142
 PSY:COM, p. 145

Guam

QMark Research & Polling (Br.), p. 146

Hong Kong

Kangs & Associates (Asia Pacific)Ltd., p. 129

India

Cross-Tab Marketing Services Pvt. Ltd., p. 114
 Majestic MRSS Ltd., p. 133

Italy

RQ - Ricerche Qualitative, p. 150

Mexico

Acertiva, p. 102
 Brain - Brand Investigation S.A. de C.V., p. 108
 Goldfarb Consultants Mexico, p. 123
 Qualitative Solutions, Inc., p. 146

Netherlands

Heskes & Partners Qualitative Research, p. 124
 MOTIVACTION INTERNATIONAL, p. 139
 Round Table Research BV, p. 150

New Zealand

Andrew Fletcher Consulting Ltd., p. 119

Romania

AD consulting, p. 102

Singapore

Kangs & Associates (Singapore) Pte. Ltd., p. 129

South Africa

The Exploration Station, Ltd., p. 118

Spain

ARPO Research Consultants, p. 104
 MG Business Research Services, p. 137

Taiwan

Opinion Research Taiwan, p. 142

Turkey

Boyut Marketing Rsch. & Consultancy Ltd., p. 107
 GfK Turkey, p. 122

United Kingdom

Ask For Research, p. 104
 Avista Consulting Ltd., p. 105
 bob's your uncle, p. 107
 Clayton Reed Associates, p. 112
 D. Korn Market Assessment Ltd., p. 115
 Direct Dialogue, p. 116
 Sharon Godfrey, p. 122
 jgmrc Ltd., p. 128
 Kids Brands Europe, p. 130
 Maitland Goodman Consultancy Ltd., p. 133
 Metro Research Ltd., p. 137
 Perspectives Marketing Research, p. 144
 Fiona Rait, p. 146
 Reiman O'Donnell Limited, p. 147
 Travel and Tourism Research, p. 158
 Frank Winter Associates, p. 160

Quirk's Marketing Research Review, (ISSN 08937451) is issued 11 times per year — Jan., Feb., Mar., Apr., May, June, July/Aug., Sep., Oct., Nov., Dec. — by Quirk Enterprises, Inc., 4662 Slater Road, Eagan, MN 55122. Mailing address: P.O. Box 22268, Saint Paul, MN 55122. Tel.: 952-224-1919; Fax: 952-224-1914; E-mail: info@quirks.com; Web address: www.quirks.com. Periodicals postage paid at Saint Paul, MN and additional mailing offices.

Subscription Information: U.S. annual rate (11 issues) \$70; Canada and Mexico rate \$100 (U.S. funds); international rate \$119 (U.S. funds). U.S. single copy price \$10. Change of address notices should be sent promptly; provide old mailing label as well as new address; include ZIP code or postal code. Allow 4-6 weeks for change. POSTMASTER: Please send change of address to QMRR, P.O. Box 22268, Saint Paul, MN 55122.

Quirk's Marketing Research Review is not responsible for claims made in advertisements.

Editorial policy: We invite submission of manuscripts from outside sources. Write or call for guidelines. Send press releases and other editorial material to Joseph Rydholm, editor (joe@quirks.com). We reserve the right to edit any manuscript.

Reprints: For information on article reprints, please contact Fostereprints at 866-879-9144 or at order@fostereprints.com or visit www.fostereprints.com.

index of advertisers

20/20 Research77 Ph. 800-737-2020 www.2020research.com	Fleetwood Group, Inc.22 Ph. 888-820-8285 www.replsystems.com	MRCGroup Research Institute139 Ph. 800-820-0166 www.mrcgroup.com
AccuData Market Research, Inc.69 Ph. 800-831-7744 www.accudata.net	Fleischman Field Research54 Ph. 800-277-3200 www.ffrstf.com	MRSI (Marketing Research Services, Inc.) ...26 Ph. 800-SAY-MRSI www.mrsi.com
ActiveGroup65 Ph. 800-793-3126 www.activegroup.net	Focus Centre of Chicago, Inc.121 Ph. 312-628-7171 www.focuscentre-chicago.com	The NameStormers14 Ph. 512-267-1814 www.namestormers.com
Advanced Focus89 Ph. 212-217-2000 www.advancedfocus.com	Focus Forward46 Ph. 610-279-8900 www.focusfwd.com	Observation Baltimore95 Ph. 410-332-0400 www.observationbaltimore.com
Affordable Samples, Inc.44 Ph. 800-784-8016 sales@affordablesamples.com	Focus Groups of Cleveland98 Ph. 800-950-9010 www.focusgroupsofcleveland.com	The Olson Research Group, Inc.75 Ph. 609-882-9888 www.olsonresearchgroup.com
AIM Research39 Ph. 915-591-4777 www.aimresearch.com	Focus Market Research, Inc.32, 97 Ph. 612-869-8181 www.focusmarketresearch.com	On-Line Communications, Inc.42, 84 Ph. 800-765-3200 www.on-linecom.com
Assistance In Marketing60 Ph. 888-4AIMFIRE www.AIM-Cincinnati.com	The Focus Network13, 15 Ph. 800-394-1348 www.thefocusnetwork.com	Opinion Search Inc.Inside Back Cover Ph. 800-363-4229 www.opinionsearch.com
Atkins Research Group, Inc.105 Ph. 323-933-3816 www.atkinsresearchinc.com	Focus Pointe Global103 Ph. 888-US-FOCUS www.focuspointe.net	Opinions of Sacramento28 Ph. 916-568-1226 www.opinionsofsac.com
Baltimore Research3 Ph. 410-583-9991 www.baltimorererearch.com	Focusscope, Inc.86 Ph. 708-386-5086 www.focusscope.com	Opinions Unlimited, Inc.73 Ph. 800-604-4247 www.opinions-unlimited.com
Behavioral Insights, LLC17 Ph. 212-551-1411 www.behavioralinsights.com	FocusVision Worldwide6-7, 9, 11 Ph. 203-961-1715 opt. 6 www.focusvision.com	PRO-T-S Telephony Systems93 Ph. 800-336-7674 www.pro-t-s.com
Burke Institute5 Ph. 800-543-8635 www.BurkeInstitute.com	GMI (Global Market Insite, Inc)59 Ph. 206-315-9300 www.gmi-mr.com	QRCA, Inc.45 Ph. 888-674-7722 www.qrca.org
Burke, Incorporated67 Ph. 800-267-8052 www.burke.com	Greenfield Online49 Ph. 866-899-1013 www.greenfield.com	Qualitative Insights147 Ph. 818-988-5411 www.q-insights.com
C&R Research Services, Inc.109 Ph. 312-828-9200 www.crrresearch.com	Group Dynamics in Focus, Inc.72 Ph. 866-221-2038 www.groupdynamics.com	Readex Research - The Mail Research Center ..50 Ph. 800-873-2339 www.b2bmrc.com
Carbon View99 Ph. 561-745-3602 www.MVLgroup.com	GroupNet21 Ph. 800-288-8226 www.group-net.com	ReRez76 Ph. 214-239-3939 www.ReRez.com
Common Knowledge Research Services ..18-19 Ph. 800-710-9147 www.commonknowledge.com	House Market Research, Inc.61 Ph. 800-773-5516 www.housemarketresearch.com	The Research House Ltd.57 Ph. [44] (20) 7935-4979 www.meeting-house.co.uk
Consumer Opinion Services, Inc.113 Ph. 206-241-6050 www.covsc.com	i.think inc.29 Ph. 214-855-3777 www.ithinkinc.com	Research Now87 Ph. [44] (20) 7091-7818 www.researchnow.co.uk
Consumer Surveys Co.79 Ph. 847-394-9411 consumersurveys1@aol.com	I/H/R Research Group82 Ph. 800-254-0076 www.ihr-research.com	RIVA Training Institute149 Ph. 301-770-6456 www.RIVAinc.com
Decipher, Inc.83 Ph. 800-923-5523 www.decipherinc.com	Incheck, LLC100 Ph. 303-296-9593 www.incheckonline.com	S I S International Research, Inc.151 Ph. 941-955-5744 www.sisinternational.com
Decision Analyst, Inc.37 Ph. 817-640-6166 www.decisionanalyst.com	ingather research-denver53 Ph. 303-980-1909 www.ingatherresearch.com	Savitz Field and Focus80 Ph. 972-386-4050 www.savitzfieldandfocus.com
Delixus, Inc.47 Ph. 925-672-2623 www.delixus.com	InterClipper36 Ph. 973-733-3434 www.vicCD.com	Schlesinger Associates, Inc. ..Inside Front Cover, 57 Ph. 866-549-3500 www.schlesingerassociates.com
Delve55 Ph. 800-325-3338 www.delve.com	IRWIN71 Ph. 904-731-1811 www.irwin-jx.com	Scientific Telephone Samples91 Ph. 800-944-4STS www.stssamples.com
Doyle Research Associates, Inc.117 Ph. 312-863-7600 www.doyleresearch.com	JRA, J. Reckner Associates, Inc.51 Ph. 215-822-6220 www.reckner.com	Socratic Technologies, Inc.56 Ph. 800-5-SOCRATIC www.sotech.com
Ebony Marketing Research, Inc.31 Ph. 718-320-3220 www.ebonymktg.com	Kinesis Survey Technologies LLC33 Ph. 512-342-2330 www.kinesisurvey.com	Survey Sampling International81 Ph. 203-255-4200 www.surveysampling.com
e-Rewards Inc./ERI Research43 Ph. 888-203-6254 www.e-rewards.com	LW Research Group133 Ph. 818-501-4794 www.LWresearchgroup.com	Survey Service, Inc.157 Ph. 800-507-7969 www.surveyservice.com
Esearch.com, Inc.38 Ph. 310-265-4608 www.earch.com	M/A/R/C® Research85 Ph. 800-884-MARC www.marcresearch.com	Taylor Research, Inc.63 Ph. 800-922-1545 www.taylorresearch.com
Field Facts Worldwide35 Ph. 508-872-8840 www.fieldfacts.com	Maritz Research27 Ph. 887-4-MARITZ www.maritzresearch.com	Tragon68 Ph. 800-841-1177 www.tragon.com
Fieldwork NetworkBack Cover Ph. 800-TO-FIELD www.fieldwork.com	McMillion Research Service41 Ph. 800-969-9235 www.mcmillionresearch.com	Your2Cents Online Opinion Panel18-19 Ph. 800-710-9147 www.your2cents.com/info
First Choice Facilities23 Ph. 888-FCF-BIDS www.FirstChoiceFacilities.net	MEADOWLANDS CONSUMER CENTER INC. .137 Ph. 201-865-4900 www.meadowcc.com	

Trade Talk

continued from page 190

segments (more likely to be 46-50 years old).

- Lowest income of all segments.
- Only group not happy about where they are today, which makes them different from the other three segments.
- Not comfortable with their age.
- Not in control of their lives. Only 8 percent feel they are in control and 45 percent feel alone.
- Worry about financial security (85 percent) and the future (71 percent). They don't feel like they budget wisely.
- Are the least-active segment: 40 percent say they don't lead an active and busy lifestyle.
- Health is a concern: 65 percent are tired and lack energy.
- Don't eat well. Three-quarters say they know they should watch what they eat more than they do.

- Less than half (48 percent) exercise once or more a week.
- Not style-conscious - only 3 percent care about style and trends.
- Are low-tech and nostalgic: 76 percent are comfortable with things they are familiar with.
- Think best years are behind them (61 percent).
- Less than half think they are in charge of their own destiny (45 percent).

At Ease

- Represent 35 percent of the total Boomer population.
- Index slightly higher on the 51-55-year-old age group.
- Have average household income.
- Have average debt and below-average retirement savings.
- At peace with themselves, are very well-adjusted and have plenty of energy.

gy.

- Accept change as part of life. More than half (54 percent) like to try new things.
- Don't worry about the future, job security or financial security.
- Unlike other segments, they are not searching for convenient solutions or ways to do things faster.
- Are the least comfortable with technology. Only 30 percent say technology is important.
- Not the first to purchase a new product (5 percent) and are not style-driven.
- Enjoy travel (68 percent).
- Are least likely to work for as long as they can - only 44 percent plan to do so.
- Engage in exercise and physical activity once or more a week (64 percent).
- Feel the best years of life are the years they are in now (50 percent). **IQ**

classified ads

"Probing the future in Spanish & English"

REYES RESEARCH

CAPI | Focus Groups
Mall Intercepts | Mock Juries
Door to Door | Pre-Recruits

Contact: Arvind Datta
Phone: 805-278-1444
E-Mail: arvind@reyesresearch.com
www.reyesresearch.com

Bilingual Staff

Bakersfield ♦ Ventura ♦ Los Angeles ♦ Santa Barbara ♦ San Luis Obispo

DON ORSINO, PRESIDENT

2902 CALLE GRANDE VISTA
SAN CLEMENTE, CA 92672
949/201-5320
donorsino@orsino.net
www.orsino.net

Orsino Marketing Research

Let's find out...

Need to understand the markets in Europe...

- The potential
- The competitive situation
- Attitudes to your propositions, products or services
- Decision-making and buying
- Attitudes to your marketing communications, company and brand
- The sales channels/partners etc

2Europe marketing research services and experience can provide the understanding and insight you require

Email: enquiries@2europe.co.uk
www.2europe.co.uk

2 Europe

THE QUESTION SHOP, inc.

A Marketing Research Firm
Focus Groups and All
Types of Surveys

RYAN REASOR
President

2860 N. Santiago Blvd.
Suite 100
Orange, CA 92667
(714) 974-8020
FAX: (714) 974-6968

Hartford ~ New Haven Research

North Haven Wethersfield Farmington



(860) 677-2877 www.ctconnection.com



Study finds Boomers are not all created equal

Looming large as they do on the marketing and social landscape, Boomers are often talked about as one big group. They *are* a big group - 78 million - with big bucks to spend: one estimate puts annual expenditures by consumers 45 and older at \$2.3 trillion.

But all those Boomers are people, with individual tastes and habits. To get a better handle on Boomers, and perhaps make them less daunting to marketers, BoomerEyes, a division of Chicago-based C&R Research, conducted its Boomer Heartbeat study. The online survey involved 1,100 interviews completed in August 2005.

From the survey results, BoomerEyes identified four segments, with attributes that define Boomers by their attitudes and behaviors rather than merely their age. The segments, as detailed below from a BoomerEyes press release, include: Looking for Balance Boomers, Confident & Living Well Boomers, At Ease Boomers and Overwhelmed Boomers.

Looking for Balance

- Represent 20 percent of all Boomers.
- Skew slightly younger than other segments.
- Active and busy but also feel inundated by all they have to do.
- Most likely to have kids living at home.
- Have average household income.

- Worry about financial security (78 percent), the future (68 percent), job security (43 percent) and financing education for their children (41 percent).
- Most often say they will work for as long as they can (66 percent).
- Devote the most time of any segment to work (74 percent).
- Don't spend as much time with their family as they would like (57 percent).
- Are strong advocates of technology. In fact, 77 percent say they are comfortable with technology and 62 percent say new technology plays an important role in their lives.
- Convenience is key (82 percent).
- Nearly all (91 percent) are driven to find ways to do things faster and more efficiently.
- Early adopters to new products and services - 92 percent say they like to try new things.
- Eating right is important (88 percent). Nearly half (47 percent) have changed their diet for health reasons.
- Say best years are still ahead (50 percent).

Confident & Living Well

- Represent 23 percent of all Boomers.
- Skew slightly older than the other segments and are the segment most comfortable with their age.
- Highest income of all segments.
- Most active of the Boomers and,

most importantly, feel that they are in control of their lives (83 percent).

- Budget money wisely (56 percent) and as a result are not concerned about their financial security or worried about job security.
- Are not worried about the future (only 10 percent say so).
- Health-conscious (59 percent): only 7 percent feel tired and don't have much energy.
- Travel is one of their favorite pastimes (93 percent say so).
- 93 percent like to try new things.
- Technologically-savvy: 91 percent say they are comfortable with technology. In addition, new technology plays an important role in their lives (77 percent).
- Convenience and searching for ways to do things faster (83 percent each) are important.
- Early adopters - 32 percent like to be the first to purchase a new product or service.
- Family-centric. They devote more time than any other segment to spending time with family (72 percent).
- Believe they are in charge of their own destiny (85 percent).

Overwhelmed

- Represent 22 percent of Boomers.
- Index slightly younger than other

continued on page 189



Your data collection partner with the across-the-hall feel.

At Opinion Search we pride ourselves on functioning as an extension of your firm.

We provide you with a dedicated Project Manager who understands your standards, needs & requirements – and through our dataCAP, the convenience of secure online 24/7 access to all project status metrics, current data sets and tools to run simple crosstabs on your partial data.

With Opinion Search as your partner, you can be as responsive to your clients' questions as you would be with your in-house phone room.

Call us or visit our new website today:

1-800-363-4229

opinionsearch.com





likeable.

Any focus-group facility can give you three walls and a mirror. We give you so much more. A help desk to attend to your needs. A copier that reduces flip-charts to letter size. Plus other nice extras like wraparound viewing rooms and, lo and behold, actual sunlight from the outside world. After experiencing all that, just try to resist giving us a hug. To field your next study, or to receive one of our little foam critters, call any one of our 14 locations.



It takes
fieldwork

www.fieldwork.com

atlanta: 770.988.0330

boston-waltham: 781.899.3660

chicago lab: 312.565.1866

chicago-north: 773.282.2911

chicago-ohare: 773.714.8700

chicago-schaumburg: 847.413.9040

dallas: 972.866.5800

denver: 303.825.7788

east fort lee, nj: 201.585.8200

minneapolis: 952.837.8300

new york-westchester: 914.347.2145

los angeles: 949.252.8180

phoenix-scottsdale: 480.443.8883

phoenix-south mountain: 602.438.2800

seattle: 425.822.8900

For multi-location projects: 1.800.TOFIELD