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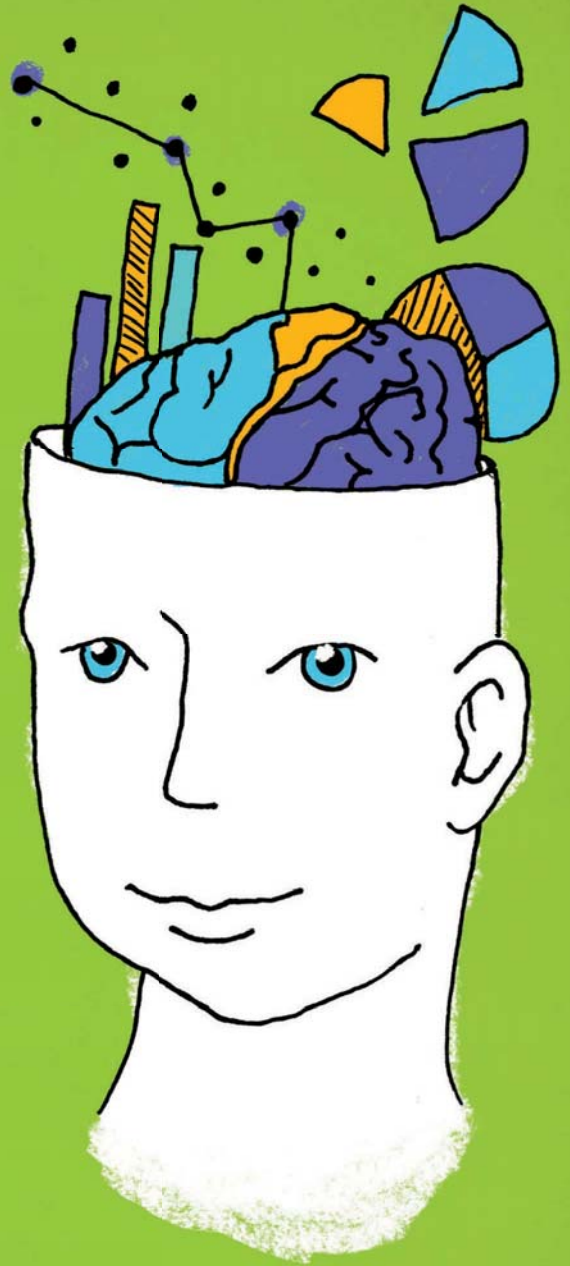
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Quirk's Marketing Research Review  
December 2017  
Volume XXXI Number 12  
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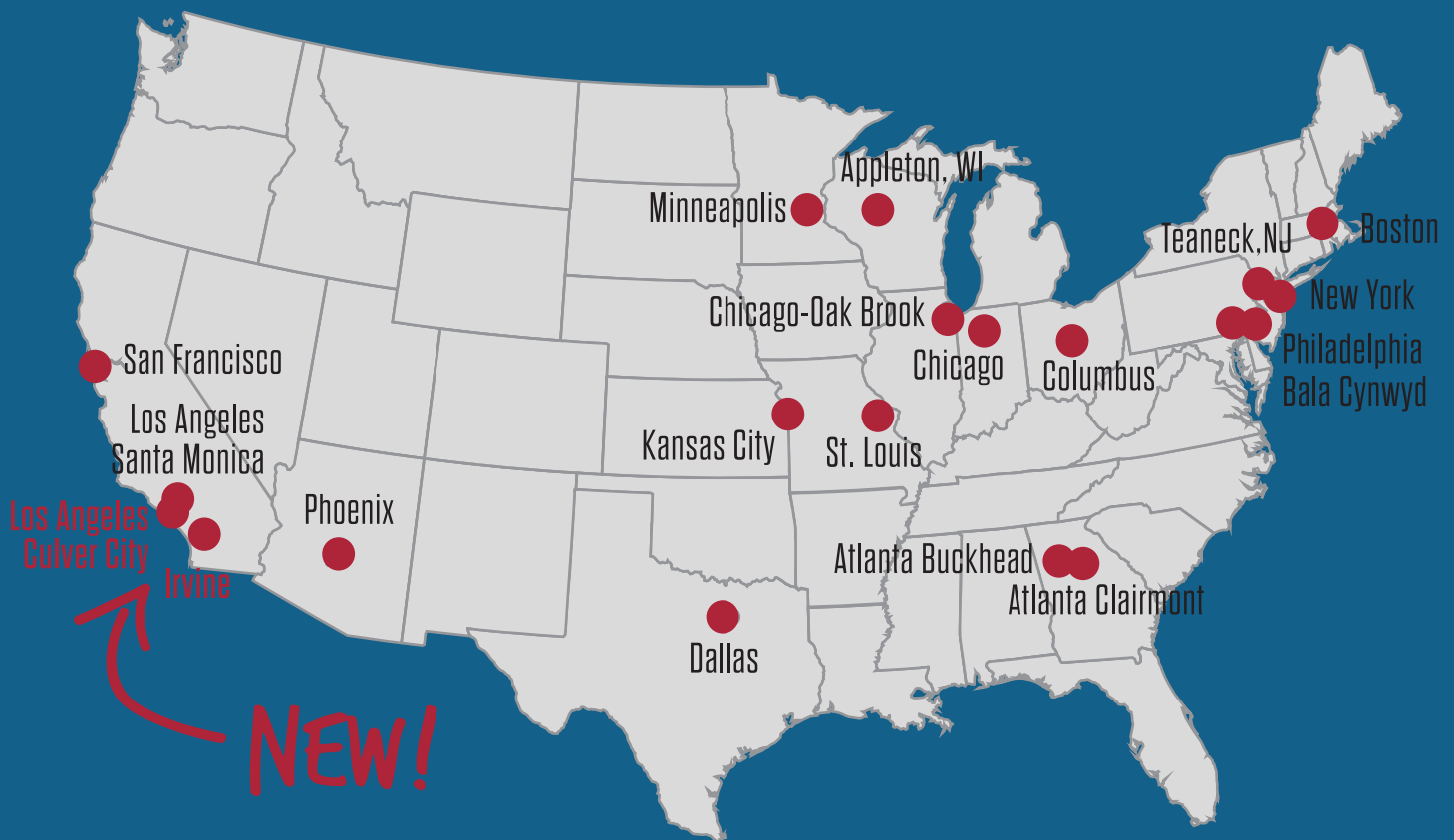


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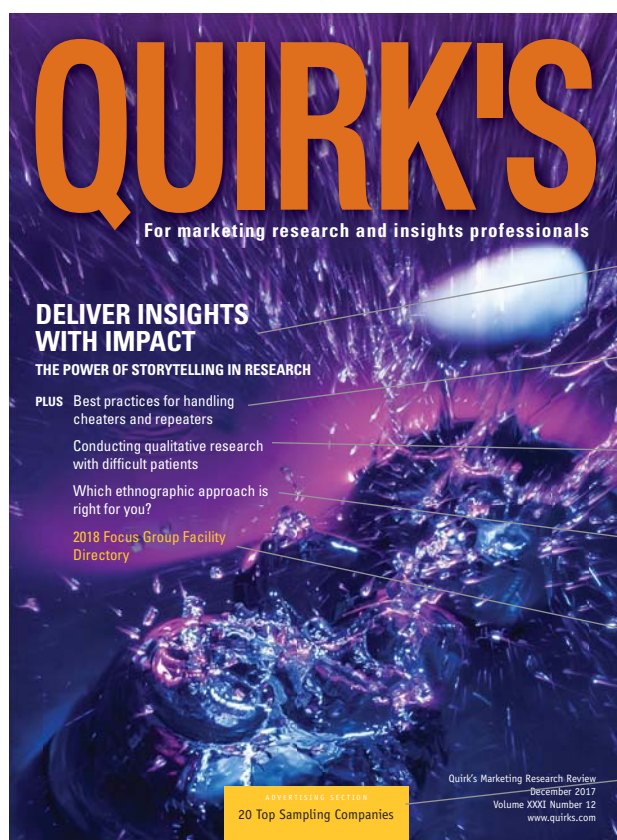
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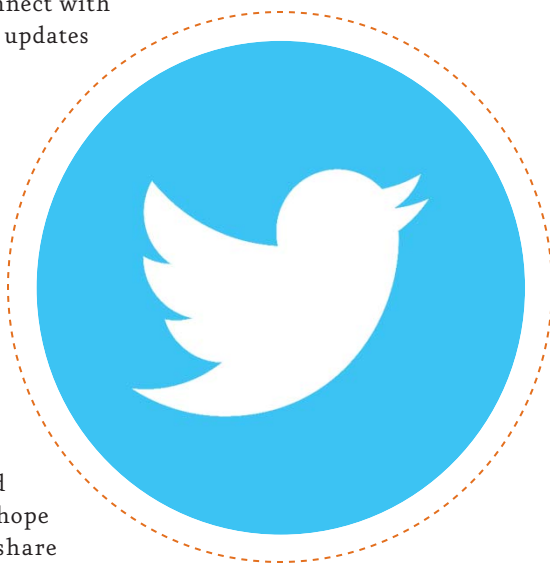
## ... events

### Quirk's on Twitter

The Quirk's Twitter account – @QuirksMR – is one place we share our latest articles and blog posts, connect with our audience and give live updates from the events we attend throughout the year – including the Quirk's Event. If you are attending the Quirk's Event on January 30-31 in Orange County, Calif., or February 27-28 in Brooklyn, N.Y., we hope you will join in on the discussion using #QuirksEvent.

Follow us on Twitter for tidbits before, during and after the gatherings. We hope to see you use Twitter to share your thoughts and ideas so we can continue to make Quirk's more valuable to you.

Looking to learn more about the Quirk's Event? Visit [www.TheQuirksEvent.com](http://www.TheQuirksEvent.com).



## // Noted Posts

### QuirksBlog.com

#### A tale of too many surveys

<https://goo.gl/Wo7gmD>

#### Study looks at hiring environment for creative professionals

<https://goo.gl/vwfiUb>

#### My husband's leery of phone surveys

<https://goo.gl/SwaQUK>

### ResearchIndustryVoices.com

#### Lessons from McDonald's attempt to capitalize on Szechuan sauce nostalgia

<https://goo.gl/nGwUuJ>

#### Leaders, keep the human perspective in the innovation process

<https://goo.gl/KTEMeJ>

#### Legacy brands can be human-centered (without acquiring smaller brands)

<https://goo.gl/hthDWV>

### ResearchCareersBlog.com

#### 4 beliefs that could hinder your hiring process

<https://goo.gl/JTawpy>

#### Tips from a veteran telecommuter

<https://goo.gl/QnRCiw>

#### 5 factors that contribute to professional success

<https://goo.gl/mwDFli>



## // E-newsworthy

### Researchers, you must stand up for the U.S. Census

[quirks.com/articles/2017/20171025-1.aspx](http://quirks.com/articles/2017/20171025-1.aspx)

### Tips for crafting the perfect survey intro

[quirks.com/articles/2017/20171025-2.aspx](http://quirks.com/articles/2017/20171025-2.aspx)

### How the Can Manufacturers Institute influenced retailers and increased sales in a declining industry

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## In Case You Missed It

news and notes on marketing and research

### ... the business of research

## MR saw most growth since 2010

The 2016 Global Market Research Report, released in September 2017 by Amsterdam-based research organization ESOMAR, shows 2016 saw the most significant growth for the traditional global market research sector since 2010. The global turnover of the traditional research sector was \$44.5 billion in 2016, an increase of 2.3 percent after inflation. When combined with “new” research methodologies, such as data analytics, the annual global turnover for research in 2016 was \$71.5 billion.

Africa was the world's fastest-growing region, posting a net growth rate of 22.7 percent from the previous year. Asia-Pacific saw a net growth of 7.8 percent after accounting for inflation. Latin America (excluding Venezuela) moved from a net decline of -7.8 percent in 2015 to growth of 1.6 percent.

In the North American continent, growth was just under 1 percent, down from a net growth of 3.1 percent the previous year. In Europe, the net growth was 1.6 percent, down from 2.8 percent the previous year.

In 2016, 18 percent of the global research industry's turnover was earned from international clients, up from 15 percent the previous year.

Globally, the largest client segment of research overall continued to be consumer non-durables at 20 percent of the total research spending, slightly down from 23 percent in 2015.



### ... grocery research

## Whole Foods + Amazon = :)

A study by GfK, New York, shows that 38 percent of current Whole Foods shoppers and 31 percent of Amazon shoppers feel positive about Amazon's acquisition of Whole Foods. Those who already shop at both Amazon and Whole Foods are the most positive, with 43 percent saying they are optimistic about the deal, compared to 23 percent of overall U.S. shoppers.

Three-in-four Whole Foods shoppers have made at least one Amazon purchase in the past month, compared to the average (50 percent) among non-Whole Foods shoppers.

The study also showed a higher incidence of Amazon Prime membership among Whole Foods shoppers than among U.S. consumers as a whole (50 percent versus 37 percent).

Among those who are positive about the alliance, 42 percent would like to see free grocery delivery for Amazon Prime members, while 34 percent are hoping that Amazon will bring technologies in-store that make shopping easier. Twenty-five percent feel reassured that they will be able to get high-quality fresh foods online.

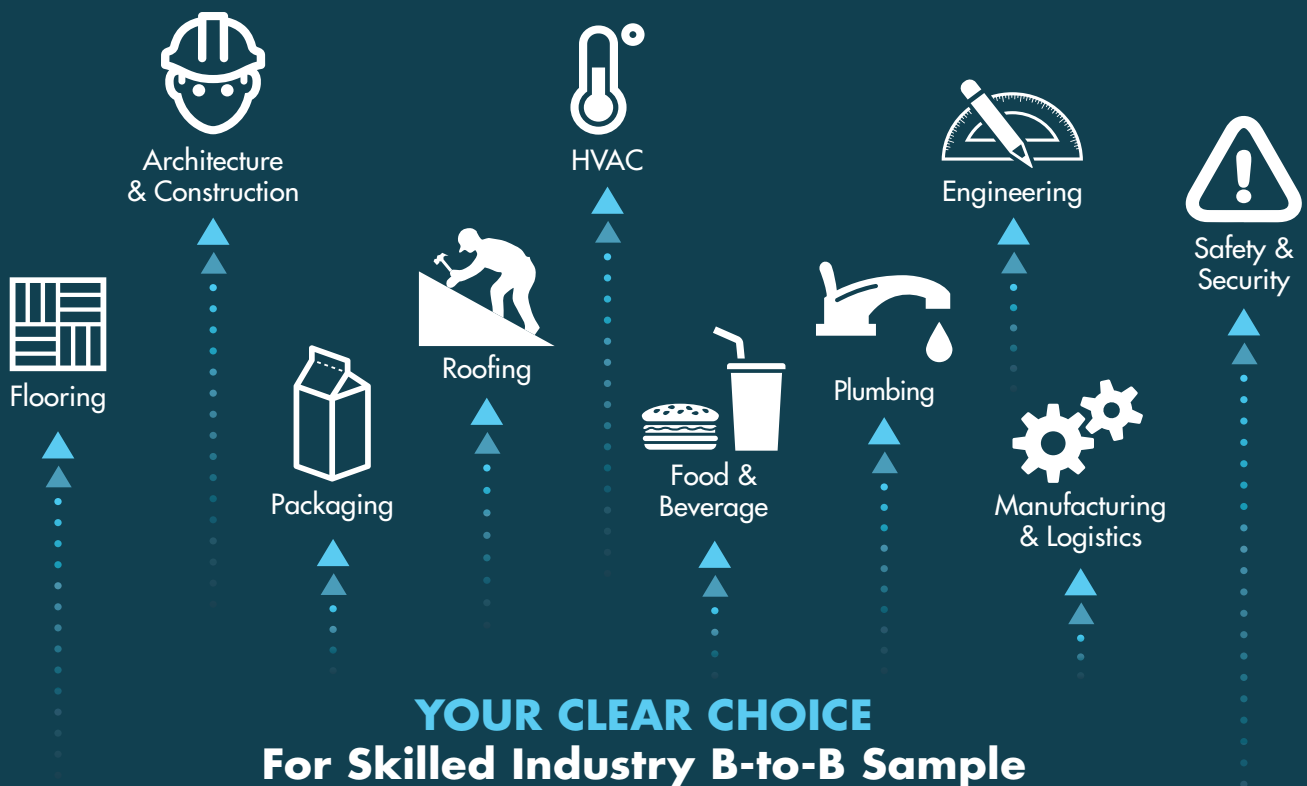


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# Wanted: Your words in our pages

In re-reading many of the articles we've published this year for a 2018 feature that will compile some of the best ideas and insights from our 2017 stories, it made me again appreciate the willingness of researchers to share their knowledge with their peers and colleagues.

That openness has always struck me as a commendable hallmark of the industry, especially since those trading tips and best practices could easily be competitors fighting for the same jobs.

So what about you? Have you ever thought about writing for us? It's easy. All you need are some good ideas and the ability to write!

I'm especially interested in having more client-side authors in our pages.

Many of our articles are written by those on the vendor side, as they are generally free to write more openly about topics (while still respecting confidentiality agreements, of course!) than those on the client side, and most have been understanding when I belabor the point during the writing process that their articles need to be as objective and non-salesy as possible.

But I would love to work those of you toiling away in the consumer-facing firms or B2B companies or non-profits, for example, to get your viewpoints in *Quirk's* – though I totally understand it can be difficult to get your material through the PR/commu-

nications gatekeepers.

Still, you are our core audience, so please consider writing for us if you are in that camp!

In general, when it comes to article topics, the more hands-on and how-to, the better. Readers have told us they value content that gives them tips, insights and strategies for how to use (or use more effectively) any and all research techniques. Case studies of successful research projects (or unsuccessful ones, if you're brave enough!) are always welcome as well.

Put it this way: If there's a topic you'd like to read about, chances are there are other researchers who feel the same.

Here's a snapshot of our 2018 editorial calendar. (I've omitted January since it will already be in production when this issue comes out and also September since that issue is taken up by our annual *Researcher SourceBook*.)

February: brand/branding research; Millennials/youth research

March: advertising research; pharmaceutical/health care research

April: B2B research

May: qualitative research

June: Research Technology Report

July: financial services; shopper insights

August: new product research

October: customer experience research; health care research

November: B2B research

December: qualitative research

Each issue has a particular editorial emphasis or two but we also include a range of articles that don't fall under those categories so don't worry if your idea doesn't neatly fit into any




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of the topics listed. If you do have an interest, I urge you to reach out right away as issues often fill many weeks in advance and final manuscript deadlines are typically about seven weeks prior to the month of publication.

In a nutshell, magazine articles are a minimum of 1,500 words, though our *Qualitatively Speaking* and *By the Numbers* columns (focused on qual and quant, respectively) are usually 1,000 words or under.

For other types of shorter-form pieces, items that are closer to blog length, for example, our digital offerings (the *Research Industry Voices* blog and our e-newsletter) are other options for interested authors who may not want to crank out a full-fledged article. Those outlets are also perfect for more timely or time-sensitive articles, as items can be published at digital speed rather than having to go through the lengthy timelines of a printed magazine.

Drop me a note at [joe@quirks.com](mailto:joe@quirks.com) and I will be happy to discuss your story ideas or send you a more complete version of our editorial calendar and our full author guidelines. I look forward to hearing from you! 



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●●● advice for researchers

# ASK THE EXPERT

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**Kristen Miles**  
Director of Insights, Branded Research Inc.  
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**How can researchers increase engagement on open-ended questions when conducting online quantitative surveys?**

Researchers have an opportunity to use visual communication to deepen the insights gathered through open-ended questions. Make open-ended questions less cumbersome and increase response rates by allowing respondents to use visuals like emojis to respond. About seven in 10 Branded community members use emojis or GIFs regularly when communicating via text message. Additionally, the vast majority indicate that using emojis helps them better express their thoughts and emotions than using words alone.



**Jennifer Larsen**  
Master Moderator and Founder,  
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jen@maybemarketresearch.com  
516-459-3659

**MAYBE...**  
market research & strategy

**How is speaking with physicians different from speaking with consumers?**

Generally speaking, it's not. Both physicians and consumers want to be engaged and interested. However, when speaking with physicians, you have to do more homework so you can understand their shorthand and accurately assess their treatments and unmet needs. But in the end, it's still a conversation and the more you can help physicians escape from their clinical mind-set, the better the learning.



**Andrew Willard**  
Partner, W5  
awillard@W5insight.com  
www.W5insight.com



**How can I make my brand tracker strategic and more insightful wave-over-wave?**

Brand tracking is strategic when it charts a clear direction for the future of your brand. Brand health tracking that simply monitors consumer awareness, usage and advocacy produces interesting data but may offer limited insight as to next steps. There is great value in also tracking brand perceptions and engagement. Together, these elements portray the dynamic nature of call-to-action marketing. Tracking changes in these interrelated facets of consumers' brand relationships over time provides meaningful insight to a strategic path forward.

Have a question you'd like to have answered? Submit it to [info@quirks.com](mailto:info@quirks.com).

Want your firm to be featured as an expert? Contact [sales@quirks.com](mailto:sales@quirks.com) for more information. [www.quirks.com/articles/2017/20171255.aspx](http://www.quirks.com/articles/2017/20171255.aspx).

# IN FOCUS

... a digest of survey findings and new tools for researchers



## // Survey Monitor



... travel research

### Passengers feel airlines are not listening to them

#### Heads in the clouds

About two-thirds of all U.S. and U.K. consumers surveyed by Clarabridge, a Reston, Va., customer experience management firm, report that when they deliver feedback on their air travel experience, complaints go unrecognized or unaddressed by airlines.

Clarabridge surveyed more than 1,200 consumers in both the United States and United Kingdom, respectively. In both surveys respondents

were between the ages of 18 and 60. The survey asked airline consumers share their feedback on all aspects of their air travel experience including personal preferences, expectations and key complaints. Clarabridge also analyzed more than 750,000 online ratings/reviews and mentions shared on public forums from Facebook, Airline Quality and TripAdvisor to capture the voice of the customer.

The results illuminate customers' behaviors and expectations around air travel to enable airlines to improve overall satisfaction and increase loyalty. In today's digitally-connected world, where a customer's

negative interaction has the potential to go viral, it is crucial for airlines to understand what their customers are saying and implement that feedback into positive change. Listening to the customer not only creates a more enjoyable experience for air travelers but ultimately saves airlines countless dollars in preventing customer experience crises before they arise.

The survey unveiled three critical findings:

**Consumers believe airlines are not listening.** Sixty-nine percent and 73 percent of U.S. and U.K. consumers, respectively, have never submitted a complaint, nor delivered feedback to an airline company. Within both markets, about two-thirds of all consumers report that even when they do deliver feedback on their experience, complaints go unrecognized or unaddressed. This suggests that it is imperative for airlines to accurately collect and respond to feedback to ensure customers know they are being heard and that their feedback is being acted upon in order to provide the best possible travel experience.

**Attitude matters.** Flight staff and crew attitude drives loyalty even more than affordable flights. In the U.S., 38 percent of customers are loyal to a particular airline based on how they are treated, compared to 35 percent of customers who choose their airlines based on price. Friendly staff is more indicative of whether an individual recommends an airline to a future traveler, with 33 percent of all U.K. customers citing it as the primary reason for their recommendation. Therefore, airlines must use the customer voice to adjust their policies, procedures and training and encourage the entire organization – from teams both in the sky and back

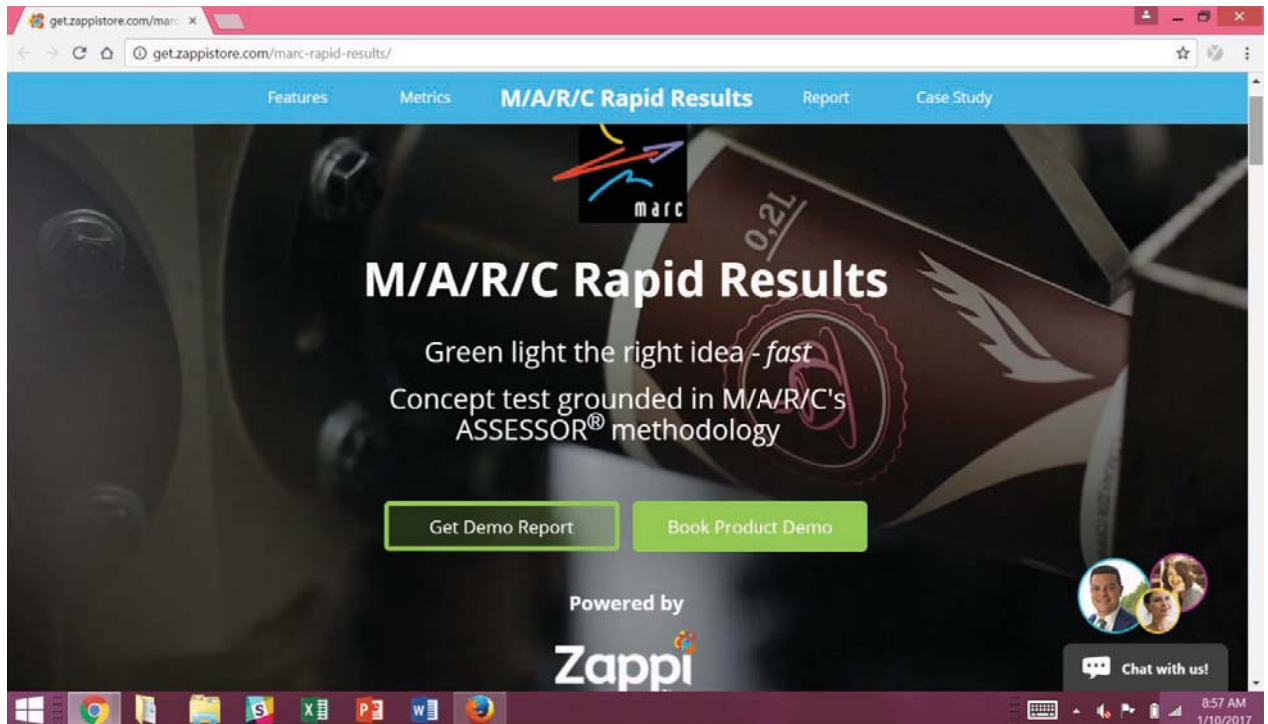


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at headquarters – to instill a culture of friendliness and positivity so that customers keep coming back.

**It's time to improve digital feedback channels.** In both the U.S. and the U.K., customers expressed a preference for digital feedback. Of the customers who do provide feedback, 46 percent and 42 percent in the U.K. and U.S. do so by e-mail and 13 percent and 11 percent, respectively, by social media. Across both markets, more than half of all customers utilize digital tools to comment on their experience. In the U.K. only one in 10 complaints actually involves a human interaction. In conjunction with an increase in digital feedback, the data suggests that airlines must improve and invest in the technical infrastructure necessary to support customer complaints via digital means, be it on social media or in-app. This will not only satisfy customers but also reduce the weight and cost of in-person channels.



## ●●● employee research Workers want workplaces that make a difference

**Employers, increase your social involvement**

A survey reveals that more than half (57 percent) of those working in America's largest companies

feel that their employers should play a more active role in addressing important societal issues. And there is even greater support when looking at specific issues like equal opportunity in the workplace, health care reform and renewable energy. Other key findings from the nationwide survey – Corporate America's POV – from St. Louis, Mo.-based opinion research and issues management consultancy Povaddo, include:

- 50 percent of workers feel their company and/or CEO is facing growing internal and/or external pressure to be more vocal on important societal issues.
- 45 percent say corporate America's role in addressing issues is more important than it was a year ago compared to just 11 percent who say less important.
- 44 percent foresee corporate America's role in addressing societal issues increasing over the next year; only 18 percent see it decreasing.

Despite these figures, only 35 percent of respondents feel assured that their CEO has a finger on the pulse of employee attitudes towards today's major societal issues. This is significant because roughly half of those surveyed (45 percent) indicate that the actions a company takes to help influence important societal issues impact their decision to maintain or pursue employment with a company. More specifically, 38 percent say they would be less likely to continue working for the company long-term if their company and/or CEO made zero effort to make a difference on an important societal issue.

Using a series of segmentation questions, Povaddo estimates that 15 percent of the workforce in corporate America can be categorized as "employee activists." The survey finds that Millennials are three times more likely than Boomers to fall into this category (26 percent versus 9 percent,

respectively); there is also a significant gap between those who are in management positions (20 percent) and those who are not (8 percent).

Povaddo defines employee activists as those who meet the following criteria: agree that it's important to work for a company that's not afraid to be vocal on important societal issues; would like to see their company and/or CEO be more vocal on important societal issues; strongly agree that it is important to work for a company that shares their values; and are very interested in news, politics and current events.

Povaddo conducted an online survey of  $n=1,236$  individuals throughout the U.S. who work for companies with annual revenues of at least \$1 billion. The sample was drawn from Research Now's panel of over 11 million profiled individuals. The margin of error associated with a sample of this type is  $\pm 2.8$  percent. The survey was fielded April 3-10, 2017. The survey was funded by Povaddo and it was not conducted on behalf of any outside organization.



## ●●● innovation research What not to say to attract funding on Kickstarter

**'Novel' and 'useful' may sap pledges**

Kickstarter campaign creators should take note: The commu-

nity does not view claims of product novelty and product usefulness as congruent. While the total amount pledged is boosted when a product is said to be useful (or alternatively, novel), claiming that it is both reduces the total amount pledged by 26 percent.

That's according to a recent analysis of 50,310 Kickstarter projects, led by researchers from the Singapore Management University, HEC Paris, the University of Technology Sydney and INSEAD.

"Prior research has shown that products that are novel and useful typically succeed in the marketplace," says study co-author Amitava Chattopadhyay, professor of marketing and the GlaxoSmithKline Chaired Professor of Corporate Innovation at INSEAD. "But when projects make both claims, backers either assume a product's benefits are inflated, that it carries a high risk of failure or that it divides the crowd between believers and sceptics, making it hard for backers to pick a side."

"The higher level of uncertainty in the crowdfunding context drives backers to choose modest innovations and shy away from more extreme innovations," says Cathy Yang, assistant professor of marketing at HEC Paris.

"This is deeply disappointing as the premise of crowdfunding is to support creativity and innovation," says Anirban Mukherjee, assistant professor of marketing at Singapore Management University. "Entrepreneurs therefore might be advised to frame a project as only novel or only useful, rather than both," Ping Xiao of the University of Technology Sydney (UTS) says.

Kickstarter is often seen as a haven for innovators as it allows them to circumvent hard-nosed bankers and other risk-averse traditional lenders. But innovation can be a hard sell with the crowd, as explained in the research paper titled "Does the crowd support innovation? Innovation claims and success on Kickstarter,"

co-authored by Mukherjee at SMU, Yang at HEC Paris, Xiao at UTS and Chattopadhyay at INSEAD.

Chattopadhyay and his study co-authors accessed a dataset comprising all the projects listed on Kickstarter since its launch in 2009. To focus on the crowd's appetite

for innovation, they eliminated arts-related projects as these tend to be evaluated mostly on the basis of their artistic value. They then kept all the U.S.-based projects that fell in the nine largest remaining Kickstarter product categories.

The final dataset included a total

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of 50,310 projects. Machine-learning tools were used to extract a list of descriptors from the text, the lead image and video of each project. The number of occurrences of the word “novel” and its synonyms served as a proxy for novelty claims. Conversely, the sum of occurrences of the word “useful” and its synonyms became the measure for claimed usefulness. These numbers were then compared with the individual projects’ funding results.

The data show that claims of novelty and usefulness, taken separately, do increase the total pledge amount. As a matter of fact, they have a very large initial effect. A single claim of novelty increases project funding by about 200 percent, while a single claim of usefulness leads to an increase of about 1,200 percent, as compared to projects devoid of any such claim.

“As opposed to the regular marketplace, where buyers feel protected by consumer laws, crowdfunding backers may face a very high level of uncertainty,” says Chattopadhyay. After all, the developers may fail to come up with the final product or they may need to change specifications along the way. It’s been shown that consumers prefer more traditional products when their perception of risk is high. Inventors that claim that their product is very innovative, i.e., both highly useful and novel, may find it more difficult to get funded because of a higher risk perception by the crowd.



## ●●● shopper insights Managers detail order-fulfillment challenges

Of BORIS and BOPIS

As the lines between online and in-store continue to blur, order fulfillment (29 percent) and limited staffing (29 percent) are evenly split as the biggest challenge for retailers at the store level, followed by inventory visibility (24 percent) and scheduling/workforce management (18 percent), according to results from Scottsdale, Ariz.-based JDA Software Group Inc.’s second annual Voice of the Store Manager survey.

The secret to retailer success lies in evolving the store into a place to solve customer problems, relying on the speed and convenience of fulfillment to compete in today’s unified commerce environment. On the store-execution level, store managers are trying to master the combination of order fulfillment, inventory visibility and staffing needs to keep up with customer demands.

When it comes to challenges with store inventory, survey respondents find that inaccurate data (31 percent) and limited stock and slow replenishment (31 percent) are the biggest challenges for operations. However, the majority of store managers (64 percent) are using technology in some capacity to check store inventory availability, whether it be real-time

inventory visibility via mobile or wearable devices (33 percent) or a central computer system (31 percent).

“Based on the results of our survey, it’s clear that retailers are making progress to better handle operations in today’s retail environment but inventory and staffing needs are often a bottleneck,” says Jim Prewitt, vice president, retail industry strategy, JDA. “It’s not a question of whether stores will evolve but rather a question of ‘to what?’ Successful retailers are looking at how quickly their supply chain and store operations need to react and adapt.”

While there has been a lot of speculation around a retail apocalypse, new fulfillment options are offering ways for stores to provide ease and convenience to busy customers while driving traffic back into stores. Forty-four percent of respondents said their stores offer buy online ship from store services; additionally, 41 percent offer buy online pickup in-store (BOPIS), 40 percent offer buy in-store ship to home and 38 percent offer buy online return in-store (BORIS).

According to store managers, BOPIS services (41 percent) and buy online ship from store services (40 percent) have seen the largest increase in customer usage. All fulfillment options rely heavily on inventory visibility and staffing for pick, pack and ship in order to meet customer fulfillment timelines and respondents have staff allocated to support BOPIS (65 percent), BORIS (64 percent), buy in-store ship to home (61 percent), buy online ship to store (59 percent) and buy in-store ship to home/store from another store (49 percent).

Forty-one percent of store managers believe lack of visibility across inventory is the biggest difficulty when it comes to BOPIS services and 36 percent say their stores currently offer a discount to customers who utilize BOPIS services. Another 14 percent are currently testing/researching options.

“As customer expectations continue to rise, it will be crucial for brick-and-mortar stores to streamline how they

fulfill customer orders and work to draw in shoppers with incentives for in-store fulfillment options like BOPIS, as verified by our recent JDA Consumer Survey,” says Prewitt. “In the future, we foresee some stores evolving into distribution centers, fulfilling 100 percent of customer demand, while others will morph into showrooms with centralized fulfillment.”

The other area for improvement for stores is the influx of inventory due to BORIS offerings, with two in three store managers reporting some difficulty with the service. Thirty percent of respondents are unsure of what to do with the additional inventory received through BORIS services and lack direction as to whether to keep it at the store or return to a distribution center or even another store. Additionally, nearly 30 percent of store managers reported a staff-

related concern with regard to BORIS.

With the rising popularity of the gig economy, more than 40 percent of store managers are already reporting that a small number of their store staff (less than 25 percent) are part of the gig economy. One in four store managers are exploring the possibility of leveraging additional labor – such as short-term contractors or freelance workers – outside of the traditional workforce.

According to respondents, 60 percent of store managers planned to hire the same amount of temporary labor for the 2017 holiday season as they did last year; while 24 percent planned to hire more this year. However, the focus of the seasonal staff may be changing to meet customer demand; over 40 percent of seasonal holiday hires will be for fulfillment at stores/warehouses and

not customer-facing. This was even higher among respondents in rural areas, who were far more likely (61 percent) to hire fulfillment staff rather than customer-facing staff. The other fulfillment area that store managers are planning to increase hiring for is BOPIS, with one in three respondents hiring temporary staff specifically for the service this year.

“As store operations change with increasingly complex order fulfillment capabilities, the demands for staffing will change as well,” says Prewitt. “Based on our survey results, we predict there will be an uptick in tailored staffing hires for both BOPIS and ship-from-store services.”

JDA collected responses from 252 U.S.-based retail store managers in August 2017 via a third-party provider to determine the findings of its 2017 Voice of the Store Manager survey.



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# Q

## IN FOCUS

### Product and Service Update

#### ••• shopper insights Product shows impact of mobile marketing

Uses geofencing

**A**msterdam-based marketing technology firm Plot Projects has launched Attribute 2.0, a product that allows marketers to measure the lift in dwell-based store visits initiated by mobile app marketing. Plot Projects' technology, powered by geofencing, detects when app users enter predefined geographic areas and uses its technology to send location-based notifications, gather competitive location intelligence and retarget users based on location history. Attribute draws a connection between any recent in-app marketing action and a store visit. Examples of what mobile app publishers can measure the foot traffic attribution of include reading a flyer/coupon/voucher, checking a restaurant profile, seeing an in-app banner and clicking on an in-app banner. Attribute also helps filter out passersby from actual visitors by measuring how long an app user stayed at a location. This is important if business locations are in a dense, busy urban area where users need to be more accurate with separating these two groups.

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



[quirks.com/articles/2017/20171204.aspx](http://quirks.com/articles/2017/20171204.aspx)

#### ••• emotion research Browser-based emotion measurement

Chrome, Firefox, Microsoft Edge

**S**an Francisco-based research platform CoolTool has released its Emotions in Browser tool, which integrates into surveys to conduct emotion measurement tests. The tool is compatible with Chrome, Opera, Microsoft Edge and Firefox and allows respondents to complete tests from a mobile device or laptop as long as they are equipped with a camera. The premises where the test is conducted should be well-lit but no direct sunshine should penetrate the test area and the face of the participant should be in the center of the frame. Respondents can be accessed by e-mailing potential participants/customers (users can upload their own contact list to the system), contacting members of participant panels or reached via social media. The technology is currently free of charge for current CoolTool clients. No Neurolab credits (conventional units of accounting for the number of projects implemented with the application of neuromarketing technologies) will be charged from a user's CoolTool account. Emotion measurement with the application of Neurolab app will be also available and relevant fees will be charged in accordance with the user's subscription plan.

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

#### ••• product research Test claims, logos with DUEL

Uses gamified approach

**I**psos Marketing, New York, has launched DUEL, a new screening

approach that leverages learnings from behavioral science and cognitive psychology to capture consumer reactions. Using a gamified approach, DUEL can be used to test claims, logos and package images. The approach is mobile capable and device-agnostic. Options for a clickable phrase exercise to understand word impact and opens with text analytics can be added. Clients receive diagnostics, including recommendations about which items to pursue, rework or eliminate as well as which items have broad appeal vs. niche potential.

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

#### ••• data analysis Anzo Smart Data Lake 4.0

Builds semantic layers

**B**oston-based data analytics firm Cambridge Semantics has released Anzo Smart Data Lake 4.0, its flagship platform product that builds a semantic layer at-scale on all enterprise data, allowing users to extract insights. ASDL 4.0 features include automated rapid ingestion, which supports connectivity to both internal and external sources, including cloud environments and existing data lakes. It ingests both structured and unstructured data through horizontally-scaled, automated ETL processes. Most structured sources may be ingested without manual mapping, while unstructured data is processed, indexed and on-boarded through configurable text analytics and NLP pipelines. As a result, the analyst or data steward's time can be refocused on higher-value tasks. The data catalog function leverages graph models to describe the data in business contexts and capture all the different types of data required, spanning all enterprise data sources and all data sets stored in ASDL. Users can browse and discover data sets of interest and understand their context



in a secure and governed environment. The full data provenance and lineage of all data in the catalog is explorable in a user-friendly visual interface. Graphmarts connect Cambridge Semantics' Anzo Graph Query Engine (AGQE) to data in ASDL, bringing together subsets of data on-demand for preparation, analysis and access. Graphmarts are collections of data sets that can be shared, discovered and enhanced collaboratively. ASDL automatically brings Graphmarts online into existing AGQE clusters or can provision new clusters on-demand as business needs peak for agile deployment and cost-effective cloud resource utilization. Users can add data layers to their Graphmarts for data cleansing, transformation, linking and access control – dynamically enhancing the in-memory graph in an iterative manner. Graphmarts apply data layers in stacked fashion for the flexibility to turn layers on or off and remove, copy

and create layers as needed. By storing data preparation tasks as individual layers, users enjoy improvements in data preparation productivity similar to modern digital tools for editing images, video and sound.

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

## ●●● shopper insights Measure retail lift

Joint PlaceIQ, comScore offering

Reston, Va., firm comScore and data and technology firm PlaceIQ have launched PlaceIQ PVR powered by comScore, a joint solution that measures lift in retail visits resulting from TV, mobile and desktop advertising. The solution allows marketers and agencies to understand the holistic impact of their advertising on

driving visitation to physical locations like retailers, automotive dealerships, dining establishments and more. In addition to measuring lift, PlaceIQ PVR also provides clients with a picture of campaign-exposed consumers. This feature extends beyond demographics alone to include audience descriptors such as likelihood to engage with other brands across different shopping categories. With this information, clients can understand the broader interests and affinities of a target audience and tailor future messaging strategies across channels.

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

## ●●● Briefly

■ Shelton, Conn., researcher SSI has become a licensed Net Promoter Score service provider, allowing companies to survey panelists to measure customer loyalty and gather insights to improve long-term customer relationships. Net

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Promoter Score measures the loyalty between a brand and its customer base.  
[www.surveysampling.com](http://www.surveysampling.com)

■ Denver-based insights agency iModerate has added new video capabilities to its online chat approach. The firm's individually moderated one-on-one digital conversations will include the ability to collect video responses from participants, in addition to the current open-ended text responses.  
[www.imoderate.com](http://www.imoderate.com)

■ Westport, Conn., data and insights company Critical Mix has released CMIX, a tool that gives users access to survey programming and management, global target audiences and data visualization. CMIX allows users to collaborate throughout the project life-cycle and lets users program and manage surveys on their own, share tasks with team members or use Critical Mix's team of programmers.  
[www.criticalmix.com](http://www.criticalmix.com)

■ Location-based citizen engagement platform PlaceSpeak has integrated with Boulder, Colo., survey and data insights platform SurveyGizmo, providing an additional survey option for organizations conducting online consultations on the PlaceSpeak platform. As part of a suite of feedback collection tools, organizations can select between PlaceSpeak's in-house survey tool or SurveyGizmo. They will also have access to SurveyGizmo's reporting and analytics tools.  
[www.surveygizmo.com](http://www.surveygizmo.com)  
[www.placespeak.com](http://www.placespeak.com)

■ U.K. survey solutions firm OnePoint Global has launched the latest version of its My Surveys research app. The app allows research agencies and customer experience specialists to set up and launch surveys within the app and collect data while participants are offline or online.  
[www.onepointglobal.com](http://www.onepointglobal.com)

■ U.K. video research firm Voxpopme has launched Moments, an app-based qualitative solution specifically for diary studies. The app enables researchers to run video diary studies by inviting consumers to respond to questions and tasks via

recorded videos. The app is available for iOS and Android.  
[voxpopme.com](http://voxpopme.com)

■ Lincoln, Neb., patient and consumer insights firm NRC Health has launched the NRC Health Loyalty Index, a metric that allows hospitals and health care systems to develop marketing strategies, drive patient acquisition and enhance consumer loyalty. The NRC Health Loyalty Index is powered by the NRC Health Market Insights solution. Market Insights provides marketers and strategists a syndicated health care consumer database, capturing insights from 300,000+ consumers annually in more than 300 markets across the U.S.  
[nrchealth.com](http://nrchealth.com)

■ RTi Research, Norwalk, Conn., has released a new e-book, *Beyond Data, Beyond Information: Powerful Storytelling for Insights Professionals*, available as a free download on the firm's Web site.  
[www.rtiresearch.com](http://www.rtiresearch.com)

■ Wilton, Conn., researcher Toluna has launched the latest version of SafeView, its media security technology. SafeView is used within Toluna survey projects to ensure that images, concepts and video are secure and confidential while remaining broadly accessible by survey respondents.  
[corporate.toluna.com](http://corporate.toluna.com)

■ A group of market researchers have joined forces as founding contributors of Perspectives, a new vlog facilitated by video insights firm Voxpopme. The vlog asks one question per episode and all contributors are asked to individually respond. Voxpopme then compiles a show reel of the perspectives into a new episode. The video responses are supported by episode notes and analysis. Some founding contributors include Finn Raben, director general of ESOMAR; Dave Carruthers, founder and CEO of Voxpopme; Annie Pettit, market research trainer and advisor; and others.  
[voxpopme.com](http://voxpopme.com)

■ Greenwich, Conn., firm Civicom Marketing Research Services has integrated automated video transcription

into Civicom Chatterbox, its online bulletin board solution, allowing respondents and project moderators to view speech-to-text conversion upon upload of a video for an activity.  
[www.civicomrs.com](http://www.civicomrs.com)

■ System1 Research, London, has launched its Next Generation Predictive Markets concept testing tool, which draws on learnings from over 40,000 tests and includes new fluency measures that capture how quickly and easily people process new ideas.  
[www.system1research.com](http://www.system1research.com)

■ Oslo, Norway-based data solutions firm Norstat and dp2research have introduced the Destination Satisfaction Index (DSI), a tool for the tourism industry. The DSI provides an analysis of 20 factors to assess traveler satisfaction of a given travel destination.  
[www.norstatgroup.com](http://www.norstatgroup.com)

■ Wilton, Conn., research firm Toluna has integrated digital tracking within its consumer insights platform. Toluna's digital tracking offering is a single-source permission-based solution that collects individual traffic and online behaviors like digital activities, media consumption, ad exposure and e-commerce activity at the SKU level. Digital tracking can be used alone or in combination with other research methodologies.  
[corporate.toluna.com](http://corporate.toluna.com)

■ Clifton, N.J., research firm SurveyUSA is celebrating its 25th anniversary by launching SurveyUSA 2.0, which will provide media clients with viewer reaction to video of existing and prospective talent, video of station promos, jingles and all other still, audio and video creative. It also allows local TV stations and local newspapers to simultaneously ask public poll questions for publication and private market research questions for internal-management use.  
[www.surveyusa.com](http://www.surveyusa.com)

■ V12 Data, Tampa, Fla., has launched its holiday audience segments, powered by its purchase intender solution V12 Signals. Retail brands can use the firm's holiday purchase intender audiences to target consumers who

indicate high purchase intent based on offline shopping indicators integrated with online (mobile and desktop) content consumption, Web visits and keyword searches.

[www.vi2data.com](http://www.vi2data.com)

■ Minneapolis-based promotional marketing firm YA has launched new guided analytics dashboards, which provide insights into marketing promotions programs.

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

■ Foster City, Calif., firm EdgiLife has launched Rapid Test and Learn, a consumer test and insights platform that provides CPG companies with customer data.

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

■ Austin, Texas, firm Userlytics Corporation has launched a multilingual remote-user testing service, allowing for native-language online usability testing in any country and language.

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

■ Provo, Utah, research software firm Qualtrics has added its predictive intelligence and machine learning engine Qualtrics iQ to its employee experience product, Qualtrics Employee Experience.

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

■ New Orleans-based audience platform Lucid has launched Reach, a tool that uses machine learning to allow users of its Fulcrum sample platform to gain feasibility and pricing on their next study. Users define their audience, survey length and targeted number of completes and Reach will determine the feasibility and cost based on the past 45 million survey completes on Fulcrum. Reach is available to Fulcrum users for sampling projects in the U.S., with more markets launching soon.

[luc.id](http://luc.id)

■ Nielsen, New York, has released Nielsen Subscription Video On Demand Content Ratings, a syndicated solution that independently measures subscription-based streaming content.

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

■ Boston-based research firm Chadwick Martin Bailey has launched AffinID to help brands develop a customer image. AffinID provides insight into consumers' current image of the brand customer, how compelling that image is and how to optimize that image. The AffinID Score measures how strongly consumers identify with their image of the brand customer and is benchmarked against competitors' scores to better predict brand performance.

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

■ Consumer insights firm Maru/Matchbox, Chicago, has released Global Connect, a community-based intelligence platform designed for multinational clients. The platform uses a centralized, hierarchical technology platform and quantitative, qualitative, mobile and behavioral data collection techniques, supported by research and community management services.

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



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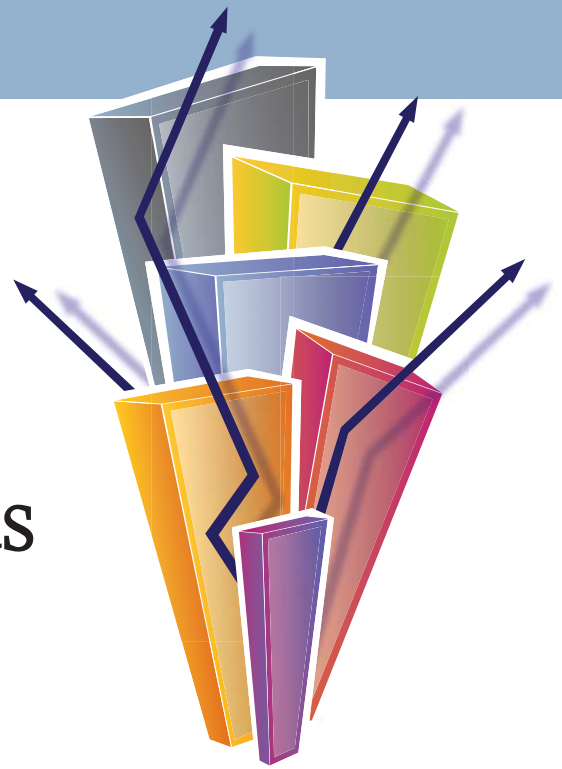
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# Using consumer data to optimize product assortments

| By Mark Travers

## snapshot

Mark Travers uses a juice company example to offer considerations and best practices in researching product assortments.

It's no secret that offering the right mix of products to consumers can make or break a business. Whether it's PepsiCo trying to decide which soda flavors to put in vending machines, Apple grappling with which laptop models to put on its display tables or U.S. Bank determining which credit card plans to offer customers, product assortment is a critical component of business success.

But how should businesses go about solving this critical question?

Although getting to the right answer may seem like a daunting task, it shouldn't be. The goal is straightforward enough: select the product assortment that maximizes profit. And the variables to get us there are straightforward, too. We need to decide which products, and how many, to offer our customers.

To put this in more concrete terms, imagine you're an insights manager at a national juice manufacturer and you've been asked to review the company's product assortment. The company's goal is simple: put together the best line of juices that maximizes gross profit. Gross profit, here, is defined as total sales minus the cost of goods sold.

The good news is that there are really only two moving parts to this equation. First, you need to determine which flavors your company should put on shelves. Naturally, you start with the most profitable flavor and move down the line from there. A second

and related concern is how many flavors the juice company should offer before capping the assortment. In other words, you need to find the "cut point" – the point at which offering additional flavors is no longer profitable for the business.

Now that you've clearly defined the problem (i.e., maximizing gross profit) and the variables at play (i.e., which products, and how many, to include in the product assortment), how do you solve this problem? Simple. You experiment. As Amazon's founder Jeff Bezos famously said, "If you double the number of experiments you do per year, you're going to double your inventiveness."

In this case, you'll want to find a representative sample of juice consumers and ask them to evaluate, in one form or another, the different juice flavors the company is considering for its juice lineup.

Before going merrily down the path of experimentation, however, there are a few important points to keep in mind. First and foremost, make sure your sample is representative of the population you are trying to understand. My philosophy here is simple: always get the best sample money can buy (within budget, of course). The business decisions that will be guided by this research are too important to roll the dice on sketchy convenience sampling. If budget is a limiter to your research program, I would advocate scaling back your analysis dollars before cutting cost on sample.

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[quirks.com/articles/2017/20171205.aspx](http://quirks.com/articles/2017/20171205.aspx)



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principles. For instance, you always want to randomize the evaluation of products to guard against order effects and other confounding variables.

In terms of the experimental design to leverage, there are many that would be appropriate. One of the more common designs for this type of research is a product-by-product purchase intent evaluation. This is where consumers are asked to evaluate how likely they would be to purchase each product, one at a time. Another design often used in these situations is a choice exercise. Typically, a choice exercise would ask consumers to select their preferred product from a set of products, and would ask them to repeat this process a number of times.

As mentioned, both of these approaches would work (and debates over which is superior are largely academic in nature). Ultimately, what you want to get from your experiment are quantified measures of product appeal. Once you are able to quantify, you can compare products relative to one another to determine which sets of products are most appealing to which consumers and, in turn, most profitable for the company.

Now that you've designed a fundamentally sound experiment, go and collect the data needed to optimize your juice portfolio. Before doing so, however, there are three additional factors to account for in your portfolio optimization research: variety-seeking behavior, product profit margins and subgroup preferences. These are the components that separate good-enough research from excellent research – and can easily mean the difference between stealing market share from key competitors or simply treading water. Considerations and best practices on how to handle these important factors are addressed below.

### Variety-seeking behavior

At a high level, there are two ways to think about the task of optimizing a product assortment. On one hand, you want to offer products that

appeal to a wide swath of potential consumers. Returning to our juice example, this might mean offering orange juice to appeal to adults seeking a morning drink to pair with cold cereal, apple juice to appeal to moms with young children and, finally, lemon iced tea to appeal to adults looking for a tea beverage. As you can see, this juice lineup appeals to a wide range of non-overlapping consumer groups. This is beneficial as it increases your brand's reach – the raw number of consumers interested in buying one of your products.

On the other hand, you want to offer flavors that stimulate repeat purchasing. For example, maybe you still offer orange juice and apple juice, but instead of offering lemon iced tea, you include grape juice in the product lineup. Sure, you lose the tea-seeking consumer group but you gain purchases from moms who cycle back and forth between buying apple and grape juices for their children.

Ultimately, the answer to whether you should offer the lemon iced tea (bringing in the tea-seeking consumer group) or the grape juice (fortifying offerings for moms with young children) is mathematical in nature. Recall that the objective, as always, is to offer the product lineup that maximizes gross profit. If the lemon iced tea sells at a higher velocity than the grape juice, you're likely better off offering the iced tea; if not, it's probably best to go with the grape juice.

As a general rule, it is the degree of variety-seeking behavior and repeat purchasing in the category that tips the scale in favor of brand reach (appealing to a wider net of potential consumers) versus product duplication (offering multiple products that appeal to the same consumers). For example, imagine you're in the business of selling lawnmowers. Because consumers buy lawnmowers so infrequently, it's probably best to offer a product lineup that maximizes brand reach. Offering multiple lawnmowers that appeal to the same consumer isn't all that important as this tends

to be a one-and-done type of purchase. Rather, offering a suite of lawnmowers that includes something for everyone would be better.

However, decisions on whether to maximize brand reach versus product duplication aren't as cut and dried in categories where there is a high degree of variety-seeking behavior and repeat purchasing – as is the case in the consumer packaged juice market. Fortunately, you can identify the correct answer by adding a few additional questions to your survey that measure variety-seeking and repeat purchase behavior (see "Using TURF to find something for everyone" in the June 2017 *Quirk's* for details on a technique specifically designed for this type of analysis).

From there, you have the ammunition needed to optimize your product portfolio to match the purchasing behavior that underpins your category.

### Product profit margins

One of the main responsibilities of the insights manager is to keep a finger on the pulse of all issues related to consumer demand – and to share important findings and learnings with colleagues in other functional areas of the company. In the case of our fictitious juice manufacturer, this might mean providing other business units with a detailed understanding of consumer preference for different juice flavors.

There's no reason, however, the insights manager can't offer a deeper layer business intelligence.

In the case of our juice lineup optimization, one aspect of this problem is figuring out which flavors are most appealing to consumers. This analysis typically falls squarely in the purview of the insights department. However, another equally important aspect is incorporating flavor-specific profit and cost margins into the optimization equation. Here, insights managers often defer to the finance minds to round out the analysis.

But they need not. In fact, the optimization functions generally work better when consumer preference



data and product profit margin data are addressed simultaneously.

To see why this is the case, imagine that as the insights manager, you collect the data needed to determine which juice flavors have the most consumer appeal. The results of your experiment reveal that orange juice is the most appealing product, followed by apple juice, lemon iced tea and grape juice, respectively.

You then send this information to the finance team for further analysis. They decide that, even though the orange juice is the product with the strongest consumer appeal, its distribution costs are simply too high given that it requires refrigerated transportation while the other flavors don't. The finance team also worries about the company's capacity to produce three flavors of juice. So, in the end, the decision is made to offer a two-product lineup of apple juice and lemon iced tea.

The problem with defaulting to the "next-best" option(s) when one or more products are deemed problematic from a business standpoint is that products are optimized relative to all other potential products in the choice set. So, taking a product out of the running due to a sourcing or distribution concern can change the entire complexion of the optimization function. In our example above, it is entirely possible that removing orange juice from the choice set would cause grape juice to jump ahead of lemon iced tea in an optimized portfolio set.

This is why it makes sense for the insights department to own both facets of the optimization equation. Had the finance minds simply taken over the analysis, they might not have realized that product rankings can change as products are included/excluded from the analysis set.

Granted, it's possible that there's more to the profit/cost margin equation that you have available to fold into your analysis. But being able to offer a point of view on the matter to your finance or revenue management team will only add value and

strengthen your department's position as a critical hub of information in your company.

### Subgroup preferences

A carefully thought-out plan for subgroup analyses is another facet of portfolio optimization that can mean the difference between stealing market share from competitors or simply treading water.

By subgroup analyses, I refer to any analysis that is conducted on a subset of your data – for instance, figuring out which product assortment is optimal for Millennials, females or Walmart shoppers in your sample. Although this may seem like more of a curiosity-satisfier than an action point, there are many cases where effective subgroup analyses are absolutely critical to a company's success.

Let's return to the case of our juice manufacturer. Recall that you identified the optimal product lineup of orange juice, apple juice, lemon iced tea and grape juice, respectively. The finance minds then nixed orange juice due to its high distribution costs and also capped the assortment at two flavors due to capacity concerns. Re-running your portfolio optimization removing orange juice and with the two-flavor constraint, you identify apple juice and grape juice as the optimal product assortment.

If you weren't interested in exploring subgroup differences, this would be as far as you would need to go. However, might there be more profit to be found if you took the time to explore subgroups?

It's entirely possible that, while at the national level apple juice and grape juice are the strongest juice lineup, other combinations perform better at the regional level. For instance, it may be the case that U.S. consumers in the south drink more iced tea than in other parts of the country. If this were true, more profit would be found by offering the apple juice and lemon iced tea lineup to southern U.S. consumers and the apple and grape juice

lineup to everyone else.


One consideration to keep in mind when planning out subgroup analyses is to make sure you have a sufficient sample size to draw reliable conclusions from your data. Recall that subgroups represent a subset of your data. You need to make sure you're not cutting your data down to a size that's too small to draw reliable conclusions. This will be based on the incidence level of your subgroups of interest: the lower the incidence for your subgroups of interest, the larger your overall sample needs to be.

### A complicated problem

Optimizing a product lineup is a complicated problem with big implications. Putting the optimal product mix on the shelves can easily mean the difference in millions of dollars of lost, or gained, sales.

My preferred approach to solve these problems is a modified TURF analysis (as described in previously referenced June 2017 Quirk's article). This procedure, called TURF-War, allows for the seamless integration of variety-seeking behavior, product profit margins and subgroup preferences into the optimization equation. As such, it tends to outperform traditional purchase intent evaluations or choice-based analyses.

However, this is not to say that other techniques aren't reliable. Most importantly, having a well-designed experiment, a sound sampling strategy and an analysis plan that accounts for variety-seeking behavior, profit margins and subgroup preferences is the surest way to guarantee that you'll arrive at the profit-maximizing solution.

Then, it's just a matter of sitting back, sipping some of your favorite juice and watching the profits roll in. 

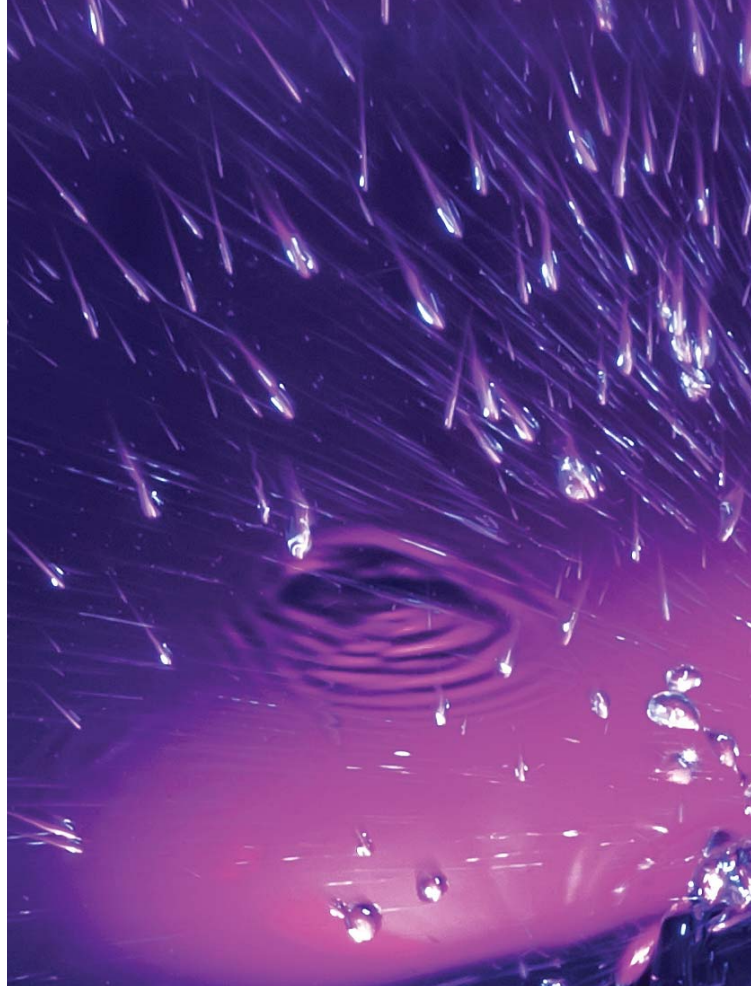
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●●● data analysis

# Deliver insights with impact

The power of storytelling in research

| By Nik Werk



## snapshot

Nik Werk explores the differences between storytelling and other types of data analysis and argues that learning to present data in memorable ways is an essential skill for today's researchers.

After years of navigating long PowerPoint decks full of bar charts, decision makers who rely on market research are increasingly putting analysts under pressure to deliver a higher standard of analysis – and rightly so.

The most coherent, memorable and effective medium that analysts have at their disposal is storytelling. In this article I will explain what storytelling is, how it is done and why our brains are hardwired to prefer this level of analysis.

One of the most ingenious observations about the Internet was made in the early 1990s by Gary Kremen. Having spent a significant sum of money on dating hotlines, he saw the potential for online dating when the Internet was still making its way into people's lives. In 1995, he took a \$2,500 advance on his credit card to register the domain, Match.com. In the company's early phase, it struggled to get off the ground. People were only just starting to go online and were not yet used to online dating. To grow the number of users on the site, he urged all his employees and the people he knew to sign up, including himself and his girlfriend. Things got moving and Match.com reached a large number of users, which made the site the leading online paid dating service, a position it still holds today. In one respect, however, Kremen became the victim of his own success. His girlfriend ended up leaving him – for a guy she met on Match.com.<sup>1</sup>

Whether you already knew this story or not, there is a significant chance that you will remember the punchline: that his girlfriend left him for a guy she met on his own Web site. You may not remember his name, the advance on his credit card or even the name of the dating site but it is highly probable that you will remember the overall storyline for a long time to come.

The reason for this is neurological. As neuroscientists have discovered, the brain responds with more focus and engagement when we hear stories than facts. At the most basic level, the brain is trained to



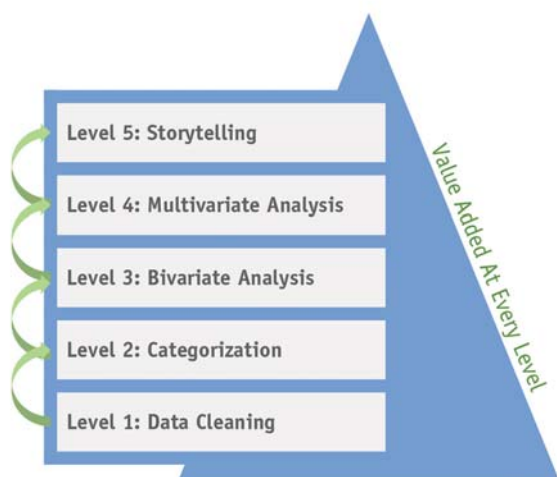
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find the easiest connection between cause and effect, which is what stories enable us to do.<sup>2</sup>

“The easiest connection” is a key phrase here, because unless facts are tied together as a coherent story, we often struggle to recall different facts, even if they are about the same topic and from the same data set. We better understand and remember information when we can relate it to what we’ve heard or experienced. And we are more likely to remember stories if they are personal or emotional than statements of facts.<sup>3</sup> This is why stories are more memorable and why you are likely to remember the overall storyline about Match.com but less likely to remember the details like the year and name of the founder.

Figure 1: The Five Levels of Data Analysis



So, what does that mean for researchers, who are in the business of collecting and presenting facts? Analysts can and should learn from this and recognize the importance of storytelling over and above a series of charts, figures and facts, which are hard to engage with and almost impossible to remember. To understand what storytelling means in the context of data analysis and research, it is important to understand how it is different from other levels of analysis.

### Five levels of data analysis

The different ways analysis can add value to a data set can be broken into five levels, each level adding more value to the underlying data set by creating greater clarity or interpretation (Figure 1).

#### Level 1: Data cleaning

The most basic level of value-adding data analysis is the collation, ordering and/or cleaning of the data. This does not change or interpret the underlying data but makes it more accessible, ordered and easier to work with. It can be as simple as putting various data points into the same list, removing incomplete or faulty data points and sorting it alphabetically.

#### Level 2: Categorization

The second level of analysis is the categorization of data through coding, grouping or allocation into categories or types. For instance, a set of data points listing U.S. cities could be allocated into groups of states or census regions. Basic thematic analysis could then be conducted based on this categorization only – such as listing the cities in each state.

#### Level 3: Bivariate analysis

Most research consists of third-level analysis. This is bivariate or pivot analysis conducted by crosstabulation of two data variables within a data set. One variable is analyzed by using another variable as a filter. For instance, a table of population census data could be presented with demographic data such as age bands along one axis (20-29, 30-39, etc.) and U.S. state on the



other (Alabama, Alaska, etc.). Then, statistically-significant differences between filtered data points could be calculated and presented, along with analysis to draw attention to noteworthy differences in the demographic makeup of populations in different states. This type of crosstabulation has long been the bread and butter of the research industry, whose deliverables still tend to focus highly on crosstabulated charts or tables. While it remains a useful analytical tool, it is limited to two variables at a time. As a consequence, separate data points and findings are presented independently, often through the medium of an extensive PowerPoint or Excel file.

#### Level 4: Multivariate analysis

The second-highest level of analysis is multivariate analysis, which is usually used to investigate and explain the relationship between two or more variables. This is different from bivariate analysis because the relationships between the variables themselves are studied, rather than being used simply as filters against each other. This analysis is used to assess and predict relationships between variables, such as customer satisfaction and annual spend in a store. Types of multivariate analysis often conducted in research are: driver analysis (e.g., regression), factor analysis, cluster analysis and correspondence analysis.

#### Level 5: Storytelling

The highest level of data analysis requires the highest level of skill and also produces the most coherent, memorable and engaging insights about a data set. This level of analysis is called storytelling or story-based analysis. In research and data analysis, it will usually take place after initial analysis is conducted. Initial analysis will usually consist of data cleaning, categorization, bivariate analysis and sometimes also multivariate (referred to as Level 1-4 analysis earlier). Storytelling usually involves the following four steps (Figure 2).

1. Firstly, storytelling analysis requires an evaluation of the relative importance of all variables, drivers and inputs in a data set. It is necessary to conduct prior levels of analysis beforehand, so that all interpretation of the data set and the relationship between variables within it is known.

2. Then follows prioritization of the most important data points and findings across the data set and the analysis. Here, the analyst will prioritize all the important findings from the review of the full data set. The analyst might take note of all the most important insights, judging each on their own merit. Taking the example of a customer satisfaction survey, the overall satisfaction, differences by variables (e.g., gender, age) and drivers of satisfaction might be noted.

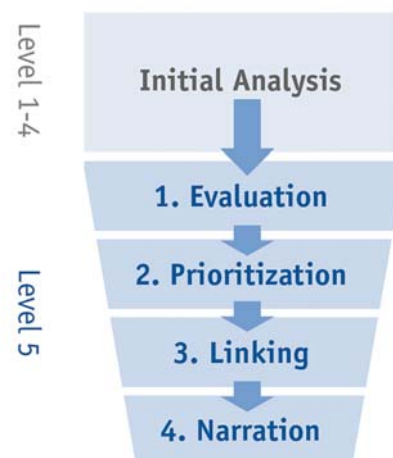
3. After the first two steps, story-

telling departs from the work usually associated with formulating ordinary conclusions. The third step is the linking of the prioritized key data points and findings into one or more coherent orders and themes that can be communicated as a story.

The analyst will start to focus the prioritization effort on insights that can be linked or related to each other. In this stage, the insights prioritized are judged not just on their own merit but by how well they link together with other important insights. In the example of a customer satisfaction survey, it may be that a series of connections are apparent. There could be a link between older participants who spend more but are less satisfied and value personal service higher. It may also be that the company conducting the survey sees that its digital offering is being noticed and used to a higher extent but mostly by younger participants.

4. The final step is narration, which is the formulation of the story of the linked prioritized findings and data points. This involves finding a common theme, relation and means of transforming the coherent findings into one or more stories.

Figure 2: The Four Steps of Storytelling



Using the linked examples from before, the story might be about how this company focused too much on digital offerings, which were not

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Table 1: The five levels of data analysis: output and insights

	Sample Output	Insight Generated
Level 1: Data Cleaning	List of the data ordered by satisfaction score	None
Level 2: Categorization	Coded verbatim categories presented quantitatively, i.e., by sentiment (45% positive, 55% negative) and by topic (food quality 15%, service 25%) or other grouping of variables (party size 1-2, 3-4, 5+).	Overall, 55% leave negative reviews; 25% mention service.
Level 3: Crosstabulation	Tables/graphs with coded categories tabulated against other variable (i.e., % of negative comments by coded verbatim).	The satisfaction score and tips are related, smaller parties are more satisfied and negative reviews are significantly more likely to mention service as an issue.
Level 4: Statistics	Calculation of drivers of negative reviews, statistically derived through a correlation analysis/regression.	Confirmation that tips and satisfaction are related. Realization that the most satisfied group is small parties who arrive before 5 p.m. or after 8 p.m.
Level 5: Storytelling	Text or visualization of key finding, aided with very few numbers, letting the message take precedence.	Observation that negative feedback is high due to concerns about service, which has led to a lower satisfaction score and a reduction in tips. This is driven largely by large parties or peak-time visitors – suggesting that service suffers during peak hours or with larger parties.

picked up by the older customers who provide significant revenue but have not noticed or benefited from the new digital changes implemented. This story could then be backed up with key data points like statistics and quotes.

### Case study: restaurant reviews

This short case study will use a practical example to explain the five levels of analysis. Imagine a data set is available with 2,000 recent verbatim reviews from the Web site of a restaurant. Appended to the data is a score from 1 to 10 on how satisfied people were, their bill total, tip, party size and time/date of visit.

As Table 1 illustrates, the data becomes more meaningful and memorable the higher the level of analysis conducted on the underlying data set. For example, categorization adds a lot of value to the data set but without multivariate analysis, it isn't able to provide insight about the causes of the negative reviews. Crosstabulation sheds lights on differences and draws out important correlations like lower satisfaction

and lower tips; smaller parties link to better reviews and service is related to more negative reviews. Statistical analysis is used in this example to calculate the driver of negative reviews, which makes the findings actionable and establishes the root cause. However, the most useful level of analysis is the story-based analysis, which combines insights about concerns about service from the verbatim comments with input from crosstabulations and the statistical analysis.

### Make sense of it

The most important reason to conduct analysis on a data set is to make sense of it. Without clear, evidence-backed analysis, research cannot be used to drive action or change. Yet, an often-cited complaint about research and analysis is that it does not lead to action. A large part of this problem has to do with how the findings are communicated in the first place.

The problem with large research reports filled with charts, tables and bullet points is that very little of the

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information sticks. Immediately after reading a long report or sitting through a research presentation, people often differ on the interpretation or meaning of the data presented. This makes it harder to prioritize key findings or agree on how to drive action from those findings in the short term. In the long term, the majority of the points made are then forgotten.

Over the last decade, the research sector has increasingly focused on initiatives such as automation and outsourcing of charting and analysis, leading to commoditization of the processes and techniques used to generate market outputs. Storytelling goes against this, because it requires a level of research skill and immersion in the data that makes such outsourcing initiatives unfeasible. Storytelling instead brings back the importance of the skilled researcher as an integral driver of any analysis project. The research sector recognizes this issue and more emphasis is being placed on training and skills to be able to find the story in the data.

Storytelling is also our best method for overcoming the “stickiness” issue. Our brains prefer stories; it’s difficult to recall a series of different facts, even about the same topic, if they are not strongly connected through the medium of a story. By condensing and highlighting key findings from a data set and structuring these in the form of a story the interpretations by the audience will differ less and the findings are more likely to stick in the long term.

## Leads with the story

Storytelling is different because the analyst leads with the story itself and then might use insights derived from the data set to back up the story. While the story should always be grounded in the data set from which it is derived, it may be told without direct reference to the underlying data itself. The story itself is the main value-added analysis and its deliverable. By contrast, an analyst who is not using storytelling will usually lead with the data itself and might then verbalize the conclusion that can be drawn from it.

Successful storytelling requires

an effective way of succinctly communicating the most important observations and interpretations of the data set. For instance, a data set about sources of air pollution in the U.S. might highlight a wide range of contributors and varying causes. From a closer prioritization of the most important contributors to air pollution and their relationship with each other, it may be that a short story emerges, whereby three sources contribute the most to the issue – vehicles, farmland and coal, accounting for 89 percent. The story of the data set could then be presented with the conclusion that the focus should be on “The three Cs – cars, coal and cattle.”

As the fictional 89 percent illustrates, storytelling requires sacrificing detail for simplicity, while not excluding anything significant. The analyst must therefore understand not just the full data set and the analysis conducted on it but also its context and the subject matter of the data.

Unlike lower levels of analysis, storytelling is complicated because each story is unique to its underlying data set. Bivariate (Level 3) and multivariate analysis (Level 4), for instance, can be sense-checked with statistical significance testing and have outcomes that will be comparable against other data sets and past experience. When we do storytelling, however, we do not know what we will find before we begin the analysis.

Five qualities, in particular, are important in a storytelling analyst:

### 1. Broad research skills.

Storytelling is difficult because it demands a more diverse range of skills than other levels of analysis. It requires a good understanding of research techniques to enable the evaluation and prioritization of the data and the ability to spot patterns across a large set of data and the analysis of that data to help with the linking.

### 2. Understanding the context.

In order to know how to prioritize key findings before linking them together, it is necessary to have a strong understanding of the context of the data set and the market or issue it is derived from. This is par-

ticularly the case for technical data sets like those produced in business-to-business research.

**3. Time and effort.** Storytelling requires the time and effort to review all the initial analysis conducted prior to formulating a story. It is therefore not something that can be automated or done without a skilled and informed researcher.

### 4. Trust and knowledge.

Storytelling is inherently different from Level 1-4 analysis because it is the only method where the analyst does not initially know which data inputs the final story will come from or the format in which it will be expressed. It requires trust and knowledge because the reader has to trust that the analyst has built a robust and insightful story which has not ignored any important insights. It is the researcher’s responsibility to ensure that the story addresses the underlying research need. If the story does not fully address the objectives of the research then it serves no purpose as a means of analysis.

**5. A good storyteller.** Finally, good storytelling requires a good story-teller.<sup>4</sup> One of the world’s best storytellers is the entertainer Penn Jillette. In an interview about his presentation skills with the *Harvard Business Review*, Jillette recalls blunt advice from a former teacher: “No one cares about what you write or say. They’re looking for any excuse to not read or listen. You have to make sure they don’t have one.”<sup>5</sup> The same goes for research presentations whether in person or in writing.

While not every analyst has Jillette’s presentation skills, there are things any analyst can do to improve their storytelling. Neuroscientists have demonstrated how proper use of adjectives and descriptive terms makes for better comprehension and memory of a story,<sup>6</sup> rather than stating plain facts. Evidence suggests that stories are most engaging when listeners can draw personal or emotional parallels to the content. Market researchers, who are often rooted in data, need to be more comfortable including analogies, context and anecdotes to bring the story to life.


## Hardwired into your brain

What was the name of the founder of the dating site I mentioned at the outset, the amount of his credit card advance and the year the site was launched? If you remember now, you will likely not remember a week from now. However, you will probably still be able to share the story of how a dating site founder's girlfriend left him for a guy she met on his site.

The reason why you will remember this is hardwired into your brain: storytelling. This is the best medium in the analyst's toolkit for driving comprehension and action from research findings. By tapping into our natural ability to digest and remember stories where links are easy to spot between cause and effect, storytelling is far more effective than lengthy PowerPoint decks and presentation methods used in research.

As storytelling continues to grow in prominence within the research sector, decision makers of tomorrow will increasingly start to demand a storytelling aspect to their research

deliverables. However, storytelling requires a different skill set and follows a different process from the types of analysis which dominate the research profession. It requires more time, as initial levels of research have to be conducted prior to storytelling. It is also a time-consuming process to evaluate, prioritize, link and then add narrative to a large data set with extensive analysis.

Yet when mastered, storytelling offers researchers an opportunity to break through the commoditization of automated chart-heavy reports and deliver insights with far more impact and greater value. 

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## snapshot

Adrian Tennant talks to practitioners about how they are using qualitative methods to complement quantitative based approaches.

### ●●● qualitative research

# Seeking the what and the why

Qualitative's role in an increasingly quantitative world

| By Adrian Tennant

I recently had the pleasure of chatting with Wendy Gordon, the doyenne of qualitative research in the United Kingdom. A market research agency veteran and author of two best-selling textbooks, Gordon shared with me that throughout her career she had observed a consistent client bias toward quantitative data and a corresponding mistrust of qualitative insights.

She and I pondered a question of the zeitgeist that inspired this article: in a technology-enabled environment increasingly focused on big data, artificial intelligence tools, chatbots and machine learning, is the traditional role of qualitative research relevant? Do we need a makeover?

Tricia Wang is an ethnographic researcher, co-founder of Constellate Data and editor of the *Ethnography Matters* blog. Wang's 2016 TED talk, "The human insights missing from big data"<sup>1</sup> is a *cri de coeur* for qualitative research and has received over 1.1 million views. As Wang explains, although big data is a \$122 billion industry, it's best suited



to quantifying environments such as electricity power grids or delivery logistics; in other words, contained systems. “When you’re quantifying, and systems are more dynamic, especially systems that involve human beings, forces are complex and unpredictable, and these are things that we don’t know how to model so well . . . relying on big data alone increases the chance that we’ll miss something, while giving us this illusion that we already know everything,” she says.

### A more integrative approach

Wang’s TED talk proposes a more integrative approach to research to uncover the meanings behind big data, using what she calls “thick data” in a nod to cultural anthropologist Clifford Geertz, who frequently used the term “thick description” to explain his method of ethnography: a description that explains not just the behavior but its context as well. Big data delivers numbers; thick data delivers stories. Or put another way: big data relies on machine learning; thick data relies on human learning.

John Gambles is chairman and founder of Quadrangle Research Group in London. Writing in the Market Research Society’s *Market Research and Insight Yearbook*, published in 2016, Gambles describes what he sees as the symbiotic relationship between research and data: “Data give us the hard numbers to put against a research-derived understanding of people and their behaviors. Data are brilliant in answering the who, what and how-much questions relating to behavior; but only research can get to the why. Research – and, particularly, qualitative research – enables us to explore and explain the motivations, expectations, attitudes, value sets and beliefs that sit behind and drive people’s behaviors; and from this, to work out how we can best impact their future behavior.”<sup>2</sup>

Where do we find an example of this integrative approach being applied? The answer might surprise you.

Online streaming entertainment service Netflix is a stereotypically quantitative, big data-driven company. In April this year, the company reported it has 104 million subscribers worldwide, 52 million of whom are in the United States.<sup>3</sup> Netflix is known to mine its millions of subscribers’ viewing histories to predict what types of TV shows and movies people will want to watch. In an open competition, Netflix offered a prize for the best collaborative filtering algorithm to predict user ratings for content.

Netflix is not the type of company I associate with qualitative research. Yet, in a press release on its Web site, Netflix outlines how the company worked with Canadian cultural anthropologist Grant McCracken to trace the

evolution of a phenomenon that streaming services like Netflix made possible: binge watching.<sup>4</sup> Conducting ethnographic research, McCracken went into the living rooms of several TV viewers across the United States and Canada to explore their changing TV behaviors. Netflix combined the results of a quantitative survey conducted by Harris Interactive with McCracken’s qualitative insights.

Increasingly, clients’ businesses make use of big data for decision-making in the form of real-time business information and analytics, often visualized as dashboards.

As previous contributors to this magazine have noted, today’s always-on, 24/7 connected culture has accelerated the speed with which studies are designed and conducted, shortening the time available for analysis and the preparation and presentation of results.

This need for speed, combined with a pervasive technology- and data-induced attention deficit disorder, also impacts the length of client reports and the level of detail they contain. For example, at Blue Kite Insight, we typically present one- to two-page report summaries that are designed for busy executives to digest key findings in 60 seconds or less. As you would expect from researchers that measure people’s visual attention, we make extensive use of graphics and icons to communicate the most important themes, using dashboard-like layouts when it makes sense to do so. More traditional visualizations such as tables and charts are consigned to the appendices.

Are we dumbing-down because of the effects of big data? I don’t think so. The act of simplifying and summarizing has positive consequences; it forces us to consider what matters most: findings that can, in that well-worn phrase, “move the needle” for the client. Our value is in being able to surface insights that inspire clients to exploit untapped opportunities.

### Deep reflection

What is under threat is the time for deep reflection; an often non-conscious process of finding the previously hidden connections between data points or the apparent incongruities that lead to unexpected insights.

A lot of our agency’s work is evaluative, pre-testing research for clients that are creating marketing communications for a significantly more fragmented media landscape than existed just a decade ago.

In the mid-1990s, I led the design and development of Web sites for international clients. Web designers routinely had to create at least two different versions of every site, each optimized for one the two dominant Web browsers of the day: Netscape and Internet Explorer. It was a

royal pain for the developers but over time, the browser wars led to greater compliance with Web standards.

Fast-forward 20 years and I see parallels with digital ads and user experience testing today. Clients are being challenged to understand how people respond to commercial messages delivered through a much broader range of digital channels than ever before. While the Internet Advertising Bureau has developed standards for digital display advertisements, consumers' expectations and behaviors differ depending on the type of online information being accessed. Think about your own use of social media compared to other types of content.

In addition to the explosion of channels, we are living in a multi-screen world. And it's not just our domestic televisions, desktop and laptop computers, tablets, phablets and smartphones that we're exposed to: add refrigerators and video-enabled voice-controlled devices. Digital out-of-home boards further multiply the number of messages to which we're exposed, while quick-service restaurant (QSR) chains too are making greater use of digital screens to display animated menus and offers at the counter.

Many QSR chains now provide tabletop tablets loaded with apps for diners to browse the food and drinks menu; order; play games while they wait for their food; pay and leave feedback – experiences, it should be noted, which require only minimal interaction with a human server.

Responding to the need for faster, increasingly screen-based and geographically dispersed study requirements, our firm's research services have evolved. For example, our online digital creative testing solution combines a survey platform with eye-tracking and facial expression analysis via respondents' Webcams. Our mobile, quali-quant ethnographic research platform enables clients to observe customer journey maps both conceptually and geographically.

### **Felt by the broader industry**

To get a sense of whether big data's quantitative influence is being felt by

the broader industry, I asked some of our strategic partners – the qualitative market research software companies, recruiting services and research facilities with whom we work – for their impressions.

Julia Eisenberg is vice president of iModerate, an online qualitative research firm, and I asked her if she had observed any client bias toward quantitative data. "Yes, sometimes we find that clients have a need for quantifiable qual to support their business growth in a substantive way," Eisenberg says. "To meet this need, we've developed a solution that allows us to process large volumes of open-ended responses – including both stand-alone questions and open-ends tied to a survey or ratings and reviews. We use a tool that uses natural language processing to help group and categorize themes inside the data but then we deploy human intelligence to pull the story together and deliver actionable insight."

Asked what trends in the types of qualitative client, research topics or applications have been most noticeable this year, she highlighted the use of blended technologies. "Everything from bulletin boards with immersive, ethnographic journaling and collages to in-depth text-based conversations with video sound bites for color to ongoing communities with face-to-face prototype testing sprinkled in along the way. With all of the digital and in-person tools at our disposal, we're having fun customizing combinations that truly solve our client's business problems."

Steve Schlesinger is CEO of research firm Schlesinger Associates. When I asked him what trends he has observed in the qualitative side of the business throughout 2017, he didn't divulge names but did report an increase in activity from technology-based clients, with a concentration in usability and user experience testing. He has observed the more frequent use of technology-based research methodologies such as biometrics, especially eye-tracking. Clients made more use of the bigger domestic markets such as New York City, Chicago

and Los Angeles for focus groups.

He notes that more of the firm's in-facility qualitative research came with other components, such as mobile homework assignments, or were designed as hybrid, quali-quant studies, including follow-up studies with respondents.

### **Some challenges**

Combining qualitative with quantitative research offers the best of all possible worlds for clients but can present some methodological challenges. In a recent quantitative study for one of our clients in the travel and hospitality industry, we received 65,000 open-ended survey responses. The manual process typically used to code transcripts from qualitative depth interviews doesn't scale well for quantitative data sets, so we employ text analytics to do some of the heavy lifting.

Our partner is text analytics software firm Ascribe and I asked Vice President Gary Zucker what has driven the adoption of text analytics as a methodology for quantitative researchers. "If pricing and timing was never an issue, you would have a human code every study, because nothing replaces the human brain," Zucker says. "But you don't have the time or the budget to read everything and, likely, you don't have to read everything; you just want to find those key themes, topics and sentiments and then pull out some really detailed examples of why this is relevant. I think many brands are already there – they're very comfortable using text analytics to help them in their business."


Is text analytics becoming part of the qualitative research toolkit? "I think as an industry, everybody is asking, 'Hey, I just did a focus group. I've got 50-page transcripts. Each respondent is an hour-and-a-half. How do I categorize it?' It's hard to make heads or tails of what is and what isn't relevant. Text analytics can help organize the data into what seems to be the most relevant, most talked about, most positive, most negative themes or phrases," he says.

## An outsized impact

This article opened with the observation from Wendy Gordon that some clients exhibit a bias toward quantitative data which devalues the importance of qualitative results. As the comments in this article from practitioners and suppliers illustrate, the idea that statistically normalized and standardized quantitative data is more useful and objective than qualitative data is flawed: small data can have an outsized impact. And qualitative research provides something that big data explicitly does not: inspiration.

So, in a world of real-time analytics and huge repositories of transaction data to mine, in what ways should researchers convey the value of qualitative methods to clients and stakeholders? What should qualitative research's USP be? Julia Eisenberg of iModerate has a great answer: "Quantitative research tells us what but only qualitative research tells us why. Real-time analytics are valuable only up to the point where they allow for confi-

dent decision-making and we're not always sure the numbers mean what we think they mean. We find consistent value in qualitative context – whether combined with quantitative methodologies or as a stand-alone approach. At the end of the day, numbers on a spreadsheet are not your customer. A one-dimensional understanding of the numbers can't drive growth. Your customers – real people – are the ones who choose or choose not to buy what you're selling. If you don't understand them, do you really understand your business? If you're not speaking to them qualitatively, you're choosing not to understand their needs."

Big data is here to stay but this presents an opportunity for researchers to become the sense-makers. Qualitative research gets behind the numbers, peeks inside people's heads, answers the why questions and delivers the human insights missing from big data. 

Adrian Tennant is the co-founder and chief experience officer of Blue

Kite Insight, a research agency with offices in New York and Tampa, Fla. He can be reached at [adrian.tennant@bluekiteinsight.com](mailto:adrian.tennant@bluekiteinsight.com).

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●●● health care research

# Keep the focus on them

Strategies for dealing with difficult patients in health care research

| By Bj Kirschner



## snapshot

Health care research depends on the participation of disease sufferers so it's essential to respect their needs throughout the research process.

Many years ago, I was doing a study with stage IV cancer patients in central location. A patient pulled me aside after her interview and said, word-for-word, "I have been told by my doctor that I may have a year left to live. In this interview they showed me four ads for my cancer drug and all we talked about for the first 30 minutes were the colors. Why do I care what color the ads are? I may not be around when the ad ends up in magazines and I'm already taking it anyway."

You don't forget a quote like that and it really forces you to reconsider an approach to qualitative health care research with patients. Not just patients, "difficult patients."

Each time a new audience is sought in the world of qualitative health care market research, the audience gets the label of "difficult." There used to be "easy" physicians, such as cardiologists and primary care physicians, and "difficult" physicians, such as surgeons and oncologists. Hospital purchasing managers? No way! Now they are all routine.

The same thing is happening with patients. I say "happening" because there are still a bevy of thorny issues facing us when it comes to patient research. But, just as with HCPs, each time we do the unthinkable, we find the confidence, and tools, to tackle someone even more "difficult."

Discussions of how to recruit difficult patients are common but less investigated is what happens after the patients are recruited. How do we design and implement research studies aimed at harnessing the bounty of information from such small and unique populations while maintaining their comfort and accessibility? Since qualitative research is about personal stories and not box-checking, my aim here is to use such stories to launch this discussion. I have picked just a few topics for consideration, some of the more high-level considerations, so this is by no means exhaustive!



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## Not a numbers game

According to the American Cancer Society, based on data collected between 2011 and 2013, 12.9 percent of Americans are “likely” to be diagnosed with prostate cancer, 12.4 percent with breast cancer and 6.5 percent with lung cancer. However, the “probability of dying” from lung cancer is 5.4 percent, double that of either prostate cancer or breast cancer, so when you look at the numbers, it seems the harder to interview – wait a minute, why are we looking at numbers?

Qualitative research is not a numbers game. The quotas can often be counted on fingers and toes. Incidence rates among country populations are nice to know but they don’t really have anything to do with the people themselves. The universe in a qualitative study is the number of patients that can be reached, are qualified and are available. In quantitative terminology, an IR of under 1 percent.

What each person specifically has to say is most important, not an aggregate of what everyone says, not what 100 people say, not what yesterday’s respondents said. Each one is *sui generis*. Difficult patients are people with rare conditions and everything they have to say on the topic is pure expertise, whether or not it matches data or expectations. Names help make it real. Look at a daily schedule of cystic fibrosis patients and parents and say, “Today we have patient John B. at 11 a.m., patient Dave F. at 1:30 p.m. and caregiver Louise W. at 5:30 p.m. and Louise told the recruiters she may be five minutes late because she’s picking her son up from the doctor” as opposed to “Today we have two patients and a caregiver.”

Takeaway: Look at your difficult patients as unique individuals and they will respond in kind.

## Have to work harder

Who are the most important people in any market research study? The respondents, of course. But, as qualitative researchers, we often forget to remind them of this fact. When dealing difficult patients, we as an industry have to work harder

to make the process smooth for them. We should do that for all respondents – none of us would have careers without them – but just like moderators once learned to start days in central location at 7:00 a.m. and end at 10:00 p.m. so they could get surgeons before and after long days of surgery, we have to adapt to the needs of our difficult patients. The benefits of it are incalculable.

I have long moved on from my days as a recruiter but there are certain times I jump back to it. Case in point: paroxysmal nocturnal hemoglobinuria and atypical hemolytic uremic syndrome. I do a lot of research with these patients and my connection with them is tight. I’m in their phones as a contact. I know their answers to basic screening questions like age and when they were diagnosed, so even just a feasibility request can be impressive to a client. On top of helping the clients, possibly learning something new and of course making a little extra money, they are willing to help because they trust me and because I act as an advocate for them during the study if they have issues or questions. I have come to understand the challenges of their conditions and help my clients adapt to those challenges.

Takeaway: If difficult patients know how much you appreciate their commitment, they become your friends, always willing to help out, participate, refer, etc.

## Terrible mix

The pharma and device companies usually want their participation to be blinded to avoid bias but we often over-observe everything to make sure that happens. One of the best uses of mobile phone-based research I have seen, and this is going back to the infancy of mobile research, was with arthritis patients, specifically those with arthritis in their hands. What a terrible mix of methodology and audience, asking people who often cannot grip a toothbrush to do exercises on a tiny phone, right? That was actually the reason for the research. The app being designed was targeted at people who have manual dexterity issues as a way to track how they could input information comfortably. However, the respon-

dents were not told this up front and the recruiting refusals piled up faster than the grumpy respondents who did agree and barely did the required activities. When it was decided to tell potential respondents the point of the study, which meant literally the addition of a single sentence explanation about design something specifically for people like them, respondents started over-participating. We only needed an hour of time across a few days and people were doubling and tripling that. The study was a success because of the way it was presented.

Takeaway: Treat your respondents like partners and their dedication soars.

## Not easy to pick the right methodology

When it comes to methodologies, I could spend 10 pages on that topic alone! It is not easy to pick the right methodology when your sample size is very small. Flying from city to city is often expensive. Doing phone interviews can lack personality. Some studies have to balance difficult patients with physicians, nurses and other stakeholders. When you are doing device-testing and the respondents have to hold a mock device, the only methodologies available are in-person. And on and on and on...

A favorite qual methodology is in-home interviews. Over the course of a few hours, we can see how a respondent lives, reacts to surroundings and so much more. You may even get others in the household to participate and make a new friend with a lively puppy. Most importantly, you see a person in his or her natural environment. By “you,” I’m referring to a moderator. Not a collective “you” consisting of the moderator, a videographer and a few clients. That is a lot of people to bring into someone’s home and suddenly it’s not a comfortable chat anymore. Kind of like it’s not as comfortable when a male moderator is doing an ovarian cancer study or a female moderator researching prostate cancer. It is one thing to have an opposite gender doctor talking to you but quite another when it’s a market research moderator.

Another thing to keep in mind

A decorative graphic consisting of several colored squares (orange, green, purple, blue, yellow) and dashed orange lines that curve around the main title.

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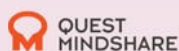
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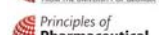
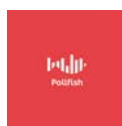
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are laws and customs. We all have to be compliant, no matter the country or the condition. Some methodologies are simply not possible in some countries. In the U.S., HIPAA does not allow for a patient to be connected to his or her doctor without permission. Even if both signed off on allowing it, it's not very likely any patient will allow a client to tag along to an office visit. Even in countries where legal hurdles are fewer, in part of Asia for example, it's not often any patient agrees to this methodology because it's culturally unthinkable. With difficult patients, any visit to the physician can be a minefield of unexpected news or test results. It's not quite the same as having someone tag along while you get a flu shot.

What methodology is ideal? Which is best for the budget? Which will make the end client happiest? There is not just one – that's the point – but think of it this way: If you were the patient with this condition being asked to do a study in this way, would you say yes? Start from there and the rest comes into focus naturally.

Takeaway: *What works best is what works best for the patients.*

### Not a perfect fit

Most research companies have specific methodologies they prefer to use based on experience and client needs. They become the hallmarks of that company, which is wonderful. Not every study is a perfect fit for your company's offering but don't despair, with a bit of finesse and experience, square pegs and round holes can fit together.

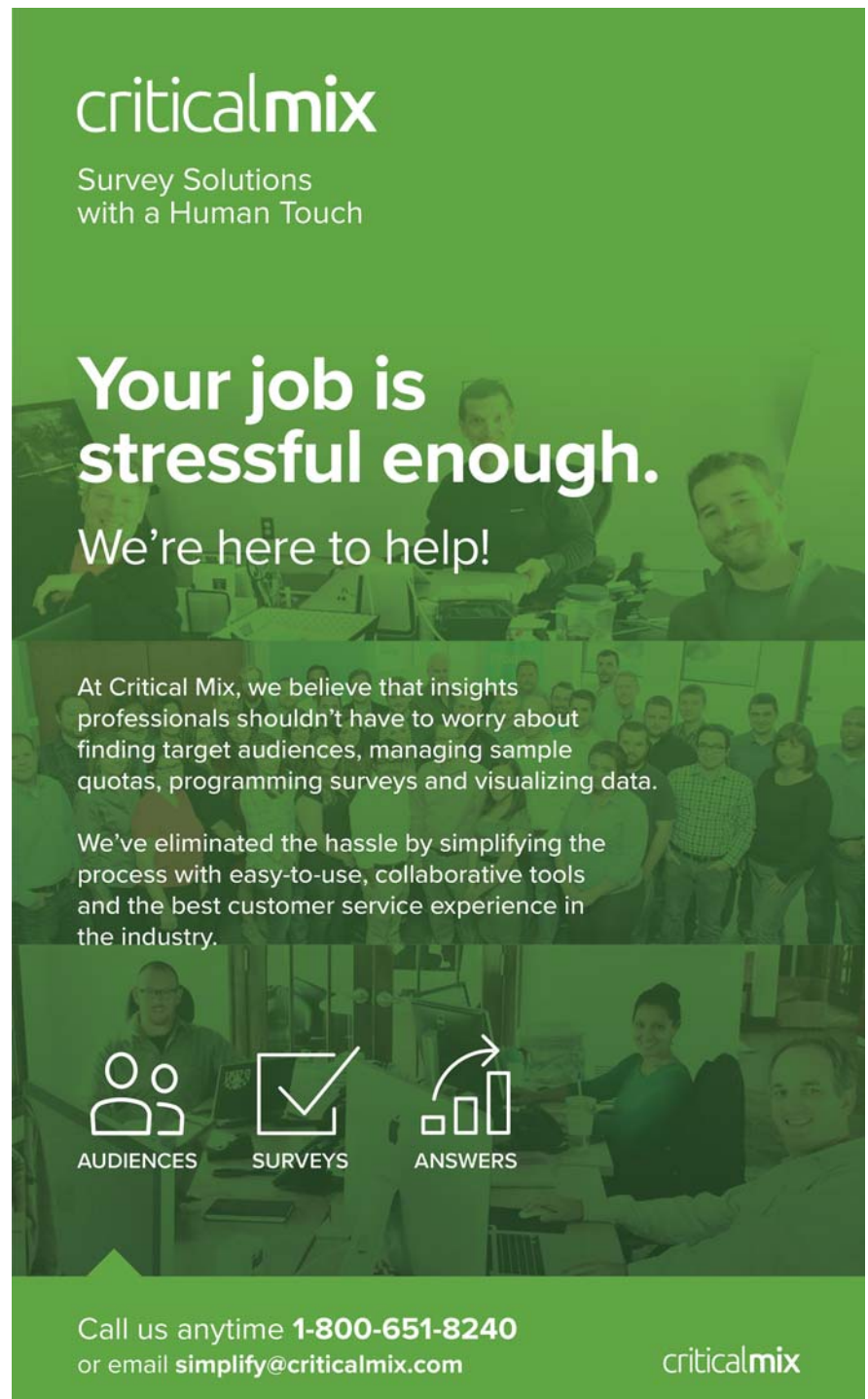
Technology is amazing. Technology is why difficult patients are possible. Without the Internet, we wouldn't find many of them and without communication devices we wouldn't be able to talk to them. Think of companies who do just online communities – their whole business model is based on technology.

Technology is only scary until that fear is overcome by experience. Potential respondents hear, "You will need to go on for an hour a day for two weeks and do a bunch of exercises." That sounds like a drain

on their time but once they get through an activity or two, watch them blossom, it never fails. They have unlimited time and space to provide feedback and some people really need that outlet. By the end of the study, they have become converts to the idea and all future studies are measured against this one. If a recruiter tells you something will be tough, don't panic – they aren't telling you it's impossible. We want to make respondents comfortable but that does not mean we cannot

push a bit to achieve study goals the way we anticipated.

There are, however, times where patterns are too confining. Forms of telephone interviewing have become the preferred methodologies because they allow for people all over the place to participate without travel time and expense; documents are easily shared; clients can listen in remotely; Webcams make it as close to sitting in a room with someone as possible. However, not every respondent wants to use a Webcam.



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I find this most often with late-stage cancer patients. Inevitably, a few on every study will stop the interview before it even gets started because they are not feeling their best that day. That puts the moderator in a tight spot – should he or she continue or not? Does the success of the interview depend on seeing the respondents' faces? What about a bit of negotiating? Offer five minutes. If the patient says yes and you can make a connection in those five minutes, most likely the Webcams will stay on the whole time. Or, how about a reschedule? The patients agreed to the Webcam methodology and it's only because they are truly feeling awful that day that they have reconsidered. Reschedules are no fun but if that is what will make the patient most comfortable, the appreciation for your accommodation will produce a great result when you do connect for the interview.

*Takeaway: Patterns are great, especially flexible ones, but it never hurts to take a step out of the market research zone and really consider what is required and what the challenges may be.*

### Elephant in front of the mirror

When we are dealing with difficult patients, fatality is often the elephant in front of the one-way mirror. We do not typically discuss it as a main focus of any research project but it's there.

Our firm ran a study in South America with parents of children with an extremely rare condition, one that is usually fatal in early infancy. During screening, the parents were quite emotional. One of the country reps came to me and said they wanted to use a different moderator than the one approved and trained because they felt this new moderator would be able to connect better to emotional respondents. To me, that was the key moment of the study because although it could potentially throw that country's timeline into disarray for me, my clients and the end clients, it was best for the respondents.

*Takeaway: That was the absolute acme of understanding qualitative re-*

*search with difficult patients: keeping the focus on the respondents.*

### All over the place

When doing studies on Alzheimer's disease, there are often requests for mild patients because the medical definition of mild includes people who can function on their own, at least part of the time. However, mild patients are all over the place in terms of how much they are affected on a daily basis and that can make them less-than-ideal respondents. A mild patient makes medical sense but what about market research sense? What is the focus of the research? Let's say it is side effects. Who will know the side effects best? Caregivers. There is no one more reliable and you will get more information, and more detailed information, from a caregiver.

Or consider Parkinson's disease. Of all difficult patient populations where telephone interviews are used, Parkinson's disease patients are among the most skittish. Why? Because their motor and communication skills are tough to control and voice-to-voice communication even with the best of today's equipment can be garbled and filled with dropped words. The patients will feel they cannot be understood and clam up when really the issue is a bad phone connection.


Many marketing research studies now focus on method of delivery, even old-fashioned and/or relatively non-invasive delivery like swallowing pills or applying a patch. Studies want to see respondents doing these very normal acts. "Let's have them hold off on taking their medication until the time of the interview," is a common request. Many difficult patients will have no problem with that. But some will because some are very precise and take a pill every day at 9:00 a.m. on the dot, for example. If the interview time is earlier or later, they may not agree. But what is the intention here? It's usually not the actual chemical interaction as it enters the body. It may be patch placement or the measuring out of a liquid. If so, can that be done with non-medicated patches or water?

For many years, it was trendy to attempt to visit schizophrenia patients in-home. Of course the screening required the patients to be on their medication and the hope was that they were well-controlled. Finding experienced moderators willing to go alone to a schizophrenia patient's home was a tough sell. Why? We were telling the patients we wanted to see them in their most natural surroundings and they took that to mean seeing them at their worst, so they stopped taking their medication. They were not asked to do so but that's how they interpreted the request.

In these three unique situations, we learned by experience, seemingly negative, that we had to consider every possible scenario when designing a study. But we did and now this type of problem-solving is becoming second nature to everyone.

I often get asked, "Isn't all of this common sense?" No. What may now seem like common sense is actually individual experience becoming general knowledge. Or, "Aren't these issues for the recruiters to point out to us?" Sure, the recruiters are the first contacts of our difficult patients but they do not have detailed medical knowledge and often they are not consulted until after a study is designed, when all they can do is promise "best effort" because it's too late to make large-scale changes.

### Overwhelmingly positive

Here is the really good news: Feedback from difficult patients is overwhelmingly positive. They enjoy the block of time given to just them and their experiences; they teach and they learn. The most common negative feedback is that was not properly attuned the condition or that the research was not personally useful. Those issues can be solved because they all stem from the same basic principle: Think of the patients and their difficulties first and work from there. We have done it before with great success and will continue to do so. 

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# Learning as they go

Which ethnographic approach is right for you?

| By Karin O'Neill and Liza Walworth



## snapshot

The authors look at a range of observational approaches and explore when and when not to employ them.

Today, the term “ethnography” gets applied to a range of consumer research techniques involving far more than just sending researchers into people’s homes. New methods that fall broadly under the ethnographic umbrella are helping marketers uncover and understand the complexities and tensions that live within what people say and do – especially when words and deeds seem to conflict. As researchers become inundated with more and more big data, they need human stories and human truths to illustrate and explain the insights behind that data. But which technique – self-reported mobile, directed immersions, re-created reality or full ethnography – is right for your project?

While the term ethnography is used broadly and loosely in our industry, there is a distinction between actual ethnography and those methods that merely leverage its principles. Anthropologically-based ethnography is participant-led, observationally-driven, in situ and takes place over an extended period. Several other methodologies borrow certain principles from ethnography to enrich qualitative learning across a spectrum of techniques (Figure 1). Each methodology addresses specific learning objectives. Let’s go through each one and discuss the features and benefits of incorporating different forms of ethnographic research into your learning plans.

### Ethnography

Ethnography delivers some of the deepest insights about consumers because it’s a means of seeing consumers’ real lives in a very natural, uninterrupted way over a day’s time or more – on their terms, not yours. Ethnographers draw upon the model of participant-observation fieldwork utilized within anthropology. Typically, an expert ethnographer conducts the fieldwork alone, to minimize disruption to the respondents. The ethnographer follows them through their normal activities, potentially recording footage that can be analyzed with the client afterward (sometimes referred to as video ethnography). Ethnographers are trained to



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# Ethnographic Spectrum

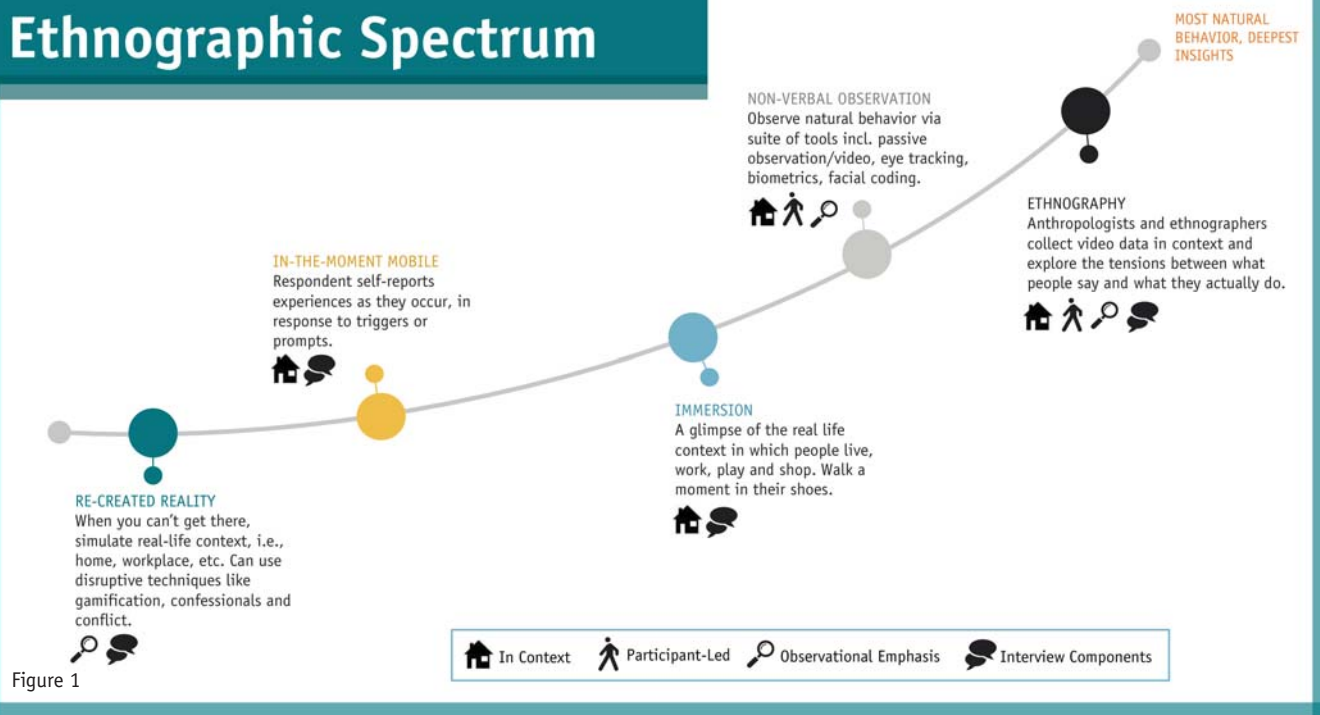


Figure 1

observe and query cultural and environmental contexts, personal relationships and emotions that influence the beliefs and behaviors observed. And while the ethnographers start with observation, they do ask questions to better understand what they observe, which offers a unique opportunity to explore the tensions between what people say they do and what they actually do.

Ethnography is thus best suited for early, foundational studies, when the “why” behind the “what” is unknown and hypotheses are few. Ethnographers start with consumers and work to understand how a product, service, category or need fits into their lives. As such, ethnography tends to be a broad exploration. While it might produce as many questions as it does answers, those questions will be sharper and smarter than those generated via guesswork or claimed behavior alone.

One common application is developing an understanding of unarticulated needs at the beginning of a product or service innovation project. For example, in one case, our ethnographers worked with a CPG manufacturer and discovered that while consumers rated the current product well they had incorporated a variety of different compensating behaviors into their routines. These behaviors showed dissatisfaction with the current product and highlighted potential areas for improvement and innovation.

Another application for ethnography is communication development. A common complaint we hear from marketers is that creative is falling flat and not connecting emotionally with consumers. Ethnography can help marketers identify the emotional context(s) of the category and how it fits into consumers’ daily lives. The human stories observed and unearthed can inspire creative teams and, in some cases, be referenced in copy. For example, one of our clients leveraged Ipsos’ syndicated work on psoriasis to better understand the quality of life and struggles of psoriasis patients. The client’s brand subsequently adjusted its positioning and changed the tone of its communication to better relate to patients.

Ethnography is also a great way to understand actual consumer behavior before designing a quantitative segmentation or habits and practices study. In one project, a client’s standard category questions contained several assumptions about product storage and usage, including the notion that people used products in a certain order. When we spent time with consumers, we uncovered insights about actual behavior, which included mixing products together. We also observed how storage fit into their daily routine and environment. This led to a redesign of quantitative questionnaires for more accurate results.

While ethnography can deliver deep insights, it’s not right for every

scenario, especially when time or budget are limited or when the project is farther along and has fewer unknowns. Also, as mentioned, ethnography is best conducted by a solo expert researcher to avoid disrupting or impacting the consumer experience. If your project team needs to meet the consumer firsthand and not via video, you may want to consider incorporating immersions into your learning plan.

## Immersion

Immersion typically takes place over a shorter period of time (hours, not days) and can include prompts for the subject, which would be frowned upon in an ethnography. The task- and/or product-centric focus of immersions makes this methodology a powerful tool. Immersion tends to quickly zero in on the category or need being studied. Imagine a researcher asking a respondent, “Do you mind showing me how you prep and wash your delicates?” Immersion is therefore appropriate for more directed lines of questioning and the testing of hypotheses that often occur a bit farther into a research process – perhaps on the heels of prior ethnographies, for example, such as when a detailed patient journey is needed to complement the broader, contextual understanding of how a patient and his/her caregiver live day-to-day with a specific health condition.

One common objective for immersions is when you want to ensure a project is on the right path. Periodic immersions with your design target – the consumers who inspire your project – can provide the insights to move your team forward to the next phase of design, while offering a chance to get gut reactions to some stimulus and course correct as needed.

Another objective for immersions is when a team needs to become closer to the consumer. Maybe you just finished a big segmentation study and need some deeper insights or to immerse the team with the new segments. Or perhaps you have a leadership team or agency who doesn't seem to relate to the consumers; getting them to spend time with them face-to-face is often the breakthrough needed to change that dynamic. After the teams go through part of a day with consumers and see their challenges firsthand, team members are likely to have the empathy and understanding needed to positively impact their everyday decision-making.

### Non-verbal observation

Passive or non-verbal observation exposes natural, uninterrupted behavior. However, its strength can also be a limitation – because you can't ask questions, you must make some assumptions as to what is happening and why. In many cases, a learning plan will pair passive observation with other methodologies, such as an interview, to address this shortcoming and deliver holistic insights. A good application of non-verbal observation is to understand a consumer experience, such as product usage or taking medication, in a very thorough way. Non-verbal observation captures what truly happens as opposed to what someone might think typically happens – for example, how often does a family really open their fridge within a 24-hour period? In this scenario, fixed cameras could be installed and footage analyzed to identify unconscious behaviors or the patterns of some family members that go unnoticed by others. If you observe pain points in the usage experience, these can be product innovation or upgrade opportunities. Conversely, if you uncover moments of delight, like when a product experience causes a sensation that people pause to enjoy, you can show this in your advertising or shelf materials.

This is a great way to turn in-use product delighters into trial-drivers!

### In-the-moment mobile


Mobile is a powerful tool, because it's the rare consumer, customer or patient who leaves home without their devices. Because mobile is always with us, it can help us understand how consumers view their experiences as they happen, wherever they happen. That includes places and times that are difficult for us to access as researchers. We often use mobile to understand how a consumer experience varies throughout the day or week, during different kinds of weather, at home or at school or while shopping or at the doctor's office. Rich input including video, images and text is easy to collect. One key limitation of mobile that is important to note, however, is that it provides the consumer's crafted and edited view of an experience – you are seeing what they want you to see, versus being there to observe everything firsthand. In categories or situations where social pressure plays a greater role in how people respond, you may want to incorporate an observational methodology into your learning plan to complement the mobile component.

### Re-created reality

We realize it's not always possible to observe the consumer, customer or patient situation in real life. Alternatively, maybe you need to create a situation or use a prototype that doesn't yet exist

in real life. You might have a looming deadline and need to learn quickly on several objectives, some of which are observational in nature, at the same time. Simulating a real-life environment like a home, store or doctor's office can help you gain some observational insights while addressing these other needs. With many of our clients, we wire a full house with cameras and have different consumer activities in different rooms, e.g., observation in one, a "confessional" in another, a gamified exercise in a third. Clients can participate or observe in a designated "back room." This kind of approach can be a great way to accelerate learning, hitting upon multiple objectives at once or bringing fresh insight when it seems like you've asked all the questions in a category.

### Drive action

No matter which method you choose, research is only as good as the action it inspires. Don't debrief and dash. Instead, plan for activation exercises or workshops that bring the insights to life and drive action. Whether it's a 360-degree video deliverable that brings the immersive experience to decision makers or a workshop with specially-designed exercises to make the full team feel as the consumer does, plan for experiences that drive action. 

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# Beating the cheaters

Problematic respondents in marketing research

| By Debbie Balch



## snapshot

Understanding how to handle professional, lazy or inattentive and fraudulent respondents.

We all know problematic respondents are a third-rail issue in the marketing research industry – quality issues aren't discussed or addressed publicly with the concern the research field could lose credibility. Knowing there are many professional respondents impacting the quality of data, it is clear that a somewhat small proportion of the population is accounting for a large percentage of the responses.

Many different sources cite the degree to which quantitative data may be problematic and, while they vary individually, most seem to hover around the 15-20 percent mark. Although harder to quantify, we understand problems also exist in qualitative data as well – I have seen it firsthand. Some are even brazen enough to blog about it, confessing their qualitative tricks online.

Technology has lent research increasing levels of agility; sample and panel companies have massive reach and can get research feedback in a relatively short time frame. Simultaneously, corporate researchers are operating in an increasingly competitive and fast-moving environment, pushing their research partners for immediate data to influence actionable business decisions.

But there has to be a balance and we in the industry must hold each other accountable.

I believe the answer to this ongoing fight for data quality requires a collective effort by the industry as a whole to improve. Corporate researchers should seek partners that are committed to quality and researchers should seek data collection and sample partners that are committed to truthful responses.

### Quantitative research: issues and approaches

Online surveys currently dominate the quantitative market research space and for good reason. We, as researchers, can get feedback from thousands of people from all over the world in a matter of hours. But the anonymity of online surveys and the ability to quickly create



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an e-mail and an online presence has had a huge impact on the validity of data collected. Just a few of the challenges we face as researchers include: leading or price-focused advertising; professional respondents; poor sample quality; untruthful responses; lazy/inattentive respondents; bots/autofill software. We will address some of them below.

**Leading or price-focused advertising.** Advertising messaging can be the catalyst for the poor response types we should be primarily concerned with. They cause potential participants to enter a survey with an expectation of earning easy money with little effort and when the credibility of the marketing research industry is rooted in honest, thoughtful insights, this is a serious issue. With leading copy points, these kinds of recruitment efforts can cue the desired type of respondent and cause some to change their answers in order to qualify. Because online chatter continues to degrade the quality of responses, we need to be very careful of who completes our surveys.

**Professional respondents.** An important consideration is that professional respondents may be even more prevalent in quantitative research (vs. qualitative) because they have the luxury of hiding behind a computer screen. According to recent studies and professional industry resources, 42 percent of North American respondents claim to participate once a week or more often and this doesn't even take into account underreporting.

Many professional respondents provide honest, thoughtful answers; however, if the goal of a professional respondent is to take as many surveys as possible, then their path toward that goal is likely to intrinsically include methods that undermine data quality. While qualitative screening also has its challenges, you could say screening or terminating unqualified respondents in online surveys is even more difficult. Rigorous adherence to screening, design elements and data cleaning help filter out these respondents.

**Choosing quality sample providers.** An integral way to promote data quality is to choose sample companies of the highest caliber. Seeking sample companies that implement some of the following techniques is important:

- geolocation checks;
- device fingerprints;

- participation limits;
- cross-reference – validate the respondent information via other databases or lists;
- unique ID – give respondents a unique ID or code so only those invited can take the survey;
- validated sample – there are third-party companies that make some of these checks and others for various panels. Often the sample is then referred to as validated sample. Yes, you may be able to find cheaper sources but as sample is a relatively small cost in an overall turnkey research project, this is not an area to cut corners.

**Survey design.** Outside of doing our due diligence and buying the best sample, we, as researchers, are also tasked with controlling how we design our surveys. Most respondents want to be honest and provide good information but we have to make sure the conditions they are under promote this. The conditions in this case are the components and design of the survey we create.

In general, we can find success by including variety through visual items, relatability with a conversational tone, a reasonable survey length and mobile-optimized questions. Some more-specific design elements that can be employed (where applicable) include: honesty pledges; time-spent requirements, specifically on the page level; include fictional items/brands (red herrings); consistency checks; Captchas – these can stump most bots/autofill software; do not clearly link disqualifications to the exact question in the survey.

**Data cleaning.** Despite choosing quality sample and implementing the survey design pieces that we've talked about, things will fall through the cracks. It's imperative that data is cleaned thoroughly, no matter how tedious it may be. Data should be cleaned against the following criteria: duplicate e-mails; duplicate IP addresses; survey speed; open-ended responses; consistency.

While many solutions can be automated, the human eye is still the best way to find poor responses. It's important to note that this cleaning process is not completely objective; watching articulation, straightlining and logic allow us to catch poor responses. In addition we don't want to flag people simply because they gave a response that doesn't make sense

to us personally. You may find increased success looking for patterns of inconsistency throughout individual replies in an effort to find poor responses.

## Qualitative research: issues and approaches

Qualitative research has its challenges as well, most notably in lazy recruiting, online qualitative respondents who misrepresent who or where they are and professional/posing respondents for in-person qualitative research.

**Lazy recruiters.** Recruiters who are focused primarily on filling their recruitment quotas and not on the quality of participants can have an extremely negative impact on the validity of collected data. Employ some key processes to maintain response integrity, such as: utilize articulation questions; establish relevancy to the topic; be aware of respondents who already know each other.

Having an impossible recruit be magically filled the last day, multiple respondents who work in the same industry, respondents who know each other and/or respondents who aren't articulate are often good indicators of lazy recruiters and should raise a red flag. For example, having six hairdressers or five medical technicians in one group – when you aren't specifically recruiting respondents who all work in the same industry – typically indicates the recruiter was recruiting from a list.

**Professional respondents.** Professional respondents can be especially tricky in qualitative research since they know how to fly under the radar, disguise their frequency of participation and provide intentionally vague or brief answers. As researchers, we must employ as many tactics as possible to stay a step ahead. Several solutions help identify and/or discourage these participants:

- Work closely with recruiters to highlight your concerns.
- Limit past participation and ensure the recruiters you work with scrub their lists.
- Compare profiles and personal information.
- Consider "virgin" respondents who've never participated in research before.
- Be open to tier-two facilities – they can provide an attractive solution for in-person qualitative research as less respondents may know how to "play



the game.”

- Request respondents bring in their qualifying product to show they are true users.
- Only pay on-time respondents and encourage respondents to arrive early by offering an early-bird drawing for anyone who arrives at least 15 minutes before the group is scheduled to start. This time with the respondents before the group starts can be used to rescreen and confirm consistent responses.

**Posers.** These respondents tend to be yes-people, claiming to have purchased or used every product, participated in every activity, etc. During the screening process, opt for open-ended brand usage questions whenever possible as a deterrent. When not possible (in fragmented categories, for example), have them describe the package, product, etc. Build in traps like fake brands to highlight the posers and, when possible, request photos of their pantry, liquor cabinet, car, etc., instead of asking what brands they’ve bought or used. This may be invaluable to eliminate posers from your group.

With online studies, require respondents to upload videos to verify they are

who they say they are. It is a good idea to incorporate this “get to know me” video activity as Day 1 of an ethnographic online effort – this affords you plenty of time for replacements if they’re not who you expected them to be. If the study is product- or brand-specific, ask them to include the product in their introduction video to ensure they are true users.

**Passive respondents.** In person, these respondents typically sit quietly in the group – they give short answers and often agree with another respondent instead of giving their own answer. If time permits, it is helpful to make an effort to talk with each respondent before the group. This can help identify the passive respondents early on to be excused. If they make it into the group, call on passive respondents and encourage them to share their opinions to improve results.

Online, passive respondents usually provide very brief answers and often don’t upload images or videos. There are several tactics we can implement to aid in quality participants and/or their responses:

- Include at least one open-ended question to determine if they are willing to give a full sentence or not.

- Limit the number of respondents each moderator has so they can interact with each respondent on a daily basis – demonstrate someone is reading their responses.
- Communicate in their preferred manner, whether that be text or e-mail, to encourage better participation.
- Only pay for each completed activity (vs. total participation) to encourage respondents to complete every activity.

### Keep track of poor respondents

As a last note on these quantitative and qualitative issues, I think it’s imperative that we, as an industry, keep track of poor respondents. As the researcher, let the sample company know who gave a bad response. And as the sample company, keep track of poor responses so that you can remove people from your panel after repeat offenses. This will slowly help to weed out the cheaters and keep them from impacting future studies. This is an industry call to action and we must all hold each other responsible. <sup>1</sup>

Debbie Balch is president and CEO of Elevated Insights, a Colorado Springs, Colo., research firm. She can be reached at [debbie@elevatedinsights.com](mailto:debbie@elevatedinsights.com).



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# 20 TOP SAMPLING COMPANIES

The most important people behind market research are the respondents! They provide their opinions, thoughts and ideas for research studies and surveys. Sometimes it can be difficult finding the right consumers and you need sample providers to help in your search.

Sample providers can help you find the right representative group of consumers for your research projects. These companies can provide you with the tools and techniques necessary to find the right sample size, as well as narrow down your sample to specific locations and demographics. Through channels like the Internet, telephone and even mail, sample providers can reach the appropriate respondents who will provide you with the greatest insight for your research. These companies can narrow down sample based on age, ethnicity, gender or any other demographic for any research segment, even hard-to-reach respondents. Many sample providers also have international reach, providing respondents from all over the globe. For your future sampling needs, consider these companies.



[quirks.com/articles/2017/20171233.aspx](http://quirks.com/articles/2017/20171233.aspx)



## branded

### Branded Research Inc.

Founded 2012 | 36 employees  
Matt Gaffney, CEO

Branded is a leading insights and technology company that provides actionable data to drive impactful business and marketing decisions. Our



data collection platform helps our clients gather unique insights to develop more informed marketing and product development strategies. How's it done? Branded Surveys, our proprietary research community, provides companies the consumer and business insights needed to make definitive decisions about their products and services. We take a unique, communicative approach to humanize the data collection process. Our community was founded on core





principles of social engagement and the power of the simple conversation. It's what sets us apart from the rest.

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Founded 1998  
Morten Strand, CEO; Richard Thornton, Deputy CEO and COO



Cint is a software company developing technology to innovate the way insights are gathered. Cint specializes in API and SaaS solutions offering efficient, user-friendly tools to access online consumer panels, as well as panel management software. Cint's exchange

platform is a fully transparent insights marketplace, bringing together questions and answers from all around the world. Cint has developed and hosts the world's Insight Exchange. Reach more than 40 million consumers in 80+ countries, all sourced via 1,500+ different panels owned by publishers, local media outlets, market research agencies and nonprofits.

Phone 818-754-9582  
[www.cint.com](http://www.cint.com)



**Conclave**

Founded 2015 | 15 employees  
Ashutosh Narayan, Director

Conclave Research was founded on the supposition that there were advanced and crude ways to provide access to hard-to-reach audiences to support consumer and B2B research. At Conclave Research we strongly believe that a quick response rate is of the utmost importance. And often there are cases where the fieldwork period is very

limited. It is then a case that a study needs to be fielded quickly and the response needs to be agile. We at Conclave Research are specialized in



concealing such critical assignments without compromising on quality. We provide services in the U.S., U.K., Canada, Germany, Brazil, France, Italy, Argentina, Turkey, Indonesia, Australia, China, Spain, Mexico and India.

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

**criticalmix**  
**Critical Mix**

Founded 2011 | 170+ employees globally  
Hugh Davis and Keith Price, Co-CEOs



Our passion is simplifying access to insights for better business decisions. Leading companies around the world rely on our easy-to-use, collaborative tools for seamless access to global target audiences, survey programming and management, data visualization and reporting. Work together with us, do it yourself or let us do everything for you. No matter the size or type of project, Critical Mix believes that you should always be able to contact someone to get help or a question answered. Our experienced team cares deeply about your business, anticipates your needs and is always available whenever needed.

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## Full Circle Research Co.

Founded 2013 | 12 employees  
Adam Weinstein and Nathan Lynch, Co-CEOs



Recently named Inc. 5000's No. 917, Full Circle Research Co., is the first and only U.S.-based online consumer sample provider to earn ISO 26362 certification and the only company to offer HoNoR (Holistic Next-level Research™), a proven approach to quality. This unprecedented, automated marriage of advanced technology, flexible community strategies and

industry-leading quality controls gives business decision makers immediate access to the purest data in the industry. Full Circle's foresight, agility and commitment to innovation translate into a uniquely pro-active, consultative experience. To learn more, visit [iLoveFullCircle.com](http://iLoveFullCircle.com).

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### Global Survey

Founded 2008 | 18 employees  
Mayank Bhanushali, Founder & Managing Director

Global Survey is your top choice of solutions partner for end-to-end project management needs. We augment your research operations by making available top-of-the-line infrastructure setup, proven processes and highly trained personnel for every stage of the operational lifecycle of a research study. Under this engagement model, you keep control over the client interaction and overall management, while we help move the project successfully from survey scripting and data analytics to reporting and visualization. Engaging with us at Global Survey for our end-to-end proj-



ect management capabilities provides multiple business benefits. You can apply economies of scale and execute a bigger volume of projects without the need to hire and maintain costly human capital in-house.

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## innovate

### InnovateMR

Founded 2014 | 80 employees  
Gregg Lavin, Co-Founder/Managing Director

InnovateMR is a fiercely independent sampling company. Our ingenuity, reliability and agile approaches to sampling delivers faster answers. We find ways for quicker turnarounds and sourcing the hard-to-reach audiences. Our panel quality builds trust and confidence with our clients. Our speed in launching projects and sampling platform efficiency translates into lower costs and quicker decision-making.

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## Lightspeed

Founded 1996 | 700+ employees globally  
Caroline Frankum, Global CEO

What's more meaningful than insights from your targeted consumer? Globally, Lightspeed collects comprehensive insights about habits, characteristics



and behaviors that aid in survey targeting, allowing for fast and accurate sample feasibility. With Lightspeed's high-quality, highly profiled panelists from around the world, we can quickly obtain the opinions of your target audience, including Millennials, B2B/IT, finance and health care. As part of our ambition to help clients discover truth through data, Lightspeed proactively helps clients move toward more modern, real-world approaches to conducting surveys. Learn more about our modern surveys at [www.lightspeed-research.com/modernsurveys](http://www.lightspeed-research.com/modernsurveys).

**Global Headquarters: 908-605-4500**  
[www.lightspeedresearch.com/modernsurveys](http://www.lightspeedresearch.com/modernsurveys)



## Market Cube LLC

Founded 2011 | 80 employees  
Steve Hopkins, Adi Raj, Ted Pulsifer, Dipak Singh, CEOs



Market Cube is selected by hundreds of clients globally to be their trusted partner. We specialize in precise and timely sample delivery, data collection, reporting and programming, while providing tremendous value and savings to our clients with no project minimum charges. We provide world-class customer service and strive to continually innovate and evolve, embracing the newest best practices and technologies. In addition to our custom communities and panels, we have developed proprietary custom panel management and project management technologies and security solutions that extend leverage, scale, reliability of service and delivery to our clients. We focus on the heavy lifting of data collection so you can focus on the insights – at Market Cube “we help you shine.”

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[www.market-cube.com](http://www.market-cube.com)



## Marketing Systems Group

Founded 1987 | 60 employees  
Gerald Oberkofler, CEO

Marketing Systems Group was founded in 1987 with simple goals: to provide the highest-quality marketing research sampling solutions at a competitive



price to ensure each and every client is completely satisfied and appreciate the opportunity to develop long and valued relationships. Thirty years later, MSG has become a high-tech provider of innovative products, services and information solutions designed specifically for the survey, sensory and marketing research communities. As MSG begins its fourth decade, it is thoroughly committed to investing in people and technology to meet the evolving needs of the industry. Headquartered in suburban Philadelphia, MSG provides full-service qualitative and quantitative global sampling and market research intelligence. MSG also provides automated feedback and panel management platforms for recruitment, scheduling, data collection and custom reporting as well as research predictive and TCPA-compliant dialing systems.

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[www.m-s-g.com](http://www.m-s-g.com)







## MindField Online™

Founded 1980 | 110 employees  
Gary McMillion, CEO



MindField Online™ is The Premier Consumer Panel. Boasting 40 years of market research experience, we are not only a high-level technology and sample provider but we are researchers through and through. If you want leading online solutions and sample options, our team can provide the power, high response and quality you need in a sample provider. All proprietary panelists are validated by Experian Data Quality and have been for over 10 years.

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## myCLEARopinion Panel

Founded 2008 | 475 employees  
Mitch Henderson, CEO

myCLEARopinion specializes in high-quality B2B skilled industry sample, providing access to a unique and powerful audience of decision makers recruited from specific and demographically diverse market sectors. MyCLEARopinion can provide panelists with vertical industry expertise in a variety of industries including: HVAC, engineering, architecture/construction/maintenance, packaging, flooring/floor maintenance, plumbing, mechanical systems, roofing, electrical, landscaping, safety and security, manufacturing and logistics, painting, food and beverage product and development and more. We can offer survey sample, research services, hosting and programming.

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



## Netquest

Founded 2001 | 318 employees globally  
Germán Loewe, CEO and Founder

Netquest is the No.1 provider of opinion and digital behavior data in the market research sector in Latin America, Spain and Portugal. Netquest has globally expanded, now providing digital behavioral, survey and profiling data to the United States, United Kingdom and the rest of Europe. We have more than 15 years of experience in creating representative panels of the population while remaining ISO 26362 certified. We are one of the only companies capable of offering integrated information about consumers with our cross-device behavioral technology. We offer specialized services, all mobile-optimized, related to samples, observational samples, programming and data processing.

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## P2Sample

Founded 2010 | 55+ employees  
Mathijs de Jong, Co-Founder and CEO

P2Sample's active member panel consists of 25+ million members worldwide. As the most sophisticated technology-driven sample provider



in the market research industry, our strong aptitude for programmatic solutions allows us to fill each client's specific needs. Through a deep understanding of sample – beyond simple delivery – P2Sample is able to get to the heart of the respondents' needs and motivations to deliver higher engagement and response rates. We utilize proprietary sampling technology and provide sample in hard-to-get areas, including strong male, Hispanic/ethnic targets, Millennials/teens and multinational audiences. P2Sample's proprietary quality score system, top-notch security and superior respondent experience allow the delivery of first-rate sample. For more information about P2Sample, visit [www.p2sample.com](http://www.p2sample.com).

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## ProdegeMR

Founded 2009 | 200 employees  
Chuck Davis, CEO



ProdegeMR is a leading provider of people-driven insights for the market research industry. Through diversified recruitment methods and a world-class consumer engagement model for over 30 million members, we deliver a more thoughtful approach to research. Our breakthrough model fosters member retention and ongoing participation. This brings many benefits to our clients, including delivery of recontact surveys, longitudinal studies, in-home use tests and ongoing research programs.

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



## Reckner Healthcare

Founded 1991 | 225 employees  
David Reckner, President



Reckner Healthcare provides the industry's most trusted health care panel for pharmaceutical and medical marketing research projects. Serving clients for more than 25 years, the company specializes in delivering access to physicians, allied health care professionals, payers, decision makers and opinion leaders across the United States and the world. Reckner has its own independently-maintained panel and internally-designed panel management system, making it one of the industry's most robust, respected health care panels. Providing fast access and easy platform linkages, Reckner offers recruiting and scheduling for qualitative and quantitative health care research projects. Services include list matching, recruitment, scheduling, verbal confirmations, programming, hosting, and project, segmentation and honoraria/1099 management.

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Founded 1990 | 50 employees  
Paul F. Ryan, CEO

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## Research Now

Founded 1999 | 1,200 employees  
Gary Laben, CEO

As the established expert in digital market research data, Research Now optimizes market research through its data assets, innovative solutions and consultative services to drive better business decisions and results for companies and agencies around the world. Founded in 1999, we were pioneers in originating online data sampling and created the first B2B panel, and continue to

provide robust research data through rigorous first-party consumer and B2B data collection for more than 3,000 clients worldwide through our 11+ million panelists in more than 40 countries. As a trusted provider of comprehensive research services and data solutions, we enable powerful insights for competitive advantage

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## SoapBoxSample

Founded 2012 | 45 employees  
Jacqueline Rosales, Chief of Operations

Brands need insights that lead to great ideas. SoapBoxSample helps you turn your business questions into actionable insights. Our team of super-likeable humans combines decades of research experience with a nimble and disruptive start-up mind-set. We believe in making your life easier, saying no even when you don't want to hear it and giving you a research experience that improves your business' bottom line. Offering a fresh blend of research and technology, our suite of services includes: Community Insight Platform (icmib); mobile and app-based research; passive metering; online data collection; and full-service design and analytics.



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## SSI<sup>®</sup> SSI (Survey Sampling International)

Founded 1977  
Chris Fanning, President and CEO

Celebrating 40 years in business, SSI is the premier global provider of data solutions and technology for consumer and business-to-business survey research. SSI reaches participants in 90+ sample countries via Internet, telephone, mobile/wireless and mixed-

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# Q

## Names of Note

### In Memoriam...

■ Pollster **Daniel Yankelovich** died Sept. 22 at the age of 92. Yankelovich founded his first polling company in 1958. He established the *Public Agenda Foundation* with Cyrus R. Vance in 1975, which aimed to connect public officials with citizens for determining public policy. According to *The Washington Post*, Yankelovich was one of the first researchers to identify the changing views of young people as a cultural shift beginning in the 1960s.

■ **John Houlahan**, founder of research firm *FocusVision Worldwide*, died on Sept. 21 at the age of 85. Houlahan became research director at *Purex Corporation* in 1961 before moving on to head of research at *Hunt Wesson Foods*. In 1971, he started research consulting firm *J.J. Houlahan Company* in Whittier, Calif., which was acquired by *Maritz Market Research* in 1985. Houlahan founded *FocusVision* in 1990 and sold the company in 2007..

■ Researcher **Leslie M. Harris** died on Sept. 17 at the age of 92. Harris was managing partner of *Mature Marketing & Research* as well as the founder and chairman of focus group and strategic research center *Focus on Boston*.

■ *Branded Research Inc.*, San Diego, has appointed **Matt Fratturelli** as EVP, global sales and strategy.

■ *SIS International Research*, headquartered in New York, has promoted **Cédric Marin** to director of operations in the EMEA, based in the London EMEA regional office.

■ *TRC Market Research*, based in Philadelphia, has hired **Philippe Pouliot** as research manager.

■ Stockholm-based software company *Cint* has made new appointments: **Richard Thornton**, current deputy CEO, will now take on the responsibility of chief operations officer and will move back to London; and **Oscar Carlsson** has been appointed to chief innovation officer and will relocate to San Francisco. The firm has also appointed two regional EVPs: **Greg Dunbar**, who will lead the company's EMEA presence; and **James Rogers** in APAC.

■ Canada-based survey software firm *Voxco* has added **John Rousay** to its global sales team. Rousay will be responsible for expanding the firm's presence in the U.K. market as well as contributing to *Voxco's* growth in North America.

■ *SurveyUSA* of Clifton, N.J., has promoted **Ken Alper** to chief operating officer and **Mary Jane Jacketti** to vice president of market research.

■ *Ipsos Connect*, New York, has appointed **Michael Baer** as senior vice president, head of AMG. Baer will be in charge of leading the *Ipsos Affluent*

*Intelligence Group*, which includes the *Ipsos Affluent Survey*.

■ Reston, Va., firm *comScore* has appointed **Joseph R. Rostock** as chief information officer, a newly-created role, and **Gregory Fink** as executive vice president, finance.

■ Research firm *Smarty Pants*, New York, has added **Jennifer Dixon** as a business analyst.

■ *MFour Mobile Research*, Irvine, Calif., has hired **Tracy Visconti** as a research manager for client solutions and **James Cook** as system administrator. In addition, **Andreas Sautter** has joined as director of client services.

■ The *QRCA*, St. Paul, Minn., has elected two new members to its board of directors for the 2017-18 term: **Caroline Volpe** as secretary; and **Isabel Aneyba** as director.

■ Durham, N.C., research firm *W5* has hired **Robin Morey** as practice consultant.

■ Reston, Va., firm *comScore* has agreed to appoint new independent directors to its board as part of a settlement agreement with *Starboard Value LP*, one of its shareholders. The new independent directors, who were proposed by *Starboard* and approved by the *comScore* board, will be **Wesley Nichols**, **Paul Reilly** and **Bryan Wiener**. Another new independent director to be proposed by *Starboard* will be named at a later date. Pursuant to the agreement, *Starboard* has agreed to dismiss its current litigation against the company.



Morey



Rousay



[quirks.com/articles/2017/20171213.aspx](http://quirks.com/articles/2017/20171213.aspx)



■ Tempe, Ariz., advertising agency **Zion & Zion** has added **Fred Petrovsky** as vice president of marketing. Petrovsky will collaborate with the agency's in-house marketing research and marketing science teams to produce industry research.

■ **Thomas King** has been promoted to the new position of senior vice president of data and analytics at **Costa Mesa, Calif.**, researcher **J.D. Power**.

■ **Devin DaRif** has joined **Bayard Advertising Agency Inc.**, New York, as vice president employer branding insights.

■ **MarketVision Research**, Cincinnati, has promoted the following team members to research associate: **Adina Gegpriffti**, **Morgan Beagle**, **Laurie Sites** and **Tayler Fisher**.

■ Toronto-based researcher **Delvinia** has added **Suzanne Costa** as executive director of its **AskingCanadians** online data collection business. **Delvinia** has also added nine staff members to support its **AskingCanadians** and **Methodify** businesses in recent weeks.

■ **Reimagine Holdings Group**, a New Canaan, Conn., holding company focused on consumer insights and marketing services businesses, has appointed **Dan Fitzgerald** as managing partner.

■ Measurement company **Verto Analytics**, San Francisco, has appointed **Liz Musch** to its board of directors.

■ **Ken Yanhs** has joined research

technology company **ZappiStore**, Boston, as executive vice president of marketing.

■ **The Mobile Marketing Association**, New York, has appointed seven new members to its global board of directors: **Suzy Deering**, CMO, **eBay**; **Matt Derella**, global VP, **Twitter Client Solutions**, **Twitter**; **Ayesha Gilarde**, CMO, **Match Group**; **David Godzman**, chief digital marketing officer, **The Coca-Cola Company**; **Rebecca Messina**, CMO, **Beam Suntory**; **Tony Rogers**, CMO, **Walmart**; and **Wanda Young**, SVP of marketing and consumer engagement, **ESPN**.

■ Germany-based research firm **Fraunhofer-Gesellschaft** has appointed **Janis Eitner** as head of its communications department.

■ Researcher **Kelton Global** has appointed **Mark Micheli** as senior director of design research and product strategy. He is based in the firm's Chicago office.



Micheli

■ Seattle-based researcher **Discuss.io** has appointed **Dawn Re** as account manager, **Beth Winter** as account executive and **Ashley Wali** as technical program director. Additionally, Senior Account Manager **Zuzka Žilková** has transferred to the London office.

■ Artificial intelligence technology company **Quantcast**, San Francisco, has appointed **Steven Wolfe Pereira** as chief marketing and communications officer.

■ **White Plains, N.Y.**, retail merchandising and marketing services company **SPAR Group** has appointed **John**

**Dilts** as vice president of business development.

■ **Mike Nazzaro**, CEO of Ithaca, N.Y.-based researcher **Claritas**, has joined the **Data & Marketing Association** board of directors.

■ Tempe, Ariz., advertising agency **Zion & Zion** has appointed Arizona State University Professor **Thomas Hollmann** to lead its marketing science team.

■ **Vivian Earons** has joined **Doyle Research**, Chicago, as assistant project manager.

■ Seattle-based digital marketing agency **Shaw + Scott** has added the following to its leadership team: **Lynn Baus** as vice president of digital experience; **Lin Wang** as vice president of strategy and analytics; and **Kim Reedy** as vice president of account management.

■ **Susan Sabanos** has joined **Roswell, Ga.**, firm **MMR Research Associates** as VP - client relationships.

■ **Columbia, Md.**, marketing agency **Merkle** has appointed **Craig Dempster** as president of **Merkle Americas**.

■ In London, research firm **Crowd DNA** has added **Sabrina Qureshi** as online communities director and **Sarah Griffiths** as a consultant in the business and strategy team. The company has also added **Isabelle Kåge** to its New York office and **Tom Eccles** will move from the London headquarters to the New York office.

■ **Finbarr O'Neill**, president and CEO of **Costa Mesa, Calif.**, researcher **J.D. Power**, has announced his intention to retire, effective March 2018. The company has started a search for a successor and O'Neill will remain

with the company during the transition process. After the transition, O'Neill will act as a senior advisor to the company.

■ London-based agency *IFF Research* has appointed **Georgina Clarke** to its financial services team.

■ Research and analytics firm *GBH Insights*, New York, has appointed **Daniel Ives** as chief strategy officer.

■ *Crimson Hexagon*, a Boston-based consumer insights firm, has expanded its executive team with the following appointments: **Lou Jordano** as chief marketing officer and senior vice president; **Bud McGann** as chief revenue officer and senior vice president of global sales; and **Dana Miller** as chief customer officer, in addition to her current role of senior vice president of client services.

■ **Charles Trevail**, current CEO of customer agency *C Space*, will become CEO of the *Interbrand Group*, a New York-based brand agency. Trevail succeeds **Jez Frampton**, who is retiring at the end of 2017. *C Space* will also become part of the *Interbrand Group*.

■ *HfS Research*, based in the U.K., has hired the following: **Elena Christopher** as vice president, industry research; **John O'Brien** as research director, robotic process automation customer experiences; **Saurabh Gupta** as chief strategy officer; **Suvradeep Bhattacharjee** as research director, market insight and data solutions; and **Ollie O'Donoghue** as senior analyst, IT services research.

■ Waltham, Mass., research and consulting firm *Applied Marketing Science* has announced that **Harry Lawless**, professor emeritus in food science at Cornell University, has affiliated with

the firm's litigation support practice.

■ Columbia, Md., marketing agency *Merkle* has appointed **Anne-Marie Schaffer** to general manager of its travel, media and entertainment practice.

■ **Alex Quillin** has joined research firm *Smarty Pants* as an insights prodigy. Quillin will be based in Tennessee and will be leading the company's expansion to Greenville, S.C., in the coming months.

■ Reston, Va., firm *comScore* has appointed **Michelle McKenna-Doyle**, senior vice president, chief information officer at the NFL, to its board as an independent director. Additionally, **Gregory Fink**, executive vice president, finance, has been appointed as chief financial officer and treasurer.

■ New York-based brand intimacy agency *MBLM* has promoted **David Clover** to associate partner in Dubai, UAE, and **Demetri Mihalakakos** to associate partner in Toronto.

■ Oslo, Norway-based research technology firm *Confermit* has appointed **Halvor Stokke** as chief financial officer, following former CFO **Ken Østreng's** move to president and CEO earlier this year.

■ *IFF Research*, London, has appointed **Claire Johnson** and **Aoife Ni Luanaigh** to its learning and skills team.

■ Berlin-based research agency *Eye Square* has hired **Jeff Bander** as chief revenue officer. Bander will open the firm's first U.S.-based office in New York City and introduce its services to the American market.

■ **Eileen Campbell** has joined the

advisory board of *Reimagine Holdings Group*, a New Canaan, Conn., holding company focused on consumer insights and marketing services companies.

■ Chicago-based research consultancy *InsightsNow* has added **Kristin Luck** to its board of directors.

■ In London, audience platform *Lucid* has added **Milan Kaster** as business development manager to work with sample buyers and sellers in the DACH (Germany, Austria, Switzerland) region. *Lucid* has also recently hired **Nina Bajon**, senior account development manager, and **Jamal Mehmood**, client success manager, to its EMEA team.

■ Reston, Va., firm *comScore* has announced that **Gian Fulgoni**, co-founder and CEO, intends to retire on Jan. 31, 2018. Following his retirement, Fulgoni will take on an advisory chairman emeritus role and will provide advisory services through Jan. 31, 2019.

■ Newton, Mass., software firm *MarketSight* has appointed the following: **Andrew Lazar** as software development manager; **Nick Kwan** as customer success specialist; and **Mike Lanza** as inside sales representative.

■ Alpharetta, Ga., firm *P2Sample* has hired **JD Deitch** as chief revenue officer.

■ Pennington, N.J., firm *Cambiar Consulting* has appointed **David Rosenblatt** as head of its research and business operations practice.

■ *Branded Research Inc.*, San Diego, has appointed **Ian Roberts** as head of sales EMEA.



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# Research Industry News

## News notes

■ **CIRQ**, a subsidiary of the Insights Association, has awarded certification to New Orleans-based research firm **The Olinger Group** for compliance to the ISO 27001 Standard. ISO 27001 provides a framework for companies to manage data security and establishes requirements for information controls to manage people, processes and technology.

■ **CIRQ**, a subsidiary of the Insights Association, has awarded certification to Auburn Hills, Mich., research company **Gongos Inc.** for compliance to the ISO 27001 Standard, which provides a framework for companies to manage data security.

## Acquisitions/transactions

■ Fort Washington, Pa., firm **M3 Global Research**, part of the M3 Group, has acquired Gothenburg, Sweden, data collection company **QQFS** (Qualitative & Quantitative Fieldwork Services). QQFS, which will continue under the same name, is now a wholly owned subsidiary of the M3 Group.

■ Canada-based software solutions firm **Enghouse Systems Limited** has broadened its contact center portfolio by acquiring San Francisco-based survey technology company **Survux Inc.**

■ **Nielsen**, New York, has agreed to acquire marketing intelligence software firm **Visual IQ**. Nielsen will acquire Visual IQ's MTA software platform, along with the underpinning data, technology and intellectual property.

■ West Des Moines, Iowa, corporate engagement firm **ITA Group** has acquired Boston-based research and strategy firm **Chadwick Martin Bailey**.

■ U.K. animal health and agriculture research firm **Kynetec** has completed the acquisition of **Market Probe Agriculture** and **Animal Health and Market Probe Europe**. The acquisition will add around 40 professionals to Kynetec's team and will provide the company with operations in Belgium.

■ Plano, Texas, firm **Research Now** and Shelton, Conn., researcher **Survey Sampling International (SSI)** have signed a merger agreement. The combined company will be privately held, with Court Square Capital Partners and HGGC, current majority owners of Research Now and SSI respectively, remaining as majority owners of the combined business. The merger transaction is expected to close by the end of the year. Financial terms of the deal were not disclosed.

■ Winston-Salem, N.C., technology and data science firm **Inmar** has acquired Detroit-based marketing analytics company **reach | influence**.

## Alliances/strategic partnerships

■ Boston-based market intelligence firm **InCrowd** has formed a partnership with **Physician Moms Group**, a community of female doctors across all specialties. The partnership gives female physicians added influence and representation in market research and more say in how decisions are made in the health care industry.

■ **IBM**, Armonk, N.Y., has formed a new agreement with drugstore chain **Walgreens** to deploy IBM retail analytics at over 8,100 locations to help improve the efficiency of field service support.

■ Stamford, Conn., research technology firm **FocusVision** has partnered with consumer goods company **Procter & Gamble** to provide software and support for its market research teams. FocusVision will support Procter & Gamble's consumer and employee panels, integrating research from participants across all 10 product divisions. Procter & Gamble will use FocusVision's survey platform Decipher and its panel management software Kinesis.

■ Los Angeles-based research platform **Fuel Cycle** and **SurveyGizmo**, Boulder, Colo., have formed a partnership to integrate SurveyGizmo's solution into Fuel Cycle's customer insights platform, giving Fuel Cycle clients more survey options.

■ Provo, Utah, research software firm **Qualtrics** and Indianapolis-based professional services firm **Walker** have formed a partnership to provide experience management solutions and services to businesses. Walker will act as a systems integrator for the Qualtrics Experience Management Platform and provide consulting guidance, end-to-end platform implementation and a managed services model to companies seeking experience management solutions.

■ U.K. firm **Circle Research** has collaborated with marketing and communications agency **Radley Yeldar**. The two firms interviewed 10 companies featured in Radley Yeldar's 2016 Fit for Purpose Index to find out what role purpose plays in the B2B business sector.

■ Stockholm-based software company **Cint** has formed a partnership with data commercialization company



[quirks.com/articles/2017/20171214.aspx](http://quirks.com/articles/2017/20171214.aspx)



**Narrative I/O.** The partnership will allow buyers in Narrative's marketplace to purchase Cint's first-person data.

■ Atlanta-based health care technology company **Pursuant Health** has partnered with Alpharetta, Ga., researcher **P2Sample** to provide insights for pharmaceutical, CPG and shopper-oriented marketers, with targeting by geographic location, real-time biometric measurements, demographic and behavioral data.

■ **The National Retail Federation**, Washington, D.C., and **Ascential PLC**, parent company of the World Retail Congress, have formed a global partnership.

■ In Sydney, **Research Now** and **RDA Research** have formed a partnership, allowing clients in Australia and New Zealand to connect data across the marketing lifecycle. RDA Research's geoTribes solution targets research participants based on 15 named audience segments that use age, life stage and socioeconomic status to reflect elements of the population at a certain lifecycle stage. Matching RDA's segmentation data with Research Now's data from opted-in panel members will allow Research Now to provide survey-based research insights.

■ In Beijing, e-commerce company **JD.com** and Internet services firm **Tencent** have expanded their partnership and have launched the JD-Tencent Retail Marketing Solution, which integrates insights on consumer behavior from Tencent's social platforms with online and offline shopping data from JD and its brand partners.

■ Stockholm-based software company **Cint** has partnered with Miami Beach, Fla., firm **eCGlobal Research Solutions** to expand its reach into Latin America. Through the partnership, Cint's insights exchange will

gain additional respondents in Latin America, as well as the addition of eC-Global's Hispanic audience in the U.S. ECGlobal will use Cint's technology to automate its recruitment and digital research fielding.

■ In London, audience platform **Lucid** and panel management platform **Ingress** have formed a partnership, increasing sample supply and access across Europe. Ingress will be integrated into Lucid's programmatic marketplace, providing access for sample suppliers looking to expand throughout the European market and beyond.

### Association/organization news

■ **The QRCA**, St. Paul, Minn., has created NewQ, a membership category for new professionals in the field of qualitative research, specifically those who have been practicing qualitative research for less than five years. The NewQ membership will cost \$175 per year.

■ **The Insights Association** and **MRIA** have penned an open letter to Craig Federighi, senior VP of software engineering at Apple, about Apple's newest Safari browser update. According to the associations, the new intelligent tracking prevention system in Safari poses a problem for online research and analytics, including consent-based online audience measurement and user experience research.

### Awards/rankings

■ **Rob Ramirez**, executive vice president of strategic development for Iselin, N.J., researcher **Schlesinger Associates**, was named a finalist in the Constellation SuperNova Awards. The awards recognize leaders and teams for their application of disruptive technology in business.

■ Research firm **Clearworks** announced the 2017 Clearworks Student

Innovators, who each received full sponsorship to attend TMRE in October. The students are **Alex Kass**, **Paul H. Park** and **Sneha Venkatraman**.

■ **Steve Murphy**, CIO of Boca Raton, Fla., mobile marketing firm **3Cinteractive**, has been selected as a CIO Award finalist for the 2017 Technology Awards.

■ The first annual MRX Diversity Champion Award was presented to **Denene Jonielle Rodney**, founder of research firm **Zebra Strategies**, at TMRE in October. The award was created by nonprofit organization Women in Research in collaboration with TMRE.

### New accounts/projects

■ U.K.-based **DJS Research** has won a two-year contract for the **Consumer Council for Water's** 2017-18 and 2018-19 Water Matters survey, which will help understand customer views of water and sewerage services and how they change over time.

### New companies/new divisions/relocations/expansions

■ Germany-based agricultural research firm **Kleffmann Group** has restructured its consulting division amisAgriGlobe. The developing team will be managed by Bob Fairclough as director and team leader. Two new sub-teams have also been created: the analytical team, led by Puran Mal; and the team of excellence, led by Fairclough.

■ Virginia Beach, Va., research company **Issues and Answers Network** plans to open a call center in Fayetteville, N.C., which the company plans to eventually grow into 300 to 500 permanent part-time jobs.

■ Research firm **Survey Healthcare**

(SHC) has announced a 46 percent increase in its production staff, based out of its Pocatello, Idaho, and London operations. The company has also announced rebranding initiatives to more accurately represent its service offerings. Formerly SHC Universal, the company has formally dropped "Universal" from its corporate identity to reduce marketplace confusion and since the former CATI center business has been divested. The company also has a new logo.

■ In Chicago, researcher **Verve** has expanded into North America, providing its full-service, quant and qual, online and offline proposition. Leading the expansion is Marie Patenio, who was recently promoted to SVP, research and consulting. Also joining the business are Marlene Kohn as VP business devel-

opment and Kristin Render as senior research manager. Bogdan Bucur, director of operations in London, will also join the Verve Chicago team.

■ Researcher John Gilfeather has announced that he is re-opening his Stamford, Conn., research consultancy **John Gilfeather & Associates**. Gilfeather put the practice on hold six years ago to join Koski Research.

■ **Kantar Media**, London, and software firm TechEdge have created a dedicated audience analytics software unit, led by Andreas Velter. The new unit will focus on innovation, driving new product developments for the media industry and supporting existing applications.

■ U.K. research firm **Join the Dots** will be opening an office in New York,

its second international opening following the launch in Singapore last year. The U.S. operations will be headed up by Jeff Haselum, who has been promoted to head of U.S. research.

■ U.K.-based consultancy **DJS Research** has opened an office in Leeds. Simon Driver, recently appointed as research director, will head up the research department in Leeds and Matt Coulling, operations director, will oversee operations.

■ **Kantar Worldpanel**, based in London, has launched a household panel in the United Arab Emirates, covering Abu Dhabi, Dubai, Sharjah and Ajman.



## Help is on the way.

**Free statistical calculator  
from Quirk's**

- Chi-square test
- One-sample t-test between percents
- Independent samples t-test between means
- Determine sample size for percents
- Fisher's exact test
- Two-sample t-test between percents
- Confidence interval around a mean
- Determine sample size for means
- Binomial test
- Confidence intervals around a percent
- Compare sample mean to population mean
- Sampling error for a given sample size
- Poisson events test
- Compare two standard deviations
- Compare three or more means

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Marketing Research Review

[www.quirks.com/resources/calculator.aspx](http://www.quirks.com/resources/calculator.aspx)

# CALENDAR OF EVENTS

●●● can't-miss activities

**KNect365 (IIR)** will hold The Market Research Event MENA on **December 11-12** at the Address Dubai Marina in **Dubai, UAE**. Visit [bit.ly/2ylV6Gf](http://bit.ly/2ylV6Gf).

**American Economic Association** will hold its Annual Meeting on **January 5-7** in **Philadelphia**. Visit [www.aeaweb.org/conference](http://www.aeaweb.org/conference).

**MREF** will be taking a vision trip to Haiti to visit the Joseph School on **January 18-21**. Visit [mrgivesback.org](http://mrgivesback.org).

**Insights Association** will hold the 2018 CEO Summit on **January 22-24** in **South Beach, Fla.** Visit [bit.ly/2yiB4dS](http://bit.ly/2yiB4dS).

**IQPC** will hold the Customer Insight and Analytics Exchange event on **January 24-25** in **London**. Visit [bit.ly/2gb19DP](http://bit.ly/2gb19DP).

**QRCA** will hold its 2018 Annual Conference on **January 24-26** at the Phoenix Marriott Tempe at The Buttes in **Phoenix**. Visit [www.qrca.org](http://www.qrca.org).

**Quirk's** will hold its 2018 Quirk's Event - West on **January 30 - 31** at Hotel Irvine in **Irvine, Calif.** Visit [www.thequirksevent.com](http://www.thequirksevent.com).

**KNect365 (IIR)** will hold The Media Insights and Engagement Conference on **February 6-8** at the Miami Beach Resort and Spa in **Miami Beach, Fla.** Visit [bit.ly/2eyPzmx](http://bit.ly/2eyPzmx).

**Merlien Institute** will hold its Qual360 Europe event on **February 7-8** in **Berlin**. Visit [eu.qual360.com](http://eu.qual360.com).

**The 2018 Pharma Market Research Conference USA** event will be held on **February 14-15** in **Newark, N.J.** Visit [bit.ly/1Sh6Yhi](http://bit.ly/1Sh6Yhi).

**African Market Research Association** will hold the Africa Forum 2018 event on **February 22-23** in **Nairobi, Kenya**. Visit [africanmra.org/AMRAWeb](http://africanmra.org/AMRAWeb).

**AMA** will hold its 2018 Winter Academic Conference on **February 23-25** at the Sheraton New Orleans in **New Orleans**. Visit [www.ama.org](http://www.ama.org).

**Quirk's** will hold its 2018 Quirk's Event - East on **February 27-28** at the Marriott Brooklyn Bridge in **Brooklyn, N.Y.** Visit [www.thequirksevent.com](http://www.thequirksevent.com).

**The 2018 Pharma CI European Conference and Exhibition** will be held on **February 27-28** in **Lisbon, Portugal**. Visit [bit.ly/2xSy2N7](http://bit.ly/2xSy2N7).

**NMSBA** will hold the Neuromarketing World Forum on **March 7-9** in **Singapore**. Visit [bit.ly/P3Zi3Q](http://bit.ly/P3Zi3Q).

**Merlien Institute** will hold its Qual360 North America event on **March 14-15** in **Washington, D.C.** Visit [na.qual360.com](http://na.qual360.com).

**ARF** will hold its CREATIVExSCIENCE 2018 event on **March 27-28** in **New York**. Visit [bit.ly/2g99He3](http://bit.ly/2g99He3).

**KNect365 (IIR)** will hold its FUSE 2018 event on **April 9-11** at the Dream Hotel Downtown in **New York**. Visit [bit.ly/2vpqiRB](http://bit.ly/2vpqiRB).

**UTA MSMR Alumni Association** will hold their annual insights conference for the industry on **April 12** in **Arlington, Texas**. Visit [msmralumni.org](http://msmralumni.org).

**ESOMAR** will hold its Latin America 2018 event on **April 15-17** in **Buenos Aires, Argentina**. Visit [www.esomar.org](http://www.esomar.org).

**Merlien Institute** will hold its MRMW North America event on **April 24-25** in **Cincinnati**. Visit [na.mrmw.net](http://na.mrmw.net).

**PAA** will hold its 2018 Annual Meeting on **April 26-28** at the Sheraton Denver Downtown in **Denver**. Visit [bit.ly/2xgZ131](http://bit.ly/2xgZ131).

**Insights Association** will hold its NEXT 2018 conference on **April 30 - May 1** in **New York**. Visit [bit.ly/2kK4LLk](http://bit.ly/2kK4LLk).

**ESOMAR** will hold its Asia Pacific 2018 event on **May 13-15** in **Bangkok**. Visit [www.esomar.org](http://www.esomar.org).

**ASA** will hold its Symposium on Data Science and Statistics on **May 16-19** at the Hyatt Regency Reston in **Reston, Va.** Visit [bit.ly/2g8o1TW](http://bit.ly/2g8o1TW).

**AQR and QRCA** will hold the 2018 Worldwide Conference on Qualitative Research on **May 16-18** in **Valencia, Spain**. Visit [www.qrca.org](http://www.qrca.org).

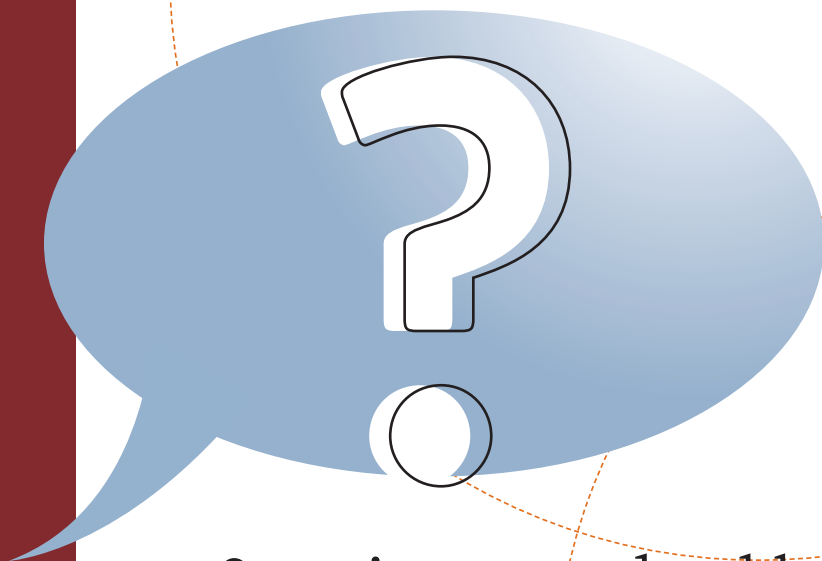
**LIMRA** will hold The Marketing Conference on **May 30 - June 1** at the Hyatt Regency Baltimore in **Baltimore**. Visit [www.limra.com](http://www.limra.com).

**NMSBA** will hold its Shopper Brain Conference - USA event on **June 7-8** in **New York**. Visit [bit.ly/2gGCVAZ](http://bit.ly/2gGCVAZ).

**EphMRA** will hold its 2018 Conference on **June 26-28** at the Congress Centre in **Basel, Switzerland**. Visit [www.ephmra.org](http://www.ephmra.org).

**NMSBA** will hold its Shopper Brain Conference - South America event on **August 30-31** in **Rio de Janeiro**. Visit [bit.ly/2j3FGR1](http://bit.ly/2j3FGR1).

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To submit information on your upcoming conference or event for possible inclusion in our print and online calendar, e-mail Sara Cady at [sara@quirks.com](mailto:sara@quirks.com). For a more complete list of upcoming events visit [www.quirks.com/events](http://www.quirks.com/events).



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

### Facility specs

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

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

### Technical and logistical support

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

Even if a facility hasn't done your exact recruit, good

facilities will be honest about their recruiting availability/capacity and help find a way to get it done. Many facilities have sister offices that can help with specialized needs. Look for a facility that will assist you with all aspects of setup and support to help expand your repertoire of research offerings.

### Valid and verified recruits

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

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

**For a more complete list of questions you should ask, use the Web link accompanying this article.**



[quirks.com/articles ID 20091116](http://quirks.com/articles ID 20091116)





# Q

## 2018

# Focus Group Facilities Directory

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Welcome to our annual directory of focus group facilities. This directory lists nearly 1,000 facilities worldwide. Each firm is listed free of charge to ensure that the directory is the most complete of its kind. Facilities have the option to purchase write-up space to further describe their services and facilities.

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



A searchable version of this directory is available on our Web site at [www.quirks.com](http://www.quirks.com)



## Codes

Location: Office building, Freestanding building, Shopping mall

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

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Alabama

### Birmingham

**Graham & Associates, Inc.**  
Birmingham, AL  
Ph. 205-443-5399  
www.grahammktres.com  
Chris Martin, Project Manager  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, VC, WC  
30x25 20 Conference  
15x20 12 Conference  
23x15 10 Conference

### Montgomery

**Nolan Research**  
Montgomery, AL  
Ph. 334-284-4164  
www.nolanresearch.com  
Deidra Nolan, Principal  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, TK  
20x18 12 Conference

## Alaska

### Anchorage

**Craciun Research Group, Inc.**  
Anchorage, AK  
Ph. 907-279-3982  
www.craciunresearch.com  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
1/1, 1/10

**Hays Research Group LLC**  
Anchorage, AK  
Ph. 907-223-2406  
www.haysresearch.com  
Location: Office building  
Distance from airport: 7 miles, 12 minutes  
CL, 1/1, 1/10, VC, WC  
25x35 8 Multiple

## Arizona

### Phoenix



**BIG YAM, The Parsons Agency**  
15750 N Northsight Blvd.  
Scottsdale, AZ 85260  
Ph. 480-410-6000  
focusgroups@bigyam.com  
www.bigyam.com/capabilities/focus-groups  
Shannon Borane, Director of Operations  
Location: Office building  
Distance from airport: 20 miles, 20 minutes  
CL, CUL, PTL, VC, WC  
32 x 19 10 Conference

The technology capabilities really set this facility apart making for a fully customizable experience both during the event and with the post event materials. The focus group room is equipped with retractable ceiling microphones; point, tilt, zoom and focus built in cameras; receivers with earpieces; wireless in-ear monitoring system; a Tricaster control system and numerous viewing monitors. The facility can accommodate Usability Testing (UX/UI), New Product or Product Line Testing, Brand Awareness Testing and Tracking, Commercial/TV Show Screening, Taste Panel Testing and much more.

**C&C Market Research - Phoenix**  
Arizona Mills  
5000 Arizona Mills Circle, Suite T546  
Tempe, AZ 85282  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Location: Shopping mall  
Distance from airport: 60 miles, 60 minutes  
1/1, 1/10  
15x15 6 Conference  
(See advertisement on inside back cover)

**C&C Market Research - Phoenix**  
Arrowhead Towne Center  
7700 W. Arrowhead Towne Center, Suite 2246  
Glendale, AZ 85308  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 15 miles, 25 minutes  
1/1, 1/10, TK  
12x12 8 Conference  
(See advertisement on inside back cover)

**C&C Market Research - Phoenix**  
Desert Sky Mall  
7611 W. Thomas Road, Suite 118/G16  
Phoenix, AZ 85033  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 20 miles, 30 minutes  
TK  
5x7 2 Conference  
(See advertisement on inside back cover)



**Fieldwork Phoenix**  
7776 Pointe Parkway W., Suite 290  
Phoenix, AZ 85044  
Ph. 602-438-2800  
info@phoenix.fieldwork.com  
www.fieldwork.com  
Clay Turner, President  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, CUL, 1/1, 1/10, WC  
19x23 14 Conference  
22x24 20 Conference  
22x25 15 Conference  
23x25 28 Conference  
11x16 10 Conference

Fieldwork Phoenix offers both the setting and service to make for an unforgettable research study. Located in the heart of a renowned resort area, we have five research suites with the ability to accommodate multiple set-ups and group sizes. Step outside to our balcony and enjoy the beautiful weather and gorgeous views of Phoenix. Our on-site recruiting team is the most experienced in the area and our client service staff is efficient and committed to service. Along with HD Recording options, we have immersive 360-degree video with streaming provided by FocusVision. With quick airport access, complete office efficiency and incomparable southwestern hospitality, we are ready to help you make your next study a memorable success.

(See advertisement on pp. 83, 99, back cover)



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Tempe, AZ 85281  
Ph. 602-914-1950 or 888-873-6287  
phoenix@focuspointeglobal.com  
www.focuspointeglobal.com  
Shiela Mezulis, Facility Director  
Location: Office building  
Distance from airport: 7 miles, 5 minutes  
CL, CUL, TK, VC, WC  
21x20 14 Multiple  
18x21 12 Multiple  
21x17 18 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

**O'Neil Associates, Inc.**  
Tempe, AZ  
Ph. 480-967-4441  
www.oneilresearch.com  
Michael J. O'Neil, Ph.D., President  
Location: Free standing facility  
Distance from airport: 6 miles, 8 minutes  
1/1, 1/10, TK  
18x24 15 Conference

**Plaza Research-Phoenix**

2575 E. Camelback Road, Suite 800  
Phoenix, AZ 85016  
Ph. 602-381-6900 or 800-654-8002  
awessels@plazaresearch.com  
www.plazaresearch.com  
Allison Wessels, Director  
Location: Office building  
Distance from airport: 10 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, WC  
15x20 15 Conference  
14x19 10 Conference  
16x23 15 Multiple

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

(See advertisement on p. 105)

**Schlesinger Group Phoenix**

2355 E. Camelback Road, Suite 800  
Phoenix, AZ 85016  
Ph. 602-366-1100  
phoenix@SchlesingerGroup.com  
www.schlesingerassociates.com  
Garth Friedrich, VP - Qualitative Solutions  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC  
15x20 12 Multiple  
24x17 10 Multiple  
22x17 16 Multiple  
25x16 16 Multiple  
(See advertisement on inside front cover)

**Test America, a division of CRG Global**

Paradise Valley Mall  
4550 E. Cactus Road, Suite 32  
Phoenix, AZ 85032  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 16 miles, 19 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
22x22 Conference

**WestGroup Research**

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

We offer exceptional focus suites with one megagroup room (24x45), convenient to Sky Harbor Airport, Scottsdale, AZ and surrounding cities. Our facility offers dedicated lounges with closed-circuit TV for viewing, client restrooms and wireless Internet

access. Stationary recordings are complimentary. Spanish language is a specialty and includes recruiting, on-site translator and hostesses. Our interviewing center has 50 stations, remote monitoring and bilingual interviewers. Benefit from our expertise in executing Web-based and multi-method studies. We are full-service with staff moderators.

**Tucson****FMR Associates, Inc.**

Tucson, AZ  
Ph. 520-886-5548  
www.fmrassociates.com  
Location: Free standing facility  
Distance from airport: 13 miles, 25 minutes  
CL, 1/1, 1/10, TK  
13x15 15 Multiple

**Opinions, Ltd. - Tucson**

Tucson, AZ  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 11 miles, 19 minutes  
1/1, TK, VC, WC  
20x10 8 Conference

**Arkansas****Fort Smith****C&C Market Research - Northwest Arkansas**

Northwest Arkansas Mall  
4201 N. Shiloh Drive, Suite 1820  
Fayetteville, AR 72703  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10, TK, TKO  
20x15 6 Conference  
(See advertisement on inside back cover)

**C&C Market Research, Inc.**

1200 S. Waldron Road, Suite 207  
Fort Smith, AR 72903  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Cindy Cunningham, Vice President  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, TK, TKO, VC, WC  
16x20 12 Conference  
(See advertisement on inside back cover)

**Little Rock****Field Management Specialists**

Little Rock, AR  
Ph. 501-666-2281 or 501-666-9466  
www.fieldmanagementspecialists.com  
Anne Smith, Owner  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1  
20x24 12 Conference

**ShareView Research**

Little Rock, AR  
Ph. 501-225-9959 or 501-666-2281  
www.shareviewresearch.com  
Anne Smith  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, TK, WC  
17x17 13 Multiple  
17x14 5 Multiple

**California****Bakersfield****Datta Research (Br.)**

Bakersfield, CA  
Ph. 661-872-6622  
www.dattaresearch.com  
Arvind Datta, Owner  
Location: Shopping mall  
Distance from airport: 5 miles, 15 minutes  
CL, 1/1, 1/10  
12x25 8 Conference

**Fresno****AIS Market Research, Inc.**

Fresno, CA  
Ph. 800-627-8334 or 559-252-2727  
www.aismarketres.com  
Alison Weikle, Business Development  
Location: Office building  
Distance from airport: 4 miles, 5 minutes  
1/1, TK  
25x25 20 Conference

**Nichols Research - Fresno/Central California**

Fresno, CA  
Ph. 559-226-3100  
www.nicholsresearch.com  
Jennifer Dawson, Senior Director of Marketing Research  
Location: Office building  
Distance from airport: 6 miles, 10 minutes  
1/1, 1/10, TK, VC, WC  
19x21 15 Conference

**Los Angeles**

(See also Orange County)

**Adler Weiner Research Los Angeles, Inc.**

10960 Wilshire Blvd., Suite 1250  
Los Angeles, CA 90024  
Ph. 310-440-2330  
info@awrla.com  
www.adlerweiner.com  
Michael Willens, Managing Director  
Location: Office building  
Distance from airport: 11 miles, 20 minutes  
CL, CUL, 1/1, WC  
14x15 10 Conference  
18x18 15 Conference  
18x18 15 Conference  
16x20 15 Conference

Adler Weiner Research Los Angeles is located in the heart of diverse and historic Westwood, near the University of California at Los Angeles. This pristine qualitative center has four large conference rooms with client viewing, client lounges with stunning views of Los Angeles and the foothills, a fully equipped prep and service kitchen, and state-of-the-art audio and visual components such as digital audio and video recording HD video and wall mounted LCD televisions. We also offer the FV 360 camera. There is also a fifth room, a non-viewed IDI space, ideal for a small breakout interview or as a supplementary room for a second moderator. Two of our focus group rooms open into a singular spacious, double-viewed focus room perfect for mock-juries, classroom, and theater-style studies. With a keen attention to detail and a goal to deliver only the finest work, Los Angeles Adler Weiner will inspire return visits.

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**AIM/LA**

Los Angeles, CA  
Ph. 310-943-4070  
www.aimresearchnetwork.com  
Susan Ludwig, Manager  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10, VC, WC  
24x22 20 Conference  
19x21 16 Conference  
20x17 14 Conference  
14x17 8 Living

**AIM/LA (Br.)**

Long Beach, CA  
Ph. 562-981-2700  
www.aimresearchnetwork.com  
Cindi Reyes, Manager  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/10, TK, TKO, VC  
20x28 20 Conference  
22x14 12 Conference  
21x14 6 Conference

**Atkins Research Global, Inc.**

Los Angeles, CA  
Ph. 323-933-3816  
www.atkinsresearchglobal.com  
Kim Atkins, Owner  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, 1/1, 1/10, WC  
32x20 25 Multiple  
15x29 10 Conference  
18x17 20 Conference

**C&C Market Research - Los Angeles**

Antelope Valley Mall  
1233 Rancho Vista Blvd., Suite 505  
Palmdale, CA 93551  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 60 miles, 40 minutes  
CL, CUL, 1/1, 1/10, TK  
12x14 4 Conference  
(See advertisement on inside back cover)

**Davis Research, LLC**

Calabasas, CA  
Ph. 818-591-2408  
www.davisresearch.com  
Bill Davis, Partner  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, CUL, 1/1, 1/10, TK, WC  
20x24 15 Multiple  
14x20 10 Conference

**Facts 'n Figures**

Sherman Oaks, CA  
Ph. 818-986-6600  
www.factsnfiguresinc.com  
Steve Escoe, Vice President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
AU, CL, 1/1, 1/10, TK, VC, WC  
18x20 13 Conference  
18x20 14 Conference  
26x29 19 Conference  
11x14 6 Conference

**Field Dynamics Marketing Research**

16055 Ventura Boulevard, Suite 900  
Encino, CA 91436  
Ph. 818-783-2502 or 800-434-3537  
field@fielddynamics.com  
www.fielddynamics.com  
Location: Office building  
Distance from airport: 15 minutes  
CL, CUL, TK, TKO, WC  
21 x 17 20 Multiple  
22 x 24 20 Multiple

Global research firm specializing in low incidence audiences and unparalleled client service for 25 years by owner/operators Eileen and Tony Blass. You may call us a "Mom and Pop Shop," if by that you mean 24/7 responsiveness, ability to go above and beyond needs fulfillment to anticipating and delivering top tier service, expert recruiting in many languages and communities, and fast-turnaround deliverables for the toughest projects. Expertise includes taste tests, automotive clinics, ethnography and medical research. Our focus group suites are comfortable, agile and technologically advanced.

**Focus & Testing, An Insights Center Facility**

5016 Parkway Calabasas, Suite 101  
Calabasas, CA 91302  
Ph. 818-347-7077  
spence@focusandtesting.com  
www.focusandtesting.com  
Spence Bilkiss, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
35x24 15 Multiple  
22x20 15 Conference  
22x20 15 Conference  
20x18 12 Conference

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

**DEEPER CONNECTIONS. DEEPER INSIGHTS.****Focus Pointe Global - Los Angeles**

1417 Sixth St., Floor 2  
Santa Monica, CA 90401  
Ph. 310-260-8889 or 888-873-6287  
la@focuspointeglobal.com  
www.focuspointeglobal.com  
Bridgid Delgardo, VP Western Region US  
Location: Office building  
Distance from airport: 8 miles, 25 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
22x24 20 Multiple  
20x22 20 Multiple  
20x22 20 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

**Health Care Testing, Inc.**

Sherman Oaks, CA  
Ph. 818-986-6600  
www.factsnfiguresinc.com  
Location: Office building  
CL, VC  
18x20 13 Conference  
18x20 14 Conference  
26x29 19 Conference  
11x14 6 Conference

**House of Marketing Research**

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

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

**InterfaceAsia**

Torrance, CA  
Ph. 310-212-7555  
www.interfaceasia.com  
Location: Office building  
34x34 25 Conference  
20x20 25 Conference  
12x12 15 Conference



**Jackson Adept Research - Beverly Hills**

345 N. Maple Drive, Suite 325  
Beverly Hills, CA 90210  
Ph. 310-279-4600  
ALorinchak@adeptresearch.com  
www.adeptresearch.com

Angela Lorinchak, President

Location: Office building

Distance from airport: 13 miles, 25 minutes  
CL, 1/1, 1/10, TK, VC, WC

18x17	15	Conference
19x15	13	Conference
22x21	25	Conference
21x14	13	Conference
21x16	13	Conference
22x21	13	Conference
19x16	13	Conference

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

**Jackson Adept Research Encino/Los Angeles**

16130 Ventura Blvd., Suite 200  
Encino, CA 91436  
Ph. 310-279-4600 or 818-325-3200  
ALorinchak@adeptresearch.com  
www.jacksonadept.com

Angela Lorinchak, President

Location: Office building

Distance from airport: 11 miles, 20 minutes  
CL, 1/1, 1/10, TK, VC, WC

34x32	25	Conference
21x20	20	Conference
20x16	18	Conference
20x16	12	Conference

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

**LA Research, Inc.**

Chatsworth, CA  
Ph. 818-993-5500  
www.laresearchinc.com  
Location: Office building

**Latin Facts Research, Inc.**

Panorama City, CA  
Ph. 818-891-6779  
www.factsnfiguresinc.com  
Location: Shopping mall

1/1, 1/10, TK		
18x20	13	Conference
18x20	14	Conference
26x29	19	Conference
11x14	6	Conference

**Mondo Research**

Los Angeles, CA  
Ph. 213-765-3302  
www.mondoresearch.com  
Jeanne Talbot, Owner  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, VC, WC  
14 x 28 10 Multiple

**Opinions, Ltd. - Los Angeles**

Canoga Park, CA  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 12 miles, 20 minutes  
1/1, 1/10, VC, WC  
20x14 Conference

**Plaza Research-Los Angeles**

6053 W. Century Blvd., Suite 100  
Los Angeles, CA 90045  
Ph. 310-645-1700 or 800-654-8002  
ahaley@plazaresearch.com  
www.plazaresearch.com

Amy Haley, Director

Location: Office building

Distance from airport: 1 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, VC, WC  
16x22 20 Conference  
16x18 20 Conference  
16x19 12 Conference

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

(See advertisement on p. 105)

**Q-Insights**

Sherman Oaks, CA  
Ph. 818-988-5411  
www.q-insights.com  
Linda Giniewicz, Vice President  
Location: Office building  
Distance from airport: 20 miles, 40 minutes  
CL, 1/1, 1/10, PTL, TK, VC  
20x16 12 Conference  
20x16 12 Conference  
34x19 30 Multiple

**Schlesinger Group Los Angeles**

10880 Wilshire Blvd.  
Los Angeles, CA 90024  
Ph. 310-295-3040  
LA@SchlesingerGroup.com  
www.schlesingerassociates.com  
Scott Baker, Senior VP - Client Solutions  
Location: Office building  
Distance from airport: 11 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC  
21x18 14 Multiple  
20x19 14 Multiple  
20x19 14 Multiple  
24x18 16 Multiple  
(See advertisement on inside front cover)

**Test America, a division of CRG Global**

Westfield Santa Anita Mall  
400 S. Baldwin Ave., Suite 104-L  
Arcadia, CA 91007  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Jennier Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 34 miles, 40 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
27x22 8 Multiple  
13x17 6 Multiple

**Trotta Associates - A Focus Pointe Global Company**

400 Corporate Pointe, Suite 855  
Culver City, CA 90230  
Ph. 310-306-6866  
marina@trotta.net  
Donna Flynn  
Location: Office Building  
Distance from airport: 3 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
22x18 20 Multiple  
20x18 20 Multiple  
20x18 16 Conference  
20x18 16 Conference  
14x12 5 Multiple

Trotta Associates, now owned by Focus Pointe Global, has moved to a newly-built facility in the Silicon Beach area of LA, with top-notch technology and a modern look. Trotta/FPG knows what you need and delivers. Visit us in Culver City which is 10 minutes from LAX, or in Irvine which is 10 minutes from Orange County Airport - 1 hr. south of LAX. The FPG panel/Trotta regional panel provides diverse populations, from trendy Santa Monica and Beverly Hills to the beach cities to inner-city ethnic populations. Through the Focus Pointe Global network, Trotta clients will benefit from a 1.6 million national panel and a facility network of 19 locations across the US. (See advertisement on p. 3)

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Orange County

(See also Los Angeles)



### Adler Weiner Research Orange County, Inc.

3121 Michelson Drive, Suite 100  
Irvine, CA 92612  
Ph. 949-870-4200  
info.oc@adlerweiner.com  
www.adlerweiner.com  
Kristen Verdoia, Facility Director  
Location: Office building  
Distance from airport: 2 miles, 10 minutes  
CL, CUL, 1/1, 1/10, WC

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

Adler Weiner Research Orange County is located in Irvine, California, right off of the 405 Freeway and less than five minutes from the John Wayne / Santa Ana Airport and University of California at Irvine. This tranquil and spa-like facility has four beautiful conference rooms with client viewing, remote viewing ability in client lounges with available work stations, and a stunning fully-equipped prep and service kitchen in a modern home design. Two of our focus group rooms open into a singular spacious, double-viewed focus room perfect for mock-juries, classroom and theater-style studies. Premier audio visual abilities are available: digital audio and video recording, HD video and wall mounted LCD televisions and an in-house streaming service. We also offer FV360camera. Orange County's service excellence combined with recruit and project management support from the Los Angeles office, means close, unique attention to every project detail enabling achievement of goals and project success.

### Ask Southern California, Inc.

Garden Grove, CA  
Ph. 714-750-7566 or 800-644-4ASK  
www.asksocal.com  
Jennifer Kerstner, President  
Location: Free standing facility  
Distance from airport: 9 miles, 20 minutes  
CL, 1/1, 1/10, TK  
26x26 15 Conference

### The Business Expo Center

Anaheim, CA  
Ph. 714-978-9000 or 714-922-4702  
www.businessexpoctr.com  
Wendy Tran, Events Coordinator  
Location: Free standing facility  
Distance from airport: 12 miles, 15 minutes  
AU, CL, 1/1, 1/10, VC, WC

112x108	1500	Conference
112x41	500	Conference
60x41	260	Conference
55x75	350	Multiple



**Fieldwork L.A. - Orange County**  
2030 Main St., Suite 300  
Irvine, CA 92614  
Ph. 949-252-8180  
info@losangeles.fieldwork.com  
www.fieldwork.com  
Kami Celano, President  
Location: Office building  
Distance from airport: 1 miles, 5 minutes  
CL, CUL, 1/1, 1/10, TK, WC

9x23	12	Conference
22x32	50	Conference
19x21	12	Conference
22x20	18	Conference
22x20	18	Conference

Fieldwork OC is located in Irvine, California, just 5 minutes from the Orange County Airport. After a long day of research, you have quick access to fine restaurants, shopping, the beach and Disneyland. Commitment to quality is our number one priority. Our recently remodeled facility offers five spacious research suites ready for set up in any configuration. Large viewing rooms have comfortable tiered seating with attached lounges. We offer HD recording options and immersive 360-degree video with streaming provided by FocusVision. Come to Fieldwork OC for stellar on-site recruiting, our warm hospitality, and stay to enjoy sunny Southern California.  
(See advertisement on pp. 83, 99, back cover)

### Jury Impact Orange County

Costa Mesa, CA  
Ph. 714-754-1010 or 888-858-5879  
www.juryimpact.net  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
CL, 1/1, 1/10, VC, WC

20x16	5	Conference
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### P&K Research (Br.)

Santa Ana, CA  
Ph. 714-543-0888 or 800-747-5522  
www.pk-research.com  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, TK

22x24	8	Conference
22x26	8	Conference

### The Question Shop, Inc.

Irvine, CA  
Ph. 714-974-8020 or 800-411-7550  
www.thequestionshop.com  
Ryan Reasor, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, VC

18x24	18	Conference
14x18	18	Conference
14x17	7	Conference

### Quick Test/Heakin (Branch)

Westminster, CA  
Ph. 714-547-8300  
www.quicktest.com  
Christy Crossan  
Location: Shopping mall  
12.6x19.6 4 Conference

### Trotta - A Focus Pointe Global Company

Jamboree Center  
5 Park Plaza, Suite 200  
Irvine, CA 92614  
Ph. 949-251-1122 or 310-306-6866  
irvine@trotta.net  
www.trotta.net  
Ingrid Robertson, Facility Manager  
Location: Office building  
Distance from airport: 2 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC

25x20	25	Multiple
18x19	16	Multiple
19x38	20	Conference

(See advertisement on p. 3)

## Sacramento

### Elliott Benson Research

Sacramento, CA  
Ph. 916-325-1670  
www.elliottbenson.com  
Jaclyn Benson, Owner/Manager  
Location: Free standing facility  
Distance from airport: 10 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

32x21	20	Multiple
23x21	25	Multiple
22x14	14	Multiple

### Opinions, Ltd. - Sacramento

Roseville, CA  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Distance from airport: 27 miles, 33 minutes  
1/1, TK, VC, WC

20x10	8	Conference
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## San Diego

### C&C Market Research - San Diego

Plaza Camino Real  
2525 El Camino Real, Suite 203  
Carlsbad, CA 92008  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Location: Shopping mall  
(See advertisement on inside back cover)



### Flagship Research

2840 Fifth Ave., Suite 200  
San Diego, CA 92103  
Ph. 619-849-1111 or 619-814-0473  
russell@flagshipresearch.com  
www.flagshipresearch.com  
Russell Duong  
Location: Office building  
Distance from airport: 1 miles, 5 minutes

18x22	10	Multiple
19x19	15	Conference
20x16	15	Conference

"It's all about quality recruiting. Flagship records every recruiting call. A full-time staff member listens to and archives each recording as validation of the recruit. These recordings are available to you at any time, before and after your groups, and you are welcome to share them with your client. This can be very helpful when clients are concerned about the qualifications of a respondent or when a respondent from a client list has complained about the recruiting call. We now have the ability to host and recruit projects nationwide, as well as specialize in medical recruiting.

**Luth Research**

San Diego, CA  
Ph. 800-465-5884 or 619-234-5884  
www.luthresearch.com  
Samantha Baca, Project Supervisor  
Distance from airport: 3 miles, 10 minutes  
CL, CUL, 1/1, TK, VC, WC

22x23	20	Multiple
20x19	12	Multiple
23x23	15	Multiple

**Plaza Research-San Diego**

9339 Genesee Ave., Suite 100  
San Diego, CA 92121  
Ph. 858-200-3000 or 800-654-8002  
skaplan@plazaresearch.com  
www.plazaresearch.com  
Sasha Kaplan, Director  
Location: Office building  
Distance from airport: 11 miles, 20 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, WC

15x20	15	Conference
15x20	15	Conference
16x22	15	Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our newly renovated (late 2017) focus group suites are designed with tiered seating, volumes controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option. (See advertisement on p. 105)

**Taylor Research, Inc.**

6602 Convoy Court, Suite 210  
San Diego, CA 92111  
Ph. 858-810-8400  
taylor@taylorresearch.com  
www.taylorresearch.com  
Location: Free standing facility  
Distance from airport: 12 miles, 15 minutes  
CL, CUL, 1/1, 1/10, VC

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

Top Rated by Impulse Survey. Over 50 years in operation. Centrally located with four new state of the art focus group suites featuring the largest multi-purpose room in San Diego. Professional recruiting of consumer, medical, B2B, CLT with touch screen computers and mock jury projects. New state of the art audio / video systems and test kitchen.

**San Francisco Bay/San Jose****Amplify Research Partners, LLC**

7901 Stoneridge Drive, Suite 100  
Pleasanton, CA 94588  
Ph. 925-236-9700  
info@amplifyresearch.com  
www.amplifyresearch.com  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, CUL, 1/1, 1/10, VC, WC

18x25	25	Multiple
18x30	25	Multiple

Amplify is a qualitative facility, field management and consulting firm with a passion for producing rich insights. Whether your research takes place in-person or online, our hands-on approach to recruiting and project management leads to participants who are both qualified and engaged. We provide in-depth consultation on each project, partnering with our clients on design and targeting. Your study is unique and requires a customized approach; we adapt our strategies, bringing invaluable recommendations and creative solutions to even the most difficult challenges. Our boutique facility is designed to encourage communication and creativity on both sides of the mirror, with versatile suites that are spacious enough for a co-creation workshop or inviting enough for an intimate interview.

**Brainfarm, a Tragon Company**

Redwood Shores, CA  
Ph. 650-412-2100 or 800-841-1177  
www.tragon.com  
Steve Willis, Account Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/10, PTL, TK, VC

20x24	12	Conference
30x35	12	Conference

**C&C Market Research - San Francisco**

Great Mall  
308 Great Mall Drive  
Milpitas, CA 95035  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 3 miles, 10 minutes  
1/1, 1/10  
15x12 8 Conference  
(See advertisement on inside back cover)

**Corey, Canapary & Galanis**

San Francisco, CA  
Ph. 415-397-1200  
www.ccresearch.com  
Jon Canapary, Exec. Vice President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
18x22 8 Conference

**Covance Food Solutions**

Livermore, CA  
Ph. 925-551-4262  
www.covance.com/foodsolutions  
Christie Hoyer, Assoc. Dir. Sensory Consumer Res  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
AU, CL, 1/1, 1/10, PTL, TK, TKO, WC

21x20	15	Conference
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**Fieldwork San Francisco**

201 Third St., Suite 1000  
San Francisco, CA 94103  
Ph. 415-268-8686  
info@sanfran.fieldwork.com  
www.fieldwork.com  
Denise Ambrose, President  
Location: Office building  
Distance from airport: 13 miles, 20 minutes  
CL, CUL, 1/1, 1/10, WC

19x21	20	Multiple
18x21	11	Multiple
20x22	25	Multiple
20x21	9	Multiple

Fieldwork San Francisco is ideally located downtown in the vibrant South of Market (SOMA) district – within an arm's reach of world class hotels and restaurants. Our location affords us beautiful views of Mission Bay, Yerba Buena Gardens, and the rolling hills beyond the city. Inside are four beautifully modern research suites with HD Recording options, and immersive 360 degree video with streaming provided by FocusVision. Our respondent database reflects the rich diversity of this beautiful city by the bay. Fieldwork San Francisco is dedicated to service, with project managers and client service staff that are creative, insightful, and proactive. Come see why Fieldwork San Francisco offers the best research by the Bay. (See advertisement on pp. 83, 99, back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

**Focus Pointe Global - San Francisco**

450 Sansome St., 8th Floor  
San Francisco, CA 94111  
Ph. 415-392-6000 or 888-873-6287  
sf@focuspointeglobal.com  
www.focuspointeglobal.com  
Reka Kunos, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 35 minutes  
AU, CUL, 1/1, 1/10, TK, VC, WC

18x18	12	Multiple
19x20	15	Multiple
17x21	6	Multiple
17x21	6	Multiple
19x20	12	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (See advertisement on p. 3)

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.



#### Intact Qualitative Research

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

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

#### Nichols Research - Fremont/East Bay Area

Fremont, CA  
Ph. 510-794-2990  
www.nicholsresearch.com  
Grace La Mer, Vice President of Quality Assurance  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CUL, 1/1, 1/10, VC, WC  
20x16 12 Conference

#### Nichols Research - San Francisco

San Francisco, CA  
Ph. 415-986-0500  
www.nicholsresearch.com  
Paul Valdez, Vice President of Research Facilities  
Location: Office building  
Distance from airport: 13 miles, 21 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
20x18 15 Conference  
20x18 15 Conference  
19x15 10 Conference  
12x12 5 Conference

#### Nichols Research - San Jose/Silicon Valley

Sunnyvale, CA  
Ph. 408-773-8200  
www.nicholsresearch.com  
Ryan Lopez, Facility Director  
Location: Office building  
Distance from airport: 6 miles, 15 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
20x15 14 Conference  
20x15 10 Conference  
16x14 20 Conference  
24x16 14 Conference  
36x24 22 Multiple

#### Opinions, Ltd. - San Francisco

Fairfield, CA  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 58 miles, 65 minutes  
1/1, 1/10, VC, WC  
20x14 Conference

#### Q & A Focus Suites

Walnut Creek, CA  
Ph. 925-210-1525 or 800-210-1525  
www.QAFocusSuites.com  
Craig Wong, Executive VP  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, CUL, TK, WC  
24x17 14 Multiple  
20x17 14 Multiple  
22x30 14 Multiple

#### Q & A Research, Inc.

Novato, CA  
Ph. 415-883-1188 or 800-210-1525  
www.qafocussuites.com  
Craig Wong, Executive VP  
Location: Free standing facility  
Distance from airport: 35 miles, 35 minutes  
CL, 1/1, 1/10, WC  
28x16 16 Conference

#### Quantum Market Research

Oakland, CA  
Ph. 510-238-9010  
www.qresearch.us  
Veronica Raymonda, Director  
Location: Office building  
Distance from airport: 4 miles, 15 minutes  
CL, CUL, 1/1, PTL, TKO, VC  
17x21 20 Conference  
15x20 16 Conference

#### Schlesinger Group San Francisco

150 California St., Suite 800  
San Francisco, CA 94111  
Ph. 415-781-2600  
sf@SchlesingerGroup.com  
www.schlesingerassociates.com  
Pam Lintner, Vice President Qual Solutions  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
AU, CL, CUL, 1/1, TK, VC, WC  
15x20 16 Multiple  
17x22 16 Multiple  
16x20 10 Multiple  
17x24 10 Multiple  
(See advertisement on inside front cover)

#### VuPoint San Francisco

South San Francisco, CA  
Ph. 650-871-6800  
www.vupointresearch.com  
Meghan Lybrand, Account Executive  
Location: Office building  
Distance from airport: 2 miles, 6 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
20x38 Multiple  
16x25 Multiple  
7x6 Multiple



#### watchLAB

201 Post St.  
6th Floor  
San Francisco, CA 94108  
Ph. 415-285-9300  
stephanie.mahley@watchlab.com  
www.watchlab.com  
Brian Parker, President  
Location: Office building  
Distance from airport: 14 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
16x22 14 Multiple  
16x22 14 Multiple  
16x22 14 Multiple

watchLAB's studios are just upstairs from Prada and only steps away from the Magnificent Mile in two of America's finest cities. We are proof you really can have it all: quality nationwide-recruiting, proactive hands-on project management and an excellence in service top to bottom. With state-of-the-art technology and celebrated aesthetics that put people at ease, our facilities always foster the freedom to stay focused on the project. Whether it's a focus group, online board, or any methodology in between, we offer value-added recommendations with the project's successful end results in mind.

## Ventura/Santa Barbara

#### Datta Research

Ventura, CA  
Ph. 805-289-1555  
www.dattaresearch.com  
Arvind Datta, Owner

## Colorado

## Colorado Springs



#### Elevated Insights

525 N. Tejon St.  
Colorado Springs, CO 80903  
Ph. 719-590-9999  
allena@elevatedinsights.com  
www.elevatedinsights.com/  
Allena Nimetz, Marketing and Facility Director  
Location: Free standing facility  
Distance from airport: 13 miles, 20 minutes  
CL, 1/1, 1/10, VC, WC  
21x21 30 Multiple  
11x21 25 Multiple  
12x8 23 Multiple

A brand new facility in the Pikes Peak region featuring three spacious research suites with private client lounges. A flexible space that inspires creativity—great for focus groups, IDIs, usability testing, co-creation, off-site ideation/brainstorming, mock juries and more. Colorado Springs is home to a diverse mix of people including: military personnel, outdoor enthusiasts, politically-minded individuals, religious groups, and suburban families. Capabilities include: custom recruiting, moderation, digital audio and video recording, video, streaming and more. Located an hour south of Denver.



## Denver

**AccuData Market Research, Inc. (Br.)**

14221 E. Fourth Ave., Suite 126  
 Denver, CO 80011  
 Ph. 800-808-3564 or 303-344-4625  
 denver@accudata.net  
 www.accudata.net  
 Shannon Hendon  
 Location: Office building  
 Distance from airport: 13 miles, 20 minutes  
 CL, 1/1, 1/10, TK, VC, WC  

21x15	15	Conference
19x14	15	Conference

Fastidious recruiting is the hallmark of Accudata Facilities (Denver, Orlando). In Orlando we have Four spacious focus room suites carefully designed to meet your requirements with guaranteed recruiting and experienced top-quality staff. Large kitchen with over 25 feet of counter space, plus double ovens and six microwaves to meet all your food-testing needs. Closest facility to the airport and downtown, plus the fastest access to the attractions. We offer videoconferencing with Focus Vision, and video-streaming.

**FDR Research and Innovation Center**

6555 S. Kenton St., Suite 302  
 Centennial, CO 80111  
 Ph. 720-255-2679 or 571-215-6526  
 srandolph@foodanddrinkresources.com  
 www.foodanddrinkresources.com  
 Richard Keys, Managing Partner  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  

13x19	12	Conference
14x16	10	Conference

FDR Innovation Center in Denver specializes in insights, innovation, and commercialization. Overseeing every facet of quantitative, qualitative, and recruitment projects, our facility includes two focus group and viewing rooms, sensory stations, reception area, boardrooms, culinary and CPG test kitchens, and a test bar in a true-to-life environment. Focus groups can be digitally recorded or video-streamed so you can watch/hear the scene on 60" HDTVs throughout the facility or on mobile devices. While FDR does a large amount of culinary research, we are equipped to work with all industries.

**Fieldwork Denver**

Wells Fargo Center  
 1700 Lincoln St., Suite 3050  
 Denver, CO 80203  
 Ph. 303-825-7788  
 info@denver.fieldwork.com  
 www.fieldwork.com  
 Nikki Darré, President  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 AU, CL, CUL, 1/1, 1/10, TK, TKO, WC  

16X20	10	Conference
16X20	10	Conference
23x20	18	Conference
18x25	15	Conference
19x21	15	Conference
24X25	15	Conference

Fieldwork Denver is the ideal location for your mile-high market research needs. Our brand new 10,000+ square

foot facility is conveniently located in the heart of downtown Denver. Our consistently growing database allows instant access to thousands of fresh respondents with diverse lifestyles and backgrounds from the Denver metro area and beyond. All six of our versatile conference rooms have generous, well-planned viewing rooms and attached lounges. Along with HD Recording options, we offer immersive 360 degree video with streaming provided by FocusVision. Our dedicated and friendly staff, combined with decades of experience, is sure to make your next project in the Rockies a success.  
 (See advertisement on pp. 83, 99, back cover)

**INGATHER Research & Sensory**

1614 15th St., Suite 100  
 Denver, CO 80202  
 Ph. 303-988-6808  
 info@ingatherresearch.com  
 www.ingatherresearch.com  
 Katie Madonio, Bidding Manager  
 Location: Free standing facility  
 Distance from airport: 25 miles, 25 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  

17x30	16	Conference
19x30	10	Conference
20x10	10	Conference
20x10	10	Conference
52x20	16	Conference
100x32	50	Conference

INGATHER is the industry's 'Blue Ocean' concept in focus group and sensory testing facilities. We are "Driving the Future of Marketing Research In-Context." We go beyond sterile research by providing comfortable, real-life settings allowing respondents to be more open leading to deeper insights, truer responses and more impactful and experiential results. With our Ideastream™ added to our fleet of in-context amenities, INGATHER can facilitate research virtually anywhere. With our downtown Denver facility, industry's first "Reality Research Restaurant & Bar™", "Reality House™", and FV360 Live INGATHER is the US choice.

**Market Perceptions, Inc.**

Denver, CO  
 Ph. 303-323-1900  
 www.marketperceptions.com  
 Location: Office building  
 Distance from airport: 18 miles, 30 minutes  
 CL, 1/1, 1/10, VC  

26x18	20	Conference
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**Opinions, Ltd. - Denver**

Lakewood, CO  
 Ph. 440-893-0300  
 www.opinionsltd.com  
 Chris Sluder, Vice President  
 Distance from airport: 36 miles, 44 minutes  
 1/1, TK, VC, WC

**Plaza Research-Denver**

1200 17th St., Suite 800  
 Denver, CO 80202  
 Ph. 303-572-6900 or 800-654-8002  
 jmiller@plazaresearch.com  
 www.plazaresearch.com  
 Jennifer Miller, Director  
 Location: Office building  
 Distance from airport: 45 minutes  
 CL, CUL, 1/1, 1/10, TK, TKO, VC, WC  

15x20	20	Conference
15x20	20	Conference
15x20	20	Multiple
15x20	20	Conference

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option.  
 (See advertisement on p. 105)

## WE SPECIALIZE IN FIELDING FOCUS STUDIES IN REMOTE LOCATIONS - EVEN IN THE MIDDLE OF...



FOCUS ON THE RESEARCH. WE'LL DO THE REST.



www.fieldwork.com • 800-863-4353

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Resolution Research®**

490 S. Santa Fe Drive E.  
 Denver, CO 80223  
 Ph. 303-830-2345  
 mgmt@resolutionresearch.com  
 www.resolutionresearch.com/focus-group-facilities  
 Nina Nichols, President  
 Location: Office building  
 Distance from airport: 27 miles, 32 minutes  
 1/1, PTL, VC, WC  
 13x16                      Conference  
 13x21                      10                      Multiple

Beautiful, functional, distinctly visible, convenient, and highly configurable. These are just a few words that describe our new centrally-located Denver focus group facilities. The facility is complete with a warehouse for large product tests (autos, washer/dryers), trainings, Meetups, as well as hot and cold food distribution. Free, reserved parking is just outside our front door and steps away from Alameda light rail stop. If you need a facility and/or recruitment in the Denver/Colorado market (or anywhere USA), please contact Resolution Research.

**Test America, a division of CRG Global**

FlatIron Crossing Mall  
 One W. FlatIron Circle, Suite 2128  
 Broomfield, CO 80021  
 Ph. 866-209-2553  
 crgsales@crgglobalinc.com  
 www.crgtestamerica.com  
 Jennifer Schwartz, Director of Field Operations  
 Location: Shopping mall  
 Distance from airport: 34 miles, 35 minutes  
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
 10x15                      Multiple  
 15x21                      Conference

## Connecticut

## Bridgeport

**C&C Market Research - Trumbull**

Connecticut Post Mall  
 1201 Boston Post Road, Suite 2067  
 Milford, CT 06460  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 60 miles, 60 minutes  
 CL, 1/1, TK  
 12x17                      8                      Conference  
 (See advertisement on inside back cover)

**Firm Facts Interviewing**

Stratford, CT  
 Ph. 203-375-4666  
 www.firmfacts.com  
 Harriet Quint, Owner  
 Location: Shopping mall  
 Distance from airport: 6 miles, 10 minutes  
 1/1, 1/10, TK  
 15x20                      10                      Conference

## Danbury

**Advanced Focus - The Facility, Danbury**

26 Mill Plain Road, FL 2  
 Danbury, CT 06811  
 Ph. 203-791-1644  
 toddb@advancedfocus.com  
 www.advancedfocus.com  
 Todd Biederman, Founder and CEO  
 Location: Office building  
 Advanced Focus Danbury (formerly Marketview Research) offers a microcosm of the country, honest to goodness Middle America, an hour outside of NYC. Offering 2 spacious suites with oversized lounges (undergoing renovations in 2017/2018) and easy access to major highways, trains and hotels this location can accommodate all of your research needs. Visit our other traditional facilities in NYC and Westchester, NY or our non-traditional Loft space also located in NYC.

**MarketView, Inc.**

Danbury, CT  
 Ph. 203-791-1644 or 914-631-0796  
 www.marketview-research.com  
 Gail Friedman, President  
 Location: Office building  
 Distance from airport: 25 miles, 30 minutes  
 CL, TK, VC, WC  
 20x22                      15                      Multiple  
 28x25                      20                      Multiple

## Hartford

**Connecticut Connection - Hartford Research**

17 Talcott Notch Road  
 Farmington, CT 06032  
 Ph. 860-677-2877  
 director@connecticutconnection.com  
 www.connecticutconnection.com  
 Marsh Myers, Research Coordinator  
 Location: Office building  
 Distance from airport: 15 miles, 25 minutes  
 AU, CL, CUL, 1/1, 1/10, TK, TKO, WC  
 21x21                      30                      Conference  
 16x19                      20                      Conference  
 14x18                      15                      Conference

Three luxurious focus group rooms, an additional 50-seat amphitheater for audience groups and a staff eager to meet your needs. Thirty years of experience recruiting every type of respondent and project including business, computer usability, pharmaceutical, ethnic, mock jury and consumer products. Over a million people within a 15-minute drive of this facility. Recruiting and field services throughout the state of Connecticut and Western Massachusetts. Moderators and researchers consistently give our facility top ratings.

**Connecticut InFocus**

Hartford-Glastonbury, CT  
 Ph. 860-652-0307  
 www.ctinfoocus.com  
 Joni Krasusky, Director  
 Location: Free standing facility  
 Distance from airport: 18 miles, 20 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC  
 20x20                      15                      Conference

## New Haven

**GreatBlue Research, Inc.**

Cromwell, CT  
 Ph. 860-740-4000  
 www.greatblueresearch.com  
 Location: Office building  
 Distance from airport: 30 miles, 40 minutes  
 VC, WC  
 12x20                      Conference

## Stamford

**New England Marketing Research, Inc.**

Norwalk, CT  
 Ph. 203-855-5500 or 877-604-5500  
 www.nemr.com  
 Location: Office building  
 Distance from airport: 25 miles, 45 minutes  
 CL, 1/1, 1/10, VC, WC  
 20x20                      20                      Conference  
 20x20                      12                      Conference  
 15x15                      12                      Multiple

**RazorFocus**

1351 Washington Blvd., Suite 600  
 Stamford, CT 06902  
 Ph. 203-504-3240 or 203-504-3241  
 paul@RazorFocus.net  
 www.RazorFocus.com  
 Paul Jacobson, Owner and CEO  
 Location: Office building  
 Distance from airport: 32 miles, 40 minutes  
 CL, CUL, 1/1, 1/10, TK, VC, WC  
 18x16                      10                      Multiple  
 18x21                      12                      Multiple  
 23x14                      20                      Multiple  
 14x10                      6                      Conference

RazorFocus is a boutique facility with 3 large FV-ready suites. Our Stamford CT location, an invigorating alternative to Northern NJ and Westchester County, is under an hour from area airports and from Manhattan, by car or train. Exceptional recruiting, via our 21,000+ B2C and B2B database and separate medical database, is our top priority and key POD. Our recruiting area of Fairfield County, CT and Upper Westchester County, NY yields diverse socioeconomic groups, life stages, ethnicities and cultures. High Impulse ratings and 90%+ repeat rate are proof!

## District Of Columbia

## Washington

**Area Wide Market Research, Inc.**

Gaithersburg, MD  
 Ph. 301-590-1160  
 www.areawidemarketresearch.com  
 Ann Weinstein, President  
 Location: Office building  
 Distance from airport: 20 miles, 35 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
 14x17                      10                      Conference  
 14x17                      10                      Conference

**EurekaFacts, LLC**

51 Monroe St., Suite Plaza East 10  
Rockville, MD 20850  
Ph. 240-403-4800 or 301-610-0590  
WurzelA@eurekafacts.com  
www.eurekafacts.com

Alison Wurzel

Location: Office building

Distance from airport: 27 miles, 35 minutes  
CL, CUL, 1/1, 1/10

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

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

**Home Innovation Research Labs**

Upper Marlboro, MD  
Ph. 301-430-6304  
www.homeinnovation.com/services/market\_research

Michael Smith, Marketing Research Manager  
Location: Office building

Distance from airport: 32 miles, 46 minutes  
AU, CL, 1/1, 1/10, PTL

21x17	14	Multiple
21x17	14	Multiple
30x37	10	Multiple

**Mediabarn Research Services**

Arlington, VA  
Ph. 703-964-0440  
www.mediabarnresearch.com

Location: Office building

Distance from airport: 5 miles, 15 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC

20x17	20	Conference
15x14	15	Multiple
18x14	15	Living

**Opinions, Ltd. – Washington, D.C.**

Annapolis, MD  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall

**the polling company, inc.**

Washington, DC  
Ph. 202-667-6557  
www.pollingcompany.com  
Location: Office building

**Shugoll Research**

1800 Diagonal Road, Suite 300  
Alexandria, VA 22314  
Ph. 301-656-0310  
rseale@shugollresearch.com  
www.ShugollResearch.com

Rick Seale, Executive Vice President

Location: Office building

Distance from airport: 3 miles, 10 minutes  
CL, CUL, WC

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

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

**Shugoll Research**

7475 Wisconsin Ave., Suite 200  
Bethesda, MD 20814  
Ph. 301-656-0310

rseale@shugollresearch.com

www.ShugollResearch.com

Rick Seale, Executive Vice President

Location: Office building

Distance from airport: 12 miles, 35 minutes  
CL, CUL, 1/1, 1/10, VC, WC

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

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

**Test America, a division of CRG Global**

Lakeforest Mall  
701 Russell Ave., Suite H116  
Gaithersburg, MD 20877  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 28 miles, 33 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
22x20 Conference

## Florida

## Daytona Beach

**CRG Global, Inc.**

3 Signal Ave., Suite A  
Ormond Beach, FL 32174  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Jennifer Schwartz, Director of Field Operations  
Location: Free standing facility  
Distance from airport: 14 miles, 15 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
18x30 Conference

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

3 Signal Ave., Suite B  
Ormond Beach, FL 32174  
Ph. 866-209-2553  
csssales@crgglobalinc.com  
www.cssdatatelligence.com  
Jennifer Schwartz, Director of Field Operations  
Location: Free standing facility  
Distance from airport: 14 miles, 15 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
18x30 Conference

## Fort Lauderdale

(See also Miami)

**Clarocision Research & Marketing Global**

Coral Springs, FL  
Ph. 877-659-5468 or 954-741-2234  
www.crmfirm.com/marketresearch  
Karlene Facey, Market Research Project Mngr.  
Location: Office building  
Distance from airport: 18 miles, 22 minutes  
CL, CUL, 1/1, WC

**Mars Research**

550 W. Cypress Creek Road, Suite 310  
Ft. Lauderdale, FL 33309  
Ph. 954-654-7888 or 877-755-2805  
ateblum@marsresearch.com  
www.marsresearch.com  
Andrew Teblum  
Location: Office building  
Distance from airport: 11 miles, 18 minutes  
CL, CUL, PTL, TK, VC, WC  
20x25 20 Multiple  
12x22 5 Multiple

Mars Research is one of the most trusted Marketing Research firms, with 30+ years experience. We design and conduct qual and quant research studies. Our upscale Fort Lauderdale Focus Group facility offers 2 conference rooms, spacious client viewing, video streaming and translation equipment. Our superior recruiting process delivers qualified respondents for every project. Diverse consumer database includes Hispanics and other multi-cultural backgrounds. Mars has a strong reputation in conducting consumer product and sensory research (i.e. taste testing) while providing comprehensive results.

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Plaza Research-Fort Lauderdale**

4000 Hollywood Blvd., Suite 200N  
Hollywood, FL 33021  
Ph. 954-963-7600 or 800-654-8002  
LPrice@plazaresearch.com  
www.plazaresearch.com  
Lindsay Price  
Location: Office building  
Distance from airport: 15 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, VC, WC  
15x20 20 Conference  
15x20 20 Conference  
16x22 20 Multiple  
16x21 20 Conference

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

(See advertisement on p. 105)

**WAC of Fort Lauderdale**

Ft. Lauderdale, FL  
Ph. 954-772-5101  
www.wacresearch.com  
Gary Altschul  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
25x25 25 Conference  
20x20 18 Conference  
20x20 18 Conference  
14x16 8 Conference

## Jacksonville

**Concepts In Focus**

1329 Kingsley Ave., Suite A  
Jacksonville, FL 32073  
Ph. 904-264-5578  
info@conceptsinfocus.com  
www.conceptsinfocus.com  
Kathy Hayman, Director of Qualitative  
Location: Free standing facility  
Distance from airport: 30 miles, 35 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
22x16 6 Conference  
20x20 12 Conference

Jacksonville and north Florida's "Top Rated" facility by Impulse! Two focus group suites designed with your comfort and needs in mind. Outstanding recruiting with high show rates of qualified participants. Complimentary videotaping, DVDs, MP3s. Recent upgrade to metro ethernet over fiber for high speed access to for web usability testing and ease of use. Large kitchen area for taste tests. Privately owned and operated. Designed by moderators for moderators. Attention to detail with an emphasis on quality. True Southern hospitality focusing on your needs so you can focus on your clients' needs.

## Miami

(See also Fort Lauderdale)

**Ask Miami**

2121 Ponce De Leon Blvd., Suite 250  
Miami, FL 33134  
Ph. 305-448-7769  
info@askmiami.com  
www.askmiami.com  
Adrian Ladner, President  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
22x18 12 Multiple  
18x15 8 Multiple

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

**C&C Market Research - Miami**

Broward Mall  
8000 W. Broward Blvd., Suite 1124  
Plantation, FL 33388  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 15 miles, 10 minutes  
CL, CUL, 1/1, 1/10, TK  
17x15 8 Conference  
(See advertisement on inside back cover)

**Focus99 - The Focus Group Room**

Miami, FL  
Ph. 305-416-0606  
www.focus99.com  
Sandra Tartonne, Director  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, 1/10, PTL, VC, WC  
15x25 10 Conference

**Miami Market Research, Inc.**

Miami, FL  
Ph. 305-666-7010  
www.miamimarketresearch.com  
Luis Padron, President  
Location: Shopping mall  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/10, TK, VC, WC  
13x20 8 Multiple

**Test America, a division of CRG Global**

Pembroke Lakes Mall  
11401 Pines Blvd., Suite 702  
Pembroke Pines, FL 33026  
Ph. 866-209-2553  
crgsales@crglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz  
Location: Shopping mall  
Distance from airport: 19 miles, 37 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
15x27 Conference



Nashville | Charlotte | Miami

**20|20 Research - Miami**

8350 N.W. 52nd Terrace, Suite 420  
Doral, FL 33166  
Ph. 866-960-8269 or 786-594-3740  
natalie.ogando@2020research.com  
www.2020research.com/miami  
Natalie Ogando, Facility Director  
Location: Office building  
Distance from airport: 8 miles, 20 minutes  
CL, CUL, VC, WC  
19x20 10 Conference  
22x28 12 Conference  
19x21 9 Conference

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

**WAC of Miami**

Doral, FL  
Ph. 786-364-2272  
www.wacresearch.com  
Gary Altschul  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
26x27 25 Conference  
20x20 18 Conference  
20x20 18 Conference  
15x16 8 Conference



## Orlando



### AccuData Market Research, Inc.

520 N. Semoran Blvd., Suite 100  
Orlando, FL 32807  
Ph. 800-831-7744 or 407-282-3770  
orlando@accudata.net  
www.accudata.net  
Shannon Hendon  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/10, TK, VC, WC  
29x25 20 Conference  
19x16 15 Conference  
19x16 15 Conference  
21x25 30 Multiple

Fastidious recruiting is the hallmark of Accudata Facilities (Denver, Orlando). In Orlando we have Four spacious focus room suites carefully designed to meet your requirements with guaranteed recruiting and experienced top-quality staff. Large kitchen with over 25 feet of counter space, plus double ovens and six microwaves to meet all your food-testing needs. Closest facility to the airport and downtown, plus the fastest access to the attractions. We offer videoconferencing with Focus Vision, and video-streaming.



### ClearView Research Orlando

5450 Lake Howell Road  
Winter Park, FL 32792  
Ph. 407-671-3344  
Jeni@clearvieworlando.com  
www.aboutorlandoresearch.com  
Jeni Marsh  
Location: Office building  
Distance from airport: 14 miles, 20 minutes  
AU, CL, 1/1, 1/10, TK, VC, WC  
23x22 20 Multiple  
18x26 20 Multiple

ClearView Research Orlando is Central Florida's "Top Rated" qualitative facility, giving clients the highest level of service has been our goal since 1997. In response our clients have consistently rated ClearView Research-Orlando #1 in Central Florida. We are newly renovated, adding two spacious client lounges and test kitchen all equipped with closed-circuit viewing. We have in-house staff to recruit only qualified respondents to your specifications. We will complete every project on time and within budget with a management team ready to give 110%. Doesn't your next project deserve the best?

### Ideas To Go, Inc.

Orlando, FL  
Ph. 407-367-2655  
www.ideastogo.com  
Tina Vatrano, Facility Manager  
Location: Office building  
Distance from airport: 12 miles  
CL, VC  
38x22 15 Multiple  
18x22 10 Multiple

### Product Insights, Inc.

Longwood, FL  
Ph. 407-774-6165  
www.productinsights.com  
Sandra Clear, President  
Location: Office building  
Distance from airport: 22 miles, 40 minutes  
1/1, 1/10, VC  
18x21 12 Multiple  
10x12 5 Multiple

### Schlesinger Group Orlando

Maitland Green II  
2290 Lucien Way, Suite 180  
Maitland, FL 32751  
Ph. 407-660-1808  
orlando@SchlesingerGroup.com  
www.schlesingerassociates.com  
Stephenie Gordon, Vice President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, CUL, VC, WC  
24x16 12 Multiple  
20x16 12 Multiple  
(See advertisement on inside front cover)

## Sarasota

### Focus Sarasota

Sarasota, FL  
Ph. 941-365-0033  
www.focussarasota.com  
Location: Office building  
Distance from airport: 6 miles, 8 minutes  
CL, 1/1, 1/10, VC, WC  
21x20 6 Conference  
15x20 6 Conference

## Tallahassee

### Downs & St. Germain Research

Tallahassee, FL  
Ph. 850-906-3111 or 800-564-3182  
www.dsg-research.com  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, VC, WC

### Oppenheim Research

Tallahassee, FL  
Ph. 850-201-0480  
www.oppenheimresearch.com  
Anneliese Oppenheim, President  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CUL, 1/1, 1/10  
19x22 6 Multiple

### Salter Mitchell

Tallahassee, FL  
Ph. 850-681-3200  
www.saltermitchell.com  
April Salter, President  
Location: Office building  
Distance from airport: 7 miles, 15 minutes

## Tampa/St. Petersburg

### C&C Market Research - Tampa

Countryside Mall  
27001 US Highway 19 N., Suite 1001  
Clearwater, FL 33761  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on inside back cover)

### The Consumer Center of Mid-Florida

Safety Harbor, FL  
Ph. 727-726-0844  
www.theconsumercenter.com  
Randy Carson, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10, TK, TKO, WC  
27x18 10 Multiple



### Herron Associates, Inc.

Opinion and Marketing Research

### Herron Associates, Inc.

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

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



### L&E Research

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

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

### Opinions, Ltd. - Tampa

Brandon, FL  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 20 miles, 33 minutes  
1/1, VC, WC  
23x10 5 Conference

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Plaza Research-Tampa**

4301 Anchor Plaza Parkway, Suite 150  
Tampa, FL 33634

Ph. 813-769-2900 or 800-654-8002

lprice@plazaresearch.com

www.plazaresearch.com

Lindsay Price

Location: Office building

Distance from airport: 5 minutes

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

15x20 20 Conference

15x20 20 Conference

16x22 20 Multiple

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

(See advertisement on p. 105)

**Quick Test/Heakin (Branch)**

Tampa, FL

Ph. 813-926-3222

www.quicktest.com

Christy Crossan

Location: Shopping mall

13 x 22 5 Conference

**Schwartz Research & Consulting**

Tampa, FL

Ph. 813-207-0332

www.schwartzconsulting.com

Randy Carson, Facility Director

Location: Free standing facility

Distance from airport: 3 miles, 6 minutes

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

16x18 10 Conference

16x19 12 Conference

18x24 10 Multiple

**Test America a division of CRG Global**

WestShore Plaza

256 WestShore Plaza, Suite WW8

Tampa, FL 33609

Ph. 866-209-2553

crgsales@crgglobalinc.com

www.crgglobalinc.com

Jennifer Schwartz, Director of Field Operations

Location: Shopping mall

Distance from airport: 14 miles, 20 minutes

1/1, 1/10, TK, VC

29 x 30 Multiple

10 x 20 Multiple

## West Palm Beach/Boca Raton

**Quick Test/Heakin**

Jupiter, FL

Ph. 561-748-0931 or 800-523-1288

www.quicktest.com

Christy Crossan, Vice President Client Services

Distance from airport: 18 miles, 20 minutes

**3Q GLOBAL**

Jupiter, FL

Ph. 561-745-3602 or 855-799-0003

www.3Q-Global.com

Traci Wood, Director

Location: Office building

Distance from airport: 18 miles, 20 minutes

10x21 Conference

## Georgia

## Atlanta

**Atlanta Out Loud, Inc.**

Druid Chase Office Park

2801 Buford Highway N.E., Suite 250

Brookhaven, GA 30329

Ph. 404-636-9054

info@atlantaoutloud.net

www.atlantaoutloud.net

Jim Reardon, President

Location: Office building

Distance from airport: 19 miles, 20 minutes

CL, 1/1, 1/10, WC

15x20 15 Conference

15x20 15 Conference

24x26 20 Conference

11x14 8 Conference

Atlanta Out Loud, Inc. is independently owned, managed and operated with all staff onsite. We offer top-quality recruiting services, facilities and technology. Come see our new multi-purpose focus room seating up to 40 respondents and its beautiful client lounge with a 60" flat panel TV. We provide all types of recruiting including but not limited to consumer, business, Hispanic and medical. We want your business and welcome the opportunity to work with you!! You, your clients and your budget are our first priority. Our ultimate goal is to make your Atlanta project a perfect experience start to finish!

**C&C Market Research - Atlanta**

Perimeter Mall

4400 Ashford Dunwoody Road, Suite 2670

Atlanta, GA 30346

Ph. 479-785-5637

corp@ccmarketresearch.com

www.ccmarketresearch.com

Craig Cunningham, President

Location: Shopping mall

Distance from airport: 30 miles, 40 minutes

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

14x19 8 Conference

(See advertisement on inside back cover)

**Compass Marketing Research**

3725 DaVinci Court, Suite 100

Norcross, GA 30092

Ph. 770-448-0754

info@cmrcompass.com

www.compassmarketingresearch.com

Edie Gayton, Research Service Manager

Location: Free standing facility

Distance from airport: 30 miles, 45 minutes

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

16x24 12 Conference

16x20 12 Conference

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

**Fieldwork Atlanta**

200 Galleria Parkway, Suite 1600

Atlanta, GA 30339

Ph. 770-988-0330

info@atlanta.fieldwork.com

www.fieldwork.com

Kate Krohn, President

Location: Office building

Distance from airport: 20 miles, 25 minutes

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

20x32 15 Conference

22x24 18 Conference

29x19 16 Conference

29x19 25 Conference

25x20 12 Conference

53x19 37 Conference

Atlanta, City of Olympians, boasts world-class businesses and attractions. As part of this growing metropolis, Fieldwork Atlanta provides some of the most sophisticated market research opportunities available. This newly remodeled facility features five spacious conference rooms, including a large room that can seat up to 100 respondents. Along with HD Recording options, we have immersive 360-degree video with streaming provided by FocusVision. Fieldwork Atlanta's expansive database covers a wide region, with urban, suburban and rural consumers and professionals. Whatever your needs, our unique balance of southern hospitality and modern efficiency is what makes Fieldwork Atlanta an excellent choice in this diverse market.

(See advertisement on pp. 83, 99, back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

**Focus Pointe Global - Atlanta (Buckhead)**

Monarch Plaza  
3414 Peachtree Road N.E., Suite 800  
Atlanta, GA 30326  
Ph. 678-298-9222 or 888-873-6287  
atlanta@focuspointeglobal.com  
www.focuspointeglobal.com  
Ron Livers, Facility Director  
Location: Office building  
Distance from airport: 18 miles, 23 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
24x16 18 Multiple  
24x16 18 Multiple  
14x16 21 Multiple  
33x19 25 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

**Focus Pointe Global - Atlanta (Clairmont)**

2970 Clairmont Road, Suite 500  
Atlanta, GA 30329  
Ph. 404-321-0468 or 888-873-6287  
atlanta2@focuspointeglobal.com  
www.focuspointeglobal.com  
Christy McCulla, Facility Director  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, CUL, TK, VC, WC  
22x18 20 Multiple  
21x17 20 Multiple  
16x24 20 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)



**Jackson Associates Research, an Insights Center Facility**

1180 Peachtree St., Suite J  
Atlanta, GA 30309  
Ph. 770-394-8700  
mpope@jacksonassociates.com  
www.jacksonassociates.com  
Marisa Pope, President  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
CL, 1/1, 1/10, VC, WC  
20x20 10 Multiple  
17x19 8 Multiple  
17x19 8 Multiple

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



**Jackson Associates Research, an Insights Center Facility**

6105 Peachtree Dunwoody Road, Suite D-135  
Sandy Springs, GA 30328  
Ph. 770-394-8700  
mpope@jacksonassociates.com  
www.jacksonassociates.com  
Marisa L. Pope, President  
Location: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
25x16 15 Multiple  
22x22 12 Multiple  
22x22 12 Multiple  
22x54 24 Conference  
14x15 10 Conference  
16x18 12 Multiple

Five luxurious focus suites including 1,200-sq.-ft. auditorium with viewing, ramp for vehicles and large displays. Largest commercial test kitchen in Atlanta. Walk-in and upright coolers and freezers, heavy electrical, holding cabinets, heat lamps, commercial and residential ovens, fryers, microwaves and 5 quick connect gas lines. 240,000+ consumer, medical B2B database. Multiple CLT labs with laptops and wireless, private entrances and reception seating 25+. Tiered viewing rooms seat 12-15; 6-10 in adjacent lounges. Internet, CC viewing, Instant Update™ and Instant Access™ (that automatically connect clients with copies, coffee and more) workstations, conference tables and Wi-Fi. On-site IT and A/V techs. Streaming available.



**Plaza Research-Atlanta**

One Atlanta Plaza  
950 E. Paces Ferry Road N.E., Suite 800  
Atlanta, GA 30326  
Ph. 770-432-1400 or 800-654-8002  
kmcternan@plazaresearch.com  
www.plazaresearch.com  
Krista McTernan  
Location: Office building  
Distance from airport: 15 minutes  
AU, CL, CUL, 1/1, 1/10, TK, TKO, VC, WC  
15x20 20 Conference  
15x20 20 Conference  
15x20 20 Conference  
15x20 20 Multiple  
20x30 25 Conference

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option.  
(See advertisement on p. 105)



**PVR Research, Inc.**

11445 Johns Creek Parkway  
Johns Creek, GA 30097  
Ph. 770-813-4916 or 770-232-0322  
donnapickert@PVR-Research.com  
www.pvr-research.com  
Valerie Cansler, President  
Location: Office building  
Distance from airport: 35 miles, 40 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO  
20x22 18 Conference  
16x22 15 Multiple  
38x24 8 Multiple  
35x30 10 Multiple

Atlanta's premier field research provider for quantitative and qualitative projects. Two luxurious focus group rooms and two CLT rooms with viewing and seating for up to 75 respondents. Large commercial test kitchen has walk-ins, ample power and open design to accommodate any setup. Electronic data collection. In-house recruiting and 70,000 respondents consistently provides the best recruits (consumer, B2B, Hispanic and medical). Professional results with an emphasis on Southern hospitality and exceptional service.

**Quick Test/Heakin (Branch)**

Lawrenceville (Atlanta), GA  
Ph. 770-831-5099  
www.quicktest.com  
Christy Crossan  
Location: Shopping mall  
11.9 x 8.7 2 Conference

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Schlesinger Group Atlanta**

5909 Peachtree Dunwoody Road  
The Palisades Building, Suite 950  
Atlanta, GA 30328  
Ph. 770-396-8700  
atlanta@SchlesingerGroup.com  
www.schlesingerassociates.com  
Stephanie Gordon, VP Qualitative Solutions  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
AU, CL, CUL, TK, VC, WC  
15x20 12 Multiple  
16x20 12 Multiple  
16x20 12 Multiple  
20x18 15 Multiple  
16x25 12 Multiple  
(See advertisement on inside front cover)

**Superior Research**

Atlanta, GA  
Ph. 770-394-4400  
www.superiorresearch.net  
Debbie Hunter, CEO/Owner  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/10, TK, TKO, VC, WC  
14x23 12 Conference  
14x20 12 Conference  
14x20 12 Conference  
13x09 4 Conference  
15x19 12 Living

**Test America, a division of CRG Global**

North Point Mall  
1002 North Point Circle  
Alpharetta, GA 30022  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz  
Location: Shopping mall  
Distance from airport: 35 miles, 50 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
18x30 Conference  
12x18 Multiple

**User Insight**

Atlanta, GA  
Ph. 770-391-1099  
www.uifacilities.com  
Andrea Cartier  
Location: Office building  
Distance from airport: 25 miles, 33 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
25x12 20 Conference  
20x12 15 Conference  
13x14 10 Multiple  
30x21 15 Living

**V & L Research & Consulting, Inc.**

Atlanta, GA  
Ph. 404-218-7584 or 404-218-8413  
www.vlresearch.com  
Dydra Virgil, Principal  
Location: Office building  
Distance from airport: 16 miles, 20 minutes  
CL, 1/1, 1/10, TK  
17x14 16 Multiple  
12x12 10 Multiple

## Hawaii

## Honolulu

**Anthology Marketing Group – Research**

Honolulu, HI  
Ph. 808-524-5194 or 808-544-3020  
www.anthologyresearch.com  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
AU, CL, 1/1, 1/10, VC  
20x26 15 Conference

**Market Trends Pacific, Inc.**

Honolulu, HI  
Ph. 808-532-0733  
www.markettrendspacific.com  
Wanda L. Kakugawa, President  
Location: Office building  
Distance from airport: 6 miles, 15 minutes  
1/1, 1/10  
20x11 10 Conference

**OmniTrak Group, Inc.**

Honolulu, HI  
Ph. 808-528-4050  
www.omnitrakgroup.com  
Alan Ellis, Executive Vice President  
Location: Office building  
Distance from airport: 4 miles, 20 minutes  
1/1, 1/10, TK  
14x16 9 Conference



WARD RESEARCH  
INCORPORATED

**Ward Research, Inc.**

828 Fort Street Mall, Suite 210  
Honolulu, HI 96813  
Ph. 808-522-5123  
wrstaff@wardresearch.com  
www.wardresearch.com  
Denise Charles, Vice President/General Manager  
Location: Office building  
Distance from airport: 5 miles, 15 minutes  
1/1, 1/10  
14x24 15 Conference

With over 35 years of experience in the Hawaii market, a database of over 12,000 respondents state-wide and our reputation for quality recruiting and top-notch customer service, we will work closely with you to recruit the respondents you need. We also have one of Hawaii's premier moderators on staff and offer one of the most spacious facilities in Hawaii.

## Illinois

## Chicago

**Adler Weiner Research Chicago, Inc.**

875 N. Michigan Ave.  
John Hancock Center, Suite 3260  
Chicago, IL 60611  
Ph. 312-944-2555  
info@awres.com  
www.adlerweiner.com  
Andrea Weiner, Managing Director  
Location: Office building  
Distance from airport: 15 miles, 45 minutes  
CL, CUL, VC, WC  
17x15 15 Conference  
24x16 15 Conference  
19x17 12 Conference  
20x17 15 Conference  
19x17 12 Conference

Adler Weiner Research's Chicago marketing research offices are located on the 32nd floor of the John Hancock Building on the fabulous Magnificent Mile downtown. This luxurious urban facility has five large conference rooms, with gorgeous views of the city and Lake Michigan. Each room has direct client viewing, client lounges. Designed for comfort and exclusivity, this is the ideal Chicago location, accommodating every client need and delivering an amazing experience for your focus group. We have HD video capabilities and along with Focus Vision, we have the FV360 camera. With over 60 years of experience we know the importance of communication and standards.

**Adler Weiner Research Lincolnwood, Inc.**

6500 N. Lincoln Ave.  
Lincolnwood, IL 60712  
Ph. 847-675-5011  
info@awres.com  
www.adlerweiner.com  
Andrea Weiner, Managing Director  
Location: Free standing facility  
Distance from airport: 15 miles, 30 minutes  
CL, CUL  
24x23 25 Conference  
21x23 25 Conference

**Assistance In Marketing/Chicago**

Schaumburg, IL  
Ph. 888-827-0400 or 847-481-0400  
www.aimresearchnetwork.com  
Laura Shulman, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, CUL, TK, VC, WC  
30x20 20 Multiple  
20x20 15 Multiple  
20x19 10 Multiple

**Brainfarm, a Tragon Company**

Deerfield, IL  
Ph. 800-841-1177 or 224-632-1919  
www.tragon.com  
Steve Willis, Account Manager  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/10, PTL, TK, VC  
30x25 12 Conference



**Bryles Research, Inc.**

Mokena, IL  
Ph. 708-478-3333 or 877-478-5070  
www.brylesresearch.com  
Jeff Bryles, Dir. of Operations  
Location: Free standing facility  
Distance from airport: 12 miles, 35 minutes  
CL, 1/1, 1/10, TK  
15x18 15 Conference  
30x34 15 Multiple  
18x12 8 Conference

**C R Market Surveys, Inc.**

Chicago, IL  
Ph. 312-583-7960 x 70 or 800-882-1983  
www.crmarketresearch.com  
Cherlyn Robinson, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
AU, CL, CUL, 1/1, TK, VC  
11x15 12 Conference  
11x15 15 Conference  
25x50 10 Conference

**C&C Market Research - Chicago**

North Riverside Park Mall  
7501 W. Cermak Road, Suite m-15A  
North Riverside, IL 60546  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 10 miles, 30 minutes  
12x12 6 Conference  
(See advertisement on inside back cover)

**Catalyst Ranch**

Chicago, IL  
Ph. 312-207-1710  
www.catalystresearchmeetings.com/focus\_Groups1.html  
Jody Devins, Client Services and Marketing  
Location: Office building  
Distance from airport: 17 miles, 25 minutes  
1/1, VC, WC  
21x34 Multiple  
20x55 15 Multiple  
20x70 Multiple  
41x61 Multiple  
40x81 15 Multiple

**ClearView Research, Inc.**

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

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

**Energy Annex**

Chicago, IL  
Ph. 312-733-2639  
www.energyannex.com  
Mandy Capistrone, Director of Project Management  
Location: Free standing facility  
Distance from airport: 16 miles, 30 minutes  
CUL, 1/1, 1/10, VC  
16x12 14 Multiple  
16x30 25 Multiple  
15x12 12 Multiple

**Fact Flow Research**

Chicago, IL  
Ph. 312-341-8117  
www.frrfocusfacility.com  
Diana Manos, Mgr. Research Operations  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10  
20x20 12 Conference

**Fieldwork Chicago-Downtown**

111 E. Wacker Drive, Suite 200  
Chicago, IL 60601  
Ph. 312-565-1866  
info@chicagodowntown.fieldwork.com  
www.fieldwork.com  
Megan Pollard, President  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, CUL, TK, TKO, WC  
21x24 15 Conference  
21x29 20 Conference  
23x25 18 Conference  
20x27 25 Conference  
14x15 10 Conference

Fieldwork Chicago-Downtown is located in the heart of the city and features spectacular views of Michigan Avenue and the Chicago River. You will love the easy access to hotels, restaurants, and shopping. In addition to top-notch recruiting and customer service, we offer HD Recording options and immersive 360-degree video with streaming provided by FocusVision. Our five conference suites vary in size for your convenience, and each comes with ample viewing area and separate private lounges. Come see why Chicago is your kind of town and Fieldwork Chicago-Downtown is your kind of facility!  
(See advertisement on pp. 83, 99, back cover)

**Fieldwork Chicago-O'Hare**

8420 W. Bryn Mawr Ave., Suite 200  
Chicago, IL 60631  
Ph. 773-714-8700  
info@ohare.fieldwork.com  
www.fieldwork.com  
Kate Albert, President  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
CL, CUL, 1/10, TK, WC  
20x25 20 Conference  
21x21 20 Conference  
21x15 15 Conference  
20x20 15 Conference

Fieldwork Chicago-O'Hare is 12,000 square feet of elegantly modern research space, nestled in between Chicago and surrounding suburbs. Our facility is just 3 miles from O'Hare International Airport, 10 miles from downtown and is conveniently located adjacent to public transportation and major expressways. Our five-room facility includes a number of amenities like spacious lounges, a large kitchen, and a beautiful multi-purpose space and patio. We can accommodate

any room set-up and all rooms are equipped with HD recording and 360-degree cameras provided by FocusVision. Our highly trained team of project managers and on-site recruiters come with a wealth of experience and a can-do attitude. Come to Chicago O'Hare for the ultimate in luxury and convenience.  
(See advertisement on pp. 83, 99, back cover)

**Fieldwork Chicago-Schaumburg**

425 N. Martingale Road, Suite 2000  
Schaumburg, IL 60173  
Ph. 847-413-9040  
info@schaumburg.fieldwork.com  
www.fieldwork.com  
Karyn Picchiotti, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, CUL, 1/1, 1/10, TK, WC  
20x25 6 Conference  
22x19 6 Conference  
25x20 20 Conference  
17x20 15 Conference  
20x20 15 Conference

Fieldwork Chicago-Schaumburg offers over 10,000 square feet of premier accommodations. Five spectacular conference rooms seat anywhere from 12 – 40 respondents and viewing rooms up to 20. All are complimented by amazing views of the Chicago skyline, lakes and woods. Our experienced in-house recruiting team boasts a large database and a can-do attitude. Our client services and management team has over 50 years of combined experience available to assist you. Along with HD Recording options, we have immersive 360-degree video with streaming provided by FocusVision. We are located less than 30 minutes from O'Hare and 1 block from Woodfield Mall and numerous restaurants. Visit us and see why Fieldwork Chicago Schaumburg is the Midwest at its best.  
(See advertisement on pp. 83, 99, back cover)

**Fieldwork Flex**

111 E. Wacker Drive, Suite 220  
Chicago, IL 60601  
Ph. 312-285-2060  
Aryno@fieldwork.com  
www.fieldwork.com  
Aryn O'Donnell, Director of Corporate Services  
Location: Office building  
29x29 Multiple  
21x16 Conference  
21x13 Conference  
16x14 Multiple  
11x16 Multiple

Fieldwork Flex, a brand new creative research space in downtown Chicago, was designed to be an inspirational place for researchers and participants. Flex provides an atmosphere that elicits insights and creativity with a large, open versatile room, and 4 spacious break out rooms with flexible set ups. It is located in the heart of downtown, convenient for respondents and clients. You can also expect Fieldwork quality hosting, recruiting and project management services. Call or e-mail Aryn O'Donnell to schedule a tour or get a quote on your next project.  
(See advertisement on pp. 83, 99, back cover)

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Focus Centre of Chicago, Inc.**

211 E. Ontario, Suite 400  
Chicago, IL 60611  
Ph. 312-628-7171  
info@focuscentre-chicago.com  
www.focuscentre-chicago.com  
Lynn Rissman, President  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
CL, VC, WC

23x30	18	Multiple
18x30	18	Multiple
18x30	18	Multiple
18x15	12	Multiple

Prestigious facility in downtown Chicago just steps from North Michigan Ave. Four luxurious suites with spacious group rooms, tiered observation rooms with floor-to-ceiling mirrors, luxurious client lounges, massage chairs, zoned temperature/volume controls and closed-circuit viewing. Large all-purpose room for juries, or any audience or classroom set-up needs. Expert recruiting for business, medical and consumer studies. Experienced project management to meet all your research needs.

**DEEPER CONNECTIONS. DEEPER INSIGHTS.****Focus Pointe Global - Chicago**

645 N. Michigan Ave., Suite 600  
Chicago, IL 60611  
Ph. 312-924-0114 or 888-873-6287  
chicago@focuspointeglobal.com  
www.focuspointeglobal.com  
Samir Ali, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC

16x22	15	Multiple
18x22	15	Multiple
16x22	15	Multiple
16x21	15	Multiple
20x28	15	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

**DEEPER CONNECTIONS. DEEPER INSIGHTS.****Focus Pointe Global - Chicago (Oak Brook)**

2311 W. 22nd St., Suite 100  
Oak Brook, IL 60523  
Ph. 630-990-8300 or 888-873-6287  
oakbrook@focuspointeglobal.com  
www.focuspointeglobal.com  
Jill Tagas, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, CUL, TK, VC, WC

18x30	20	Multiple
20x18	10	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

**FOCUSCOPE, Inc.**

515 N. State St., Suite 1920  
Chicago, IL 60654  
Ph. 708-386-5086  
krooney@focusscope.com  
www.focusscope.com  
Kevin Rooney, President  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
CL, CUL, 1/1, 1/10, VC, WC

22x20	16	Multiple
24x18	12	Multiple
34x19	20	Multiple

3 spectacular facilities (Chicago, Oak Brook, Oak Park), all Impulse "Top Rated". Chicago facility Newly Remodeled. We have the industry's most complete database, worked by our experienced, well-supervised recruit staff. Precise quality control; attentive, proactive service at every level; superb cuisine options; and every available technological resource. Capabilities include: online community platforms, panel development, field management, central location testing, online surveys, usability testing, ethnographies, shop-a-longs, ethnic recruiting, online community recruiting, mock juries.  
(See advertisement on p. 93)

**FOCUSCOPE, Inc. (Br.)**

1100 Lake St., Suite 60  
Oak Park, IL 60301  
Ph. 708-386-5086  
krooney@focusscope.com  
www.focusscope.com  
Kevin Rooney, President  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC

22x15	12	Multiple
22x15	11	Multiple

(See advertisement on p. 93)

**FOCUSCOPE, Inc. (Br.)**

One Oakbrook Terrace, Suite 320  
Oakbrook Terrace, IL 60181  
Ph. 708-386-5086  
krooney@focusscope.com  
www.focusscope.com  
Kevin Rooney, President  
Distance from airport: 16 miles, 30 minutes  
CL, CUL, 1/1, 1/10, VC, WC

29x14	15	Multiple
21x23	20	Multiple
21x23	20	Multiple

(See advertisement on p. 93)

**GfK**

Chicago, IL  
Ph. 630-320-3900  
www.gfk.com/ux  
Catherine Hwang, Office Manager  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC

8x12	12	Multiple
8x12	12	Multiple
8x12	12	Multiple
8x07	12	Multiple
10X06	12	Multiple
8X09	12	Multiple
12X09	6	Multiple

**Market Ease Multicultural**

Chicago, IL  
Ph. 888-679-9910 or 312-654-9910  
www.market-ease.com  
Iliana Ruiz Moran, President  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, CUL, 1/1

**Matrix Research, Inc.**

Chicago, IL  
Ph. 312-224-8492  
www.matrix-r.com  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL

20x20	25	Conference
20x16	16	Living
17x15	12	Conference

**National Data Research, Inc.**

Skokie, IL  
Ph. 847-501-3200  
www.national-data.net  
Jay Velasco, Director Research Services  
Location: Office building  
Distance from airport: 14 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

31x17	20	Multiple
27x18	20	Multiple
28x17	20	Multiple
14x14	20	Multiple

**National Data Research, Inc.**

Chicago, IL  
Ph. 847-501-3200  
www.national-data.net  
Jay Velasco, Director Research Services  
Location: Office building  
Distance from airport: 16 miles, 25 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC

19x17	20	Multiple
19x17	15	Multiple
24x17	20	Multiple
26x16	15	Multiple
12x17	5	Living

**National Qualitative Centers, Inc.**

Chicago, IL  
 Ph. 800-335-1222 or 312-642-1001  
[www.nqcchicago.com](http://www.nqcchicago.com)  
 Pam Kowalewski, Director  
 Location: Office building  
 Distance from airport: 20 miles, 35 minutes  
 CL, CUL, 1/1, 1/10, VC, WC

24x23	7	Multiple
23x20	6	Conference
23x20	8	Multiple
24x19	15	Conference
23x13	8	Conference
34x20	13	Multiple
12x11	6	Conference
40x20	24	Conference
Multiple		Conference

**Opinions, Ltd. - Chicago West**

Norridge, IL  
 Ph. 440-893-0300  
[www.opinionltd.com](http://www.opinionltd.com)  
 Chris Sluder, Vice President  
 Distance from airport: 31 miles, 45 minutes  
 1/1, 1/10, VC, WC  
 20x14 Conference

**Opinions, Ltd. - Chicago North**

Gurnee, IL  
 Ph. 440-893-0300  
[www.opinionltd.com](http://www.opinionltd.com)  
 Chris Sluder, Vice President  
 Location: Shopping mall  
 Distance from airport: 33 miles, 43 minutes  
 1/1, TK, VC, WC  
 8x23 12 Conference

**Opinions, Ltd. - Chicago South**

Aurora, IL  
 Ph. 440-893-0300  
[www.opinionltd.com](http://www.opinionltd.com)  
 Chris Sluder, Vice President  
 Distance from airport: 31 miles, 45 minutes  
 1/1, 1/10, VC, WC  
 20x14 Conference

**P&K Research**

Chicago, IL  
 Ph. 773-774-3100 or 800-747-5522  
[www.pk-research.com](http://www.pk-research.com)  
 Location: Office building  
 Distance from airport: 10 miles, 15 minutes  
 AU, CL, 1/1, 1/10, TK, TKO, VC, WC  
 21x20 22 Conference  
 21x32 14 Conference

**Plaza Research-Chicago**

8725 W. Higgins Road  
 Chicago, IL 60631  
 Ph. 773-714-9600 or 800-654-8002  
[hepstein@plazaresearch.com](mailto:hepstein@plazaresearch.com)  
[www.plazaresearch.com](http://www.plazaresearch.com)  
 Holli Epstein, Director  
 Location: Office building  
 Distance from airport: 5 minutes  
 AU, CL, CUL, 1/1, 1/10, TK, TKO, VC, WC

18x33	17	Multiple
16x24	17	Conference
16x22	17	Multiple
17x24	25	Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. Five minutes to Rivers Casino or Fashion Outlets of Chicago in Rosemont.

We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option. (See advertisement on p. 105)

## PRECISION RESEARCH

**Precision Research, Inc.**

999 E. Touhy Ave., Suite 100  
 Des Plaines, IL 60018  
 Ph. 847-390-8666  
[saa@preres.com](mailto:saa@preres.com)  
[www.preres.com](http://www.preres.com)  
 Scott Adleman, President  
 Location: Office building  
 Distance from airport: 2 miles, 10 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

26x29	25	Conference
15x26	16	Conference
15x26	16	Conference
24x36	12	Conference

Extensively renovated this year (2014). Huge Creative Suite for living room setting, break out areas, writable wall, and food prep ability in adjacent room. Super modern upscale design. Rebuild, so new pictures not available at time of printing. Check the website. Now offering National Recruiting using PrecisionScreen. Commercial test kitchen. Convenient O'Hare location.

**Q&M Research, Inc.**

Mokena, IL  
 Ph. 708-479-3210  
[www.QandM.com](http://www.QandM.com)  
 Donald Tucker, President  
 Location: Free standing facility  
 Distance from airport: 30 miles, 30 minutes  
 CL, 1/1, 1/10, TK, TKO

14x21	10	Conference
14x21	10	Multiple
28x41	12	Multiple

**Quick Test/Heakin (Branch)**

Lombard, IL  
 Ph. 815-439-2053  
[www.quicktest.com](http://www.quicktest.com)  
 Christy Crossan  
 Location: Shopping mall  
 10 x 17 4 Conference

**R5 Research**

1046 W. Kinzie  
 Floor 2  
 Chicago, IL 60642  
 Ph. 312-327-1709  
[rebecca.spooner@r5chicago.com](mailto:rebecca.spooner@r5chicago.com)  
[www.r5chicago.com](http://www.r5chicago.com)  
 Rebecca Spooner, Research Manager  
 Location: Office building  
 Distance from airport: 17 miles, 25 minutes  
 CL, 1/1, VC

24x20	15	Multiple
12x12	15	Multiple
12x8	15	Multiple

Located in Chicago's West Loop and just 5 minutes from downtown, R5's amenities include a customizable 3-in-1 focus group room, a spacious observation room to comfortably seat 20, and a cozy client lounge that includes a closed circuit viewing TV. In addition to our focus group suite we also house a 3500 square foot gallery space that includes a full bar. Our gallery space can be used for a variety of functions including events, workshops, or meetings.

**Schlesinger Group Chicago**

625 N. Michigan Ave., Suite 2600  
 Chicago, IL 60611  
 Ph. 312-587-8100  
[chicago@SchlesingerGroup.com](mailto:chicago@SchlesingerGroup.com)  
[www.schlesingerassociates.com](http://www.schlesingerassociates.com)  
 Gina Jaeger, Account Director  
 Location: Office building  
 Distance from airport: 20 miles, 30 minutes  
 AU, CL, CUL, 1/1, 1/10, TK, VC, WC

17x14	12	Multiple
20x16	14	Multiple
20x16	14	Multiple
20x16	14	Multiple
25x15	14	Multiple
20x15	14	Multiple
20x15	12	Multiple

(See advertisement on inside front cover)

WE REALIZE THAT IT'S  
 "LOCATION, LOCATION, LOCATION".  
 SO WHICH LOCATION DO YOU PREFER?

- (A) THE CONVENIENT DOWNTOWN CHICAGO LOCATION
- (B) THE ORIGINAL OAK PARK FACILITY
- (C) THE NEWEST OAK BROOK FACILITY



708.386.5086  
[WWW.FOCUSCOPE.COM](http://WWW.FOCUSCOPE.COM)

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FIRST CHOICE  
FACILITIES

Come see for yourself why  
 Impulse Survey consistently  
 rates Focusscope as having  
 some of the world's best  
 research facilities.



## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Schlesinger Group Chicago O'Hare**

9550 Higgins Road, Suite 1150  
Rosemont, IL 60018  
Ph. 847-720-2660  
ohare@SchlesingerGroup.com  
www.schlesingerassociates.com  
Gina Jaeger, Account Director  
Location: Office building  
Distance from airport: 5 miles, 3 minutes  
AU, CL, 1/1, 1/10, PTL, TK, VC, WC  
22x17 10 Multiple  
22x17 10 Multiple  
25x17 10 Multiple  
(See advertisement on inside front cover)

**Shapiro+Raj**

153 W. Ohio St., Suite 400  
Chicago, IL 60654  
Ph. 312-321-8100  
susan.stanicek@shapiroraj.com  
www.shapiroraj.com/qfp  
Susan Stanicek  
Location: Free standing facility  
Distance from airport: 15 miles, 35 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
25x19 12 Multiple  
23x15 15 Multiple  
21x18 Multiple

Shapiro+Raj Qualitative Fieldwork Practice (formerly Survey Center Focus) houses their award-winning facility in downtown Chicago featuring a sophisticated and comfortable loft setting including tiered viewing, lounges with a fireplace, residential kitchen and bath-room, and HD video. Two full-service research suites plus an ideation room; all highly adaptable to fit the needs of your project. Shapiro+Raj has decades of experience with national/international project design and management as well as a strong bench of highly vetted expert moderators. Recruiting expertise in B2B/C-suite, physician, rare patient, and consumers. They've elevated recruiting into the next generation with their innovative Social Adaptive Recruiting tools. These tools combine their digital strength of identifying qualified participants based on behaviors and traditional "on the ground" methods to deliver the best research participants that get to great insights.

**Smith Research, Inc.**

Deerfield, IL  
Ph. 847-948-0440  
www.smithresearch.com  
Kevin Smith, President  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC  
26x18 20 Conference  
26x16 15 Conference  
26x16 15 Living  
19x17 20 Conference  
30x75 Multiple

**Smith Research, Inc. (Br.)**

Chicago, IL  
Ph. 847-948-0440  
www.smithresearch.com  
Kevin Smith, President  
Location: Office building  
Distance from airport: 15 miles, 45 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
20x24 20 Conference  
21x21 20 Conference  
20x16 20 Living  
24x18 15 Conference  
24x18 20 Conference

**Solutions in Marketing**

Crest Hill, IL  
Ph. 815-744-7950 or 815-744-9662  
www.solutionsmarketresearch.com  
Bridget Adell, President  
Location: Office building  
Distance from airport: 30 miles, 35 minutes  
CL, 1/1, 1/10, TK, TKO, VC, WC  
20x19 15 Multiple

**Test America, a division of CRG Global**

Woodfield Shopping Center  
5 Woodfield Shopping Center, Suite D128  
Schaumburg, IL 60173  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 14 miles, 18 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
22x20 Multiple

**watchLAB**

1 E. Erie St., Suite 600  
Chicago, IL 60611  
Ph. 312-600-0990  
emira.morina@watchlab.com  
www.watchlab.com  
Brian Parker, President  
Location: Office building  
Distance from airport: 17 miles, 45 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
23x25 20 Multiple  
21x20 8 Multiple  
23x12 8 Multiple

watchLAB's studios are just upstairs from Prada and only steps away from the Magnificent Mile in two of America's finest cities. We are proof you really can have it all: quality nationwide-recruiting, proactive hands-on project management and an excellence in service top to bottom. With state-of-the-art technology and celebrated aesthetics that put people at ease, our facilities always foster the freedom to stay focused on the project. Whether it's a focus group, online board, or any methodology in between, we offer value-added recommendations with the project's successful end results in mind.

## Peoria

**Scotti Research, Inc.**

Peoria, IL  
Ph. 309-673-6194  
www.scottiresearch.com  
Nancy Matheis, President  
Location: Free standing facility  
Distance from airport: 20 miles, 20 minutes  
1/1, 1/10, TK, TKO  
20x30 14 Conference

## Indiana

## Evansville

**Product Acceptance & Research (PAR)**

Evansville, IN  
Ph. 812-214-2055 or 800-457-3594  
www.par-research.com  
Woody Youngs  
Location: Free standing facility  
Distance from airport: 1 miles, 5 minutes  
CL, 1/1, TK  
30x28 20 Conference

## Fort Wayne

**Advantage Research of Northern Indiana**

Fort Wayne, IN  
Ph. 260-471-6880 or 734-272-8119 (Hq.)  
www.advantageresearch.net  
Darla Kellermeier, Director of Research  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10  
15x20 10 Conference

**Indiana Research Service, Inc.**

Fort Wayne, IN  
Ph. 260-485-2442  
www.indianaresearch.com  
Location: Office building  
Distance from airport: 7 miles, 20 minutes  
1/1, 1/10, VC  
28x25 8 Conference

## Indianapolis



**Herron Associates, Inc.**  
Opinion and Marketing Research

**Herron Associates, Inc.**

The Idea Center®  
6049 Lakeside Blvd.  
Indianapolis, IN 46278  
Ph. 317-882-3800 or 800-392-3828  
indy@herron-research.com  
www.herron-research.com  
Sue McAdams, President  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
AU, CL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
21x24 15 Multiple  
20x23 15 Multiple  
16x20 8 Multiple  
34x39 14 Multiple

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



**IndyFocus, Inc.**

1314 N. Meridian St., Suite 100  
Indianapolis, IN 46202  
Ph. 317-644-5300  
quote@indyfocus.com  
www.indyfocus.com  
Beth Brown  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, VC  

23x21	12	Multiple
17x17	12	Multiple
11x11	12	Multiple

Centrally headquartered in Indianapolis, with partner facilities in top U.S. markets - New York, Los Angeles, Chicago, Dallas, Atlanta, southern Florida and Phoenix - IndyFocus can quickly and effectively coordinate research with a single phone call. Our in-house, global recruiting and fielding for hard-to-find respondents ensures the respondents you need to gather meaningful data - even on complex, tight-timeline projects.

**Laukhuff Consulting Inc**

Indianapolis, IN  
Ph. 317-436-7844 or 317-408-7673  
www.laukhuffconsulting.com  
Location: Free standing facility

**Opinions, Ltd. - Indianapolis**

Indianapolis, IN  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 38 miles, 45 minutes  
1/1, 1/10, VC, WC  

20x14		Conference
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**Walker Research Focus Group Facility**

Indianapolis, IN  
Ph. 317-806-2701 or 317-679-5582  
www.walkerinfo.com  
Barbara Miller, Vice President  
Location: Office building  
Distance from airport: 20 miles, 20 minutes  
CL, 1/1, 1/10

**South Bend****Indiana Research Service, Inc. (Br.)**

South Bend, IN  
Ph. 866-600-2442  
www.indianaresearch.com  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL  

30x16	6	Conference
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**Iowa****Cedar Rapids****Vernon Research Group**

Cedar Rapids, IA  
Ph. 319-364-7278  
www.vernonresearch.com  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, TK, VC, WC  

18x18	10	Multiple
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**Des Moines****ESSMAN/RESEARCH****Essman Research**

2910 Westown Parkway, Suite 302  
West Des Moines, IA 50266  
Ph. 515-237-0324  
d.stearns@essmanresearch.com  
www.essmanresearch.com  
Deborah Stearns, Marketing Research Director  
Location: Office building  
Distance from airport: 10 miles, 12 minutes  
1/1  

25x19	15	Conference
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For nearly 40 years, Essman Research has provided full-service custom-designed qualitative and quantitative research services. On May 1, 2017, State Public Policy Group (SPPG), located in West Des Moines, Iowa, acquired Essman Research. Our new state-of-the-art focus facility, now located in West Des Moines, Iowa, offers digital audio and video recording, FocusVision, tiered seating for 15 observers, in-house moderators, and a professional and responsive research staff. Our experienced moderators conduct focus groups at our facility in West Des Moines, in rural communities and metropolitan areas across the country.

**Mid-Iowa Interviewing, Inc.**

Des Moines, IA  
Ph. 515-225-6232 or 888-425-6232  
www.midiowainterviewing.com  
Doug Brown, President  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
1/1, 1/10  

20x13	7	Conference
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**Revelations Research Solutions**

501 S.W. Seventh St., Suite M  
Des Moines, IA 50309  
Ph. 515-243-0785 or 877-800-0785  
tgrantham@revelationsresearchsolutions.com  
www.revelationsresearchsolutions.com  
Teresa Grantham, President of Operations  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC  

28x18	12	Conference
28x18	12	Multiple

Full-service marketing research facility offering quantitative and qualitative expertise. Revelations is the Midwest's premier facility for on-site and Web-based focus group interviewing and research design. Revelations offers two state-of-the-art focus group suites, with floor-to-ceiling glass, three cameras, client lounges, in-depth interviewing facilities, video-streaming and a state-of-the-art test kitchen. Revelations also offers a full complement of quantitative analysis, offering survey and research design and development, advanced statistical techniques, analysis and online surveying.

**Davenport****Personal Marketing Research, Inc.**

Davenport, IA  
Ph. 563-322-1960  
www.personalmarketingresearch.com  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CUL, 1/1, PTL, TK  

16x18	12	Conference
20x40	10	Conference

**Waterloo****Strategic Marketing Services**

Cedar Falls, IA  
Ph. 319-273-2886  
www.sms.uni.edu  
Greg Gerjerts  
Location: Office building  
Distance from airport: 6 miles, 15 minutes  
CL, 1/1, 1/10, VC, WC

**Kansas****Kansas City**

(See Kansas City, MO)

**Wichita****The Research Partnership, Inc.**

Wichita, KS  
Ph. 316-263-6433  
www.trp-ict.com  
Robin Mishler  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10  

22x30	20	Conference
17x21	8	Conference

**Kentucky****Lexington****The Matrix Group, Inc.**

Lexington, KY  
Ph. 859-263-8177  
www.tmgresearch.com  
Martha L. DeReamer, PRC  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, WC  

35x15	15	Multiple
13x13	6	Conference

**Louisville****Horizon InFocus**

Louisville, KY  
Ph. 502-992-5091  
www.horizoninfocus.com  
Allen Fangman, Project Director  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
AU, CL, CUL, PTL, TK, WC  

20x18	16	Conference
20x24	20	Multiple
20x38	12	Multiple

**Opinions, Ltd. - Louisville**

Clarksville, IN  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 12 miles, 19 minutes  
1/1, TK, VC, WC  

20x10	10	Conference
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**Personal Opinion, Inc.**

Louisville, KY  
Ph. 502-899-2400  
www.personalopinion.com  
Stephanie Neal  
Location: Free standing facility  
Distance from airport: 4 miles, 10 minutes  
CL, CUL, 1/1, TK, WC  

24x19	25	Multiple
20x17	15	Conference
21x20	15	Multiple

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Louisiana

## Baton Rouge

## S C I

Baton Rouge, LA  
Ph. 800-695-0221 or 225-928-0220  
www.surveymcommunications.com  
John S. Boston  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
CL, 1/1, TK, WC  
14x23 19 Conference  
16x26 19 Multiple  
21x25 19 Multiple

## New Orleans

## Focus Group Testing

New Orleans, LA  
Ph. 504-558-1820 or 504-571-6350  
www.focusgrouptesting.com  
Morgan Valerie, Project Supervisor  
Location: Office building  
Distance from airport: 16 miles, 24 minutes  
1/1, 1/10  
22x13 8 Multiple

## Gulf View Research, LLC

Metairie, LA  
Ph. 504-885-3946 or 504-454-1737  
www.gulfviewres.com  
Kellie Gussoni, VP  
Location: Office building  
Distance from airport: 7 miles, 10 minutes  
CL, TK, VC, WC  
12x18 Multiple  
15x18 Multiple

## Maine

## Portland



## Critical Insights, Inc.

172 Commercial St.  
Portland, ME 04101  
Ph. 207-772-4011 or 207-985-7660  
bob.domine@digitalresearch.com  
www.drgonline.com  
Location: Free standing facility  
Distance from airport: 10 miles, 5 minutes  
1/1, 1/10, VC, WC  
25x15 8 Multiple

Critical Insights, a Digital Research Group brand, has served Northern New England since 1992. Our state-of-the-art qualitative research suite is conveniently

located on the waterfront in downtown Portland, ME. The focus room comfortably seats up to 14 participants, with ample work space for respondents. The adjacent, two-tiered client viewing area comfortably seats eight. The facility features and amenities including wall-mounted cameras and hidden microphones for unobtrusive video and audio taping, and a dedicated client lounge. Critical Insights has two trained moderators on staff.

## Market Research Unlimited, Inc.

South Portland, ME  
Ph. 207-775-3684  
www.mrumaine.weebly.com  
Fran Mavodones, President  
Location: Office building  
Distance from airport: 1 miles, 5 minutes  
CL, 1/1, 1/10, TK, TKO  
22x15 10 Conference

## Maryland

## Baltimore



## Baltimore Research

8320 Bellona Ave., Suite 210  
Baltimore, MD 21204  
Ph. 410-583-9991  
info@baltimoreresearch.com  
www.baltimoreresearch.com  
Heather Collins, PRC, Director of Operations  
Location: Office building  
Distance from airport: 21 miles, 30 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
17x20 18 Multiple  
17x21 18 Multiple  
23x17 16 Multiple  
26x30 12 Multiple  
18x20 13 Multiple  
20x40 20 Multiple  
20x40 15 Multiple  
12x12 8 Conference  
12x12 8 Conference

Baltimore Research features 8 focus suites, chic client lounges, 4 kitchens (one with observational viewing), private bathrooms, full-time chef and free parking. Suites have the latest technology to deliver high-quality research: FocusVision HD and SurgeStream video streaming, digital recording, content-on-demand playback, fiberoptic Wi-Fi, usability lab with eye tracking technology, Perception Analyzer dials and mobile data collection tools. Recruitment is done by a highly-experienced team. We also have moderators on staff who provide value-added insight to the research findings.

## C&amp;C Market Research - Baltimore

Arundel Mills Mall  
7000 Arundel Mills Center, Suite 324  
Hanover, MD 21076  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham  
Location: Shopping mall  
Distance from airport: 7 miles, 10 minutes  
10x6 6 Conference  
(See advertisement on inside back cover)



Experienced Recruiting Makes the Difference

## Observation Baltimore

5520 Research Park Drive  
Six minutes to BWI airport and AMTRAK  
Baltimore, MD 21228  
Ph. 410-332-0400  
Ryan@obaltimore.com  
www.observationbaltimore.com  
Ryan Ross, Account Executive  
Location: Office building  
Distance from airport: 5 miles, 6 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
19x21 12 Multiple  
20x21 12 Multiple  
23x25 15 Multiple  
32x35 50 Multiple

At Observation Baltimore, Experienced Recruiting Makes the Difference. As the premier focus group facility in Maryland, we offer precise recruiting of consumers, physicians, health care professionals, and business professionals. Our experienced recruiting is the foundation of our mission, as well as courteous and pro-active hospitality and client services. Just six minutes from BWI Airport and Amtrak, our Baltimore research facility has a great location. Most importantly, we understand market research.

## Quick Test/Heakin (Branch)

Baltimore, MD  
Ph. 410-933-9400  
www.quicktest.com  
Christy Crossan  
Location: Shopping mall  
1/1, TK  
17.7x14.9 8 Conference

## Massachusetts

## Boston



## AnswerQuest, an Insights Center Facility

110 Cummings Park Drive  
Woburn, MA 01801  
Ph. 781-897-1822  
jmiller@answerquestresearch.com  
www.answerquestresearch.com  
Location: Free standing facility  
Distance from airport: 9 miles, 15 minutes  
CUL, TK, TKO, VC, WC

Our 9,000 sf office was built with flexibility and comfort in mind. Largest commercial test kitchen in the NE (900 square feet) includes ventilation, walk-in cooler and freezer, commercial gas ovens, adjustable electrical and plenty of stainless prep. The adjacent computerized CLT lab can seat up to 50, and offers viewing for up to 15 clients. Our oversized focus room also offers viewing for 15, and quali-quant clients can watch both at once. A second residential kitchen, CLT lab that seats up to 35, and full sized focus room with viewing for 12 make AnswerQuest the most adaptable facility in Boston. WiFi, streaming (in-house and industry) Instant Update™ and Access™.  
(See advertisement on p. 19)

**C&C Market Research - Boston**

Natick Mall  
1245 Worcester St., Suite 2016  
Natick, MA 01760  
Ph. 508-545-0325  
boston@ccmarketresearch.com  
www.ccmarketresearch.com  
Matt Zimich  
Location: Shopping mall  
Distance from airport: 25 miles, 55 minutes  
CL, VC, WC  
12x20 5 Conference  
12x20 5 Living  
(See advertisement on inside back cover)



**Cambridge Focus**

**Cambridge Focus**  
Two Clock Tower Place  
Maynard, MA 01754  
Ph. 617-494-0310  
details@cambridgefocus.com  
www.cambridgefocus.com  
Lloyd Simon, Director  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
AU, CUL, 1/1, 1/10, VC, WC  
20x17 12 Conference  
60x40 40 Multiple

Our partnership with the prestigious Center for Marketing Technology at Bentley University in Waltham, Mass., offers state-of-the-art resources and expert advice in ways not available elsewhere. Ideal for B2B, consumer, social, government, nonprofit, Gen Y. Standard focus rooms plus on-site, tiered "smart theater." Five minutes from Marriott, Doubletree and Hilton. Thirty minutes from Logan International and Amtrak. "Top Rated" by Impulse for focus facilities in Boston, participant recruiting locally and nationwide. Facility recruits, depth interviews, auditorium tests, field management.

**Center for Marketing Technology**

175 Forest St.  
Waltham, MA 02452  
Ph. 617-494-0310  
details@cambridgefocus.com  
www.bentley.edu/cmt  
Lloyd Simon  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
20x17 40 Conference  
60x40 12 Multiple

The Center for Marketing Technology, located on the campus of Bentley University in Waltham, Mass., offers state-of-the-art resources and expert assistance not available elsewhere. Ideal for B2B, consumer, social, government, nonprofit, Gen Y. Standard focus rooms plus on-site, tiered "smart theater." Five minutes from Marriott, Doubletree and Hilton. Thirty minutes from Logan International and Amtrak. Participants recruited from throughout the Boston metropolitan area in partnership with Cambridge Focus.

**Copley Focus Centers**

Boston, MA  
Ph. 617-421-4444  
www.copleyfocuscenters.com  
Frank Amelia, Partner  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, VC  
16x24 15 Conference  
12x16 8 Conference  
33x17 15 Conference  
15x18 10 Conference

**Davis Advertising**

Worcester, MA  
Ph. 508-752-4615 ex 223  
www.davisad.com  
Andy Davis, President  
Location: Free standing facility  
Distance from airport: 8 miles, 25 minutes  
VC, WC  
17x36 10 Conference

**Fieldwork Boston**

880 Winter St., Suite 330  
Waltham, MA 02451  
Ph. 781-899-3660  
info@boston.fieldwork.com  
www.fieldwork.com  
Christine Lally, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, 1/1, 1/10, WC  
28x24 24 Conference  
25x30 16 Conference  
23x20 16 Conference  
19x21 8 Conference  
20x19 12 Conference  
15x18 6 Conference

Fieldwork Boston was planned and designed with the client in mind. Our philosophy is simple: your success is our success. Your special requests are always handled courteously, and quality recruiting is our number one priority. We offer six spacious conference rooms, including the largest conference room in the Boston area, all with adjacent viewing and separate client lounges. Along with HD Recording options, we have immersive 360-degree video with streaming provided by FocusVision. Staffed with fully trained professionals, you'll get the efficiency, attention to detail and commitment to quality you expect.  
(See advertisement on pp. 83, 99, back cover)



MARKET RESEARCH

**Focus On Boston - Suburban**

10 Forbes Road  
Braintree, MA 02184  
Ph. 800-699-2770  
Larry@focusonboston.com  
www.focusonboston.com  
Larry Jenkins  
Location: Office building  
Distance from airport: 8 miles, 20 minutes  
AU, CL, TK, VC  
20x20 16 Multiple  
20x20 16 Multiple

Located in the heart of Boston's suburbs, our Braintree-suburban facility is ideally situated at the crossroads of three major highways and just 8 miles from downtown Boston. Braintree is extremely accessible and convenient for both clients and respondents from the suburbs or the city. We offer two spacious conference rooms with luxurious client lounges and provide unmatched recruiting in the Northeast with an extensive, diverse database. Our show rates are among the best in the industry!



MARKET RESEARCH

**Focus On Boston - Waterfront**

30 Rowes Wharf  
(Adjacent to Boston Harbor Hotel)  
Boston, MA 02110  
Ph. 800-699-2770  
Larry@focusonboston.com  
www.focusonboston.com  
Larry Jenkins  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
AU, CL, 1/1, 1/10, TK, VC, WC  
20x20 14 Conference  
20x22 15 Conference  
20x20 20 Conference  
12x08 8 Conference

Located on Boston's beautiful waterfront, Focus On Boston offers three spacious conference rooms with luxurious client lounges as well as an IDI suite. We provide unmatched recruiting in the Northeast with an extensive and diverse database that is continually updated and expanded. We have state-of-the-art audio/visual equipment and are proud to be a member of the FocusVision Network. Our Boston location is adjacent to the four-star Boston Harbor Hotel with special rates. Our show rates are among the best in the industry!



DEEPER CONNECTIONS. DEEPER INSIGHTS.

**Focus Pointe Global - Boston**

18 Tremont St.  
11th Floor  
Boston, MA 02108  
Ph. 617-573-0808 or 888-873-6287  
boston@focuspointeglobal.com  
www.focuspointeglobal.com  
Aurora Choi, Facility Director  
Distance from airport: 2 miles, 15 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

**Kadence International**

Westborough, MA  
Ph. 508-620-1222  
www.kadence.com  
Location: Office building  
Distance from airport: 20 miles, 45 minutes  
18x12 4 Conference

**National Field & Focus, Inc.**

205 Newbury St., Suite 301  
Framingham, MA 01701  
Ph. 508-370-7788  
info@nff-inc.com  
www.nff-inc.com  
Location: Office building  
Distance from airport: 18 miles, 35 minutes  
CL, 1/1, 1/10, TK, VC  
32x18 15 Conference  
19x15 15 Conference  
24x15 15 Conference  
24x15 15 Multiple

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Pathfinder Innovation**

Concord, MA  
Ph. 978-318-0650  
www.pathfinderinnovation.com  
Karen Daily Stahl, President  
Location: Office building  
Distance from airport: 21 miles, 25 minutes  
CL, 1/1, 1/10  
18x13 18 Conference

**Schlesinger Group Boston, Inc.**

31 Saint James Ave., Suite 930  
Boston, MA 02116  
Ph. 617-542-5500  
boston@SchlesingerGroup.com  
www.schlesingerassociates.com  
Terri-Lyn Hawley, VP Qualitative Solutions  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC  
21x16 16 Multiple  
22x16 16 Multiple  
22x16 16 Multiple  
14x16 16 Multiple  
(See advertisement on inside front cover)

**Test America, a division of CRG Global**

Liberty Tree Mall  
100 Independence Way, Suite E155-B  
Danvers, MA 01923  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 24 miles, 45 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
10x28 Conference

## Michigan

**Ann Arbor**  
(See Detroit)**Battle Creek****WJ Schroer Company**

Battle Creek, MI  
Ph. 269-963-4874 or 269-963-4844  
www.socialmarketing.org  
Bill Schroer, Principal  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
11x18 7 Conference

## Detroit

**C&C Market Research - Detroit**

Laurel Park Place Mall  
37700 W. Six Mile Road, Suite 90A  
Livonia, MI 48152  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on inside back cover)

**C&F Market Research**

24301 Telegraph Road, Suite 100  
Southfield, MI 48033  
Ph. 248-352-0434  
mbrodsky@candfmarketresearch.com  
www.candfmarketresearch.com  
Melissa Brodsky, President  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, CUL, 1/1, PTL, TK, VC, WC  
30x20 12 Multiple  
20x16 8 Conference

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

**Cypher Research**

2365 S. Haggerty Road, Suite 300  
Canton, MI 48188  
Ph. 734-397-3400  
contact@cypherresearch.com  
www.cypherresearch.com  
Location: Free standing facility  
Distance from airport: 9 miles, 9 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
15x25 10 Multiple  
15x25 10 Multiple

Quality recruiting done in house by recruiters with minimum five years of experience, 100% validation. Facility redesign in late 2017 to "Creative space" environment. Closest facility to airport, 10 min. Corporate rates with new Westin at DTW. Detroit and Ann Arbor both in primary recruiting zone. High speed, stable internet, Wi-Fi, tech support on staff. Focus groups, CLT, dial tests, radio tests, product placements. Most representative demographic area in MI. We take pride in what we do. Our Impulse Survey ratings speak for themselves.

**Emicity**

Troy, MI  
Ph. 866-952-1600  
www.emi.city  
Melanie Sorlien, Project Manager  
Location: Office building  
Distance from airport: 40 miles, 45 minutes  
CL  
20x14 10 Conference

**Michigan Market Research**

23800 W. Ten Mile, Suite 102  
Southfield, MI 48033  
Ph. 248-569-7095 or 734-516-9314  
roxanne@mimarketresearch.com  
www.mimarketresearch.com  
Roxanne Naszradi, President  
Location: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
AU, CL, CUL, 1/1, PTL, TKO, VC, WC  
25x21 Multiple  
20x20 18 Conference

Brand new Focus Facility May 2015! Michigan Market Research is centrally located in the Detroit Metro area, making it easy to reach affluent, blue collar and urban respondents. Two spacious focus suites with additional third breakout area available (viewing by CCTV) for mock trials. Oversized viewing areas for comfort. Large test kitchen, 25' X 21', with 220V service for sensory studies. With over 30 years' experience, our staff pays close attention to detail while understanding the urgency of each project. In-house web streaming and FocusVision available. Formerly known as Crimmins and Forman.

**Midwest Video, Inc.**

1515 Souter  
Troy, MI 48083  
Ph. 248-583-3630  
jcook@midwestvideo.com  
www.midwestvideo.com  
Location: Free standing facility  
CL, 1/1, 1/10, WC  
60 x 30 20 Multiple

**Opinion Search**

Southfield, MI  
Ph. 248-358-9922 or 800-358-9919  
www.opinionsearchusa.com  
Joanne Levin, President  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, CUL, 1/1, 1/10, TK, VC  
16x18 20 Multiple  
12x18 12 Conference

**Shifrin-Hayworth**

26400 Lahser Road, Suite 430  
Southfield, MI 48033  
Ph. 248-223-0020  
research@shifrin-hayworth.com  
www.shifrin-hayworth.com  
Arlene Hayworth-Speiser, President  
Location: Office building  
Distance from airport: 22 miles, 25 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, WC  
22x16 10 Multiple  
27x17 15 Multiple

Industry recognized as an exceptional focus group and recruiting facility in metro Detroit. Centrally located. Can recruit from the counties that drive the Motor City including Wayne, Oakland, Macomb and others. Recruiting of consumers and professionals. Well-trained staff always on-site. Comfortable, sophisticated facility. Two focus group rooms, two viewing rooms, one-way mirrors, client office, client lounge, kitchen and an extra breakout/group room viewed via closed-circuit. High-speed Internet/Wi-Fi, color printing, digital A/V recording. FocusVision and Shifrin-Hayworth video-streaming.



## Grand Rapids

**Advantage Western Michigan Research, Inc.**  
Grand Rapids, MI  
Ph. 616-949-8724 or 734-272-8119 (Hq.)  
www.advantageresearch.net  
Vinnie Bumgarner, Directors  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
AU, CL, 1/1, 1/10, TK  
27x31 25 Multiple  
18x28 14 Multiple

## Lansing

**Capitol Research Services, Inc.**  
East Lansing, MI  
Ph. 517-333-3388  
www.capitolresearchservices.com  
Rachelle Souser Neal, President  
Location: Free standing facility  
Distance from airport: 8 miles, 20 minutes  
CUL, 1/1, 1/10, TK  
18x20 14 Conference  
13x10 4 Conference  
28x17 4 Multiple

## Minnesota

### Minneapolis/St. Paul



#### Ascendancy Research

**Ascendancy Research**  
5775 Wayzata Blvd.  
Minneapolis, MN 55416  
Ph. 952-544-6334 or 612-801-3194  
info@ascendresearch.com  
www.ascendresearch.com  
LynMarie Winninger, President  
Location: Office building  
Distance from airport: 15 miles, 21 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
24x21 16 Conference  
20x14 10 Conference  
23x15 10 Conference

Ascendancy Research is the premier provider of qualitative research environments to companies who want to take customer insights to the decision makers - online, onsite, infield. The highest multi-rated facility in Minneapolis/St. Paul, we are known for providing fast, fresh and on-the-mark recruiting, concierge-level client services and delightful food offerings. Your choice of three spacious viewing rooms along with interchangeable conference rooms enhances your research experience. Technologies include videostreaming, Mobilab, high-speed wireless, DVD and digital (MP3) recording/archiving.

#### Comprehensive Research

Minneapolis, MN  
Ph. 612-781-3400  
www.crginc.org  
Craig A. Swager, President  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
CUL, 1/1, 1/10, PTL, TK  
34x17 10 Multiple  
16x16 12 Multiple

#### DiedrichRPM

Burnsville, MN  
Ph. 952-373-0805  
www.diedrichrpm.com



#### Fieldwork Minneapolis

7650 Edinborough Way, Suite 700  
Edina, MN 55435  
Ph. 952-837-8300  
info@minneapolis.fieldwork.com  
www.fieldwork.com  
Denice Duncan-Foldery, President  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, WC  
29x25 20 Conference  
18x22 25 Conference  
25x20 25 Conference  
23x21 25 Conference  
22x19 10 Conference  
17x12 15 Conference

Fieldwork Minneapolis is a product of our clients' requests coupled with decades of Fieldwork experience. Our 8,000 square foot facility is located just seven miles from the Minneapolis-St. Paul International Airport. Our five research suites will accommodate multiple set-ups and group sizes. Our brand new viewable test kitchen is the only one of its kind in the area. Along with HD recording options, we have immersive 360-degree video with streaming provided by FocusVision. Fieldwork Minneapolis is located in the heart of shopping bliss; we are five miles from the Mall of America, three blocks from the distinct shops of the Galleria and five blocks from Southdale Mall. Quality accommodations and dining are also within walking distance.

(See advertisement on pp. 83, 99, back cover)



#### DEEPER CONNECTIONS. DEEPER INSIGHTS.

#### Focus Pointe Global - Minneapolis

7300 Metro Blvd., Suite 250  
Minneapolis, MN 55439  
Ph. 952-858-1550 or 888-873-6287  
minneapolis@focuspointeglobal.com  
www.focuspointeglobal.com  
Chris Tucker, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, TK, VC, WC  
22x22 10 Multiple  
42x21 16 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

#### Food Perspectives, Inc.

Plymouth, MN  
Ph. 763-553-7787  
www.foodperspectives.com  
Joyce Lizzi, VP Client Accounts  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CL, 1/1, 1/10, TK, TKO, WC  
28x19 24 Multiple  
23x22 12 Multiple  
19x14 Conference  
13x15 Conference  
8x8 8 Conference  
8x8 8 Conference  
8x8 8 Conference  
8x8 8 Conference  
Conference Conference

**NO MATTER WHERE YOUR CLIENT WANTS A FOCUS GROUP,  
YOU'LL THANK HEAVEN FOR OUR ANYWHERE TEAM.**



**FOCUS ON THE RESEARCH. WE'LL DO THE REST.**



**anyWHERE**

www.fieldwork.com • 800-863-4353

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Ideas To Go, Inc.**

Minneapolis, MN  
Ph. 612-331-1570  
www.ideastogo.com  
Tina Vatrano, Facility Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, VC  
29x22 20 Multiple  
28x28 15 Multiple

**L&E Research**

Two Meridian Crossings, Suite 430  
Minneapolis, MN 55423  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Patricia Lister, Client Relationship Manager  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, VC, WC  
21x27 20 Multiple  
20x20 16 Conference  
20x20 16 Conference

L&E's Minneapolis facility offers a first class experience in the greater Twin Cities area. From the facility space to the nearby hotel options, you can be sure you will have a top notch experience. The Minneapolis - St. Paul International Airport (MSP) is conveniently located only 15 minutes away from our facility. L&E Minneapolis offers three focus group rooms with comfortably furnished viewing rooms/lounges, the latest technological equipment and modular tables to enable custom configurations. Put your mind at ease, and let L&E expertly manage your project and help you focus on your clients.

**Leede Research**

Minneapolis, MN  
Ph. 612-314-4402 or 612-314-4400  
www.leede.com  
Deborah Seim, Vice President  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, CUL, 1/1, 1/10, PTL, WC  
22x28 18 Conference  
16x15 14 Conference

**Orman Guidance, Inc.**

Bloomington, MN  
Ph. 800-605-7313 or 952-831-4911  
www.ormanguidance.com  
Rosemary Sundin, President  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
CL, TK, TKO, VC, WC  
17x16 10 Conference  
17x16 10 Conference  
30x24 20 Multiple

## Rochester

**SNR Research Corporation**  
Rochester, MN  
Ph. 507-285-1026  
www.snrresearch.com  
Holly Hess, Research Manager  
Location: Office building  
Distance from airport: 14 miles, 15 minutes  
1/1, 1/10  
14x19 8 Conference

## Missouri

## Kansas City

**C&C Market Research - Kansas City**  
Independence Mall  
18813 E. 39th St. S., Suite 1026  
Independence, MO 64507  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on inside back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

**Focus Pointe Global - Kansas City**

9233 Ward Parkway, Suite 150  
Kansas City, MO 64114  
Ph. 816-361-0345 or 888-873-6287  
kansascity@focuspointeglobal.com  
www.focuspointeglobal.com  
Jim Finke, Facility Director  
Location: Office building  
Distance from airport: 30 miles, 40 minutes  
CL, CUL, TK, VC, WC  
20x19 18 Multiple  
21x21 10 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (See advertisement on p. 3)

**Q & A Focus Suites on the Plaza**

Kansas City, MO  
Ph. 800-210-1525 or 913-341-4245  
www.QAFocusSuites.com  
Craig Wong, Executive Vice President  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
AU, CL, CUL, TK, WC  
18x23 24 Multiple  
18x23 12 Multiple

## St. Louis

**C&C Market Research - St. Louis**  
St. Louis Galleria  
1155 St. Louis Galleria, Suite 1133  
Richmond Heights, MO 63117  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 45 miles, 45 minutes  
1/1, 1/10, TK  
16x11 6 Conference  
(See advertisement on inside back cover)



DEEPER CONNECTIONS. DEEPER INSIGHTS.

**Focus Pointe Global - St. Louis**

1650 Des Peres Road, Suite 110  
St. Louis, MO 63131  
Ph. 314-966-6595 or 888-873-6287  
stlouis@focuspointeglobal.com  
www.focuspointeglobal.com  
Tarin Stuenkel, Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
18x22 14 Multiple  
19x22 14 Multiple  
20x23 23 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J. (See advertisement on p. 3)

**The Insight Lab, In Association with Schlesinger**

900 Spruce St.  
Floor 4  
St. Louis, MO 63102  
Ph. 314-269-1560  
Gina.Jaeger@SchlesingerAssociates.com  
www.schlesingerassociates.com  
Thomas Fournie, Facility Manager  
Location: Office building  
Distance from airport: 14 miles, 21 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
24x18 8 Conference  
15x12 5 Conference

The Insight Lab offer two unique research studios. The Souland Room inspires creativity as a spacious, contemporary focus group studio. The Clarke Room offers cutting edge usability equipment that provides digital viewing via dual-screen capture of both the participant and the media, allowing observers to clearly follow responses to stimuli. It is ideal for real time usability, messaging and creative studies in either an IDI, dyad or triad setting. The lab can test all types of digital stimuli on any digital device. Each room offers a large client viewing room with a one-way mirror, comfortable, contemporary workstations and client lounge. (See advertisement on inside front cover)

**L&E Research**

10403 Clayton Road, Suite 115  
St. Louis, MO 63131  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Patricia Lister, Client Relationship Manager  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, VC, WC  
26x20 8 Multiple  
17x16 5 Multiple

It's only appropriate that L&E has a facility in the "Show Me" state, and we are eager to show you why.

In our St. Louis facility, high technology meets historic charm in the lovely Le Chateau Village in the Frontenac district. Just steps away from local restaurants, accommodations and upscale shopping - and only 15 minutes from Lambert-St. Louis International Airport (STL) our facility provides two focus group rooms totaling 1500 square feet. Catering is available in all rooms, and the kitchen provides ample space for storage and food preparation.



**Lucas Market Research, LLC**  
4101 Rider Trail N., Suite 100  
St. Louis, MO 63045  
Ph. 314-344-0803 or 888-978-4101  
sechelmeyer@lucasresearch.net  
www.lucasresearch.net  
Suzanne Lucas Echelmeyer, Vice President  
Location: Free standing facility  
Distance from airport: 7 miles, 15 minutes  
AU, CL, 1/1, 1/10, TK, VC, WC  
22x18 12 Conference  
22x16 12 Conference  
40x25 12 Multiple  
20x12 12 Conference

Lucas Market Research LLC. Family Owned Client Focused Service Driven. Consistently rated #1 in St. Louis for Best Value/Quality Service. Guaranteed to exceed your expectations with quality recruiting, experienced staff, 98% show rates. The comprehensive design includes three spacious/contemporary client suites, private entry/restrooms, tiered viewing, closed-circuit, high-speed wireless Internet, FV and in-house streaming, DVD recording, flat screens/ VGA/ HDMI access throughout, test kitchen, on-site recruiting, ideal space for CLTs, legal studies, mock trials, 50 classroom/theater style.

**Peters Marketing Research, Inc.**  
St. Louis, MO  
Ph. 314-469-9022  
www.petersmktg.com  
Katie Peters Miller, VP Qualitative Research  
Location: Office building  
Distance from airport: 10 miles, 12 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
20x12 12 Multiple  
18x16 15 Multiple  
20x16 20 Multiple

**Pragmatic Research, Inc.**  
St. Louis, MO  
Ph. 314-863-2800  
www.pragmatic-research.com  
Chris Sinnard  
Location: Office building  
Distance from airport: 8 miles, 10 minutes  
CL, CUL, 1/1, WC  
22x16 11 Conference

**Test America, a division of CRG Global**  
Chesterfield Mall  
291 Chesterfield Center, Suite 2036  
Chesterfield, MO 63017  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 18 miles, 20 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
18x28 Conference

## Montana

### Bozeman

**M+M Research**  
347 S. Ferguson Ave.  
Studio 1  
Bozeman, MT 59718  
Ph. 406-551-1077  
murray@fhcommunication.com  
www.mandmresearch.com  
Murray Steinman, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/10  
19x18 8 Conference

## Nebraska

### Lincoln

**Snitily Carr**  
Lincoln, NE  
Ph. 402.437.0000  
www.creative.firespring.com  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
CL, 1/1, WC  
25x15 8 Conference

### Omaha

**The MSR Group**  
1121 N. 102nd Court, Suite 100  
Omaha, NE 68114  
Ph. 402-392-0755  
info@themsrgroup.com  
www.themsrgroup.com  
Justin Phipps, Project Manager  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, WC  
26x16 20 Multiple  
14x10 20 Conference  
36x18 40 Conference

## Nevada

### Las Vegas

**C&C Market Research - Las Vegas**  
Galleria Mall  
1300 W. Sunset Road, Suite 1324  
Henderson, NV 89014  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Distance from airport: 10 miles, 20 minutes  
CL, TK  
16x27 4 Conference  
(See advertisement on inside back cover)



Seattle - Portland - Las Vegas

**Consumer Opinion Services, Inc. (Br.)**  
1860 Pama Lane, Suite 200  
Las Vegas, NV 89119  
Ph. 702-644-9330  
Info@ConsumerOpinionServices.com  
www.ConsumerOpinionServices.com  
Tom Champion, General Manager  
Location: Free standing facility  
Distance from airport: 2 miles, 5 minutes  
AU, CL, CUL, PTL, TK, VC, WC  
18x20 12 Multiple  
22x25 15 Multiple  
22x25 15 Multiple  
45x25 30 Multiple

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruiting, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turn-key home away from home.  
(See advertisement on p. 121)



**Las Vegas Field and Focus, LLC**  
2080 E. Flamingo Road, Suite 309  
Las Vegas, NV 89119  
Ph. 702-650-5500 or 800-797-9877  
info@lvff.vegas  
www.lvff.vegas  
Eric Souza, President/Owner  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
33x23 20 Multiple  
17x22 15 Conference  
17x22 15 Conference

Cutting-edge research center located in the heart of Las Vegas features state-of-the-art equipment, highly-supervised recruiting with uncompromising integrity, professional field work and over 10,000 square feet of facility space. We offer three luxurious focus group suites served with broadband and wireless Internet access and relaxed client lounges. Now offering full-service design and analysis with the addition of a highly-experienced moderator. We pride ourselves on strong, long-term client relationships.

**Precision Opinion**  
Las Vegas, NV  
Ph. 702-483-4000  
www.precisionopinion.com  
Jim Medick, President  
Distance from airport: 5 miles, 13 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, WC  
25x20 10 Conference  
15x21 10 Multiple  
15x25 10 Multiple  
15x25 10 Multiple  
8x7 2 Conference  
8x7 2 Conference

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Television City Research Lab**

Las Vegas, NV  
Ph. 702-891-5753  
www.tvcityresearch.com  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
10x16 3 Living  
14x24 10 Conference  
17x25 10 Conference  
17x25 10 Conference

**Test America, a division of CRG Global**

Miracle Mile Shops at Planet Hollywood  
3663 Las Vegas Blvd. S., Suite 185  
Las Vegas, NV 89109  
Ph. 866-209-2553  
crgsales@crglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 3 miles, 11 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
17x27 20 Multiple  
16x27 Conference  
17x19 Multiple  
20x20 Multiple

## New Hampshire

## Manchester/Nashua

**Granite State Marketing Research, Inc.**

Londonderry, NH  
Ph. 603-434-9141  
www.gsmrinc.com  
Dorothy Bacon, President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CUL, 1/1, 1/10, VC  
15x13 10 Conference

**New England Interviewing**

Bedford, NH  
Ph. 603-641-1222  
www.neinterviewing.com  
Kim Adams  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
1/1, 1/10, TK  
26x16 20 Conference  
12x14 6 Conference

## New Jersey

## Northern New Jersey

**Assistance In Marketing/New Jersey**

Hackensack, NJ  
Ph. 201-488-5888 or 201-370-7749  
www.aimresearchnetwork.com  
Nella Shalhoub, Director of Operations  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
CL, 1/1, 1/10, TK, VC, WC  
20x20 20 Conference  
19x17 15 Conference  
16x20 30 Multiple  
18x18 15 Conference

**Assistance In Marketing/New Jersey**

Morristown, NJ  
Ph. 973-267-7060 or 201-370-7749  
www.aimresearchnetwork.com  
Irene Bing, Manager  
Location: Office building  
Distance from airport: 15 miles, 25 minutes  
AU, CL, 1/1, 1/10, TK, VC  
26x22 22 Multiple  
19x20 15 Conference  
17x17 15 Conference

**CEC Research**

16 Commerce Drive  
Cranford, NJ 07016  
Ph. 908-967-6790  
maryana@cecresearch.com  
www.cecresearch.com  
Location: Free standing facility  
Distance from airport: 12 miles, 20 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO

Located in Central NJ within the NY Metro area, CEC Research accommodates any testing/focus group studies that clients require. Our kitchen features commercial-grade appliances and custom configuration to accommodate any food/beverage study. Focus group facilities are fully-equipped with a/v capabilities, concealed microphones and one-way observation mirrors. Adaptable testing rooms feature laptops, wireless internet and optional privacy dividers. Our new laundry facility allows for onsite fabric care prep and evaluation. We've added new sink stations for personal care and shaving studies.

**Fieldwork Fort Lee, NJ**

2 Executive Drive, Suite 800  
Fort Lee, NJ 07024  
Ph. 201-585-8200  
info@ftlee.fieldwork.com  
www.fieldwork.com  
Becky Harrison, President  
Location: Office building  
Distance from airport: 15 miles, 35 minutes  
AU, CL, CUL, 1/1, 1/10, TK, WC  
23x21 30 Conference  
20x20 30 Conference  
20x21 30 Conference  
24x22 30 Conference  
16x14 10 Conference

Located at the foot of the George Washington Bridge, Fieldwork Fort Lee, NJ offers the recruiting and resources to help you take full advantage of the diverse lifestyles and cultures that make up Metro New York. Our facility boasts five conference rooms with the capacity to seat up to 50 respondents and can accommodate any methodology or set-up. Along

with HD Recording options, we have immersive 360-degree video with streaming provided by FocusVision. With a database that is constantly being updated and expanded, we are able to offer consistent and thorough recruiting either on-site, or anywhere in the New York Metro area, including both urban and suburban areas.

(See advertisement on pp. 83, 99, back cover)

**DEEPER CONNECTIONS. DEEPER INSIGHTS.****Focus Pointe Global - New Jersey**

20 E. Puffin Way  
Floor 2  
Teaneck, NJ 07666  
Ph. 201-928-1888 or 888-873-6287  
nj@focuspointeglobal.com  
www.focuspointeglobal.com  
Janis Fallows, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
18x18 25 Multiple  
18x20 18 Multiple  
16x25 18 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

**Focus World International, Inc.**

Holmdel, NJ  
Ph. 732-946-0100  
www.focusworldint.com  
Gary Eichenholtz, CEO/CFO  
Location: Free standing facility  
Distance from airport: 20 miles, 35 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC  
18x24 15 Multiple  
16x18 Multiple

**Ideas To Go, Inc.**

Morristown, NJ  
Ph. 973-267-7670  
www.ideastogo.com  
Tina Vatrano, Facility Manager  
Location: Office building  
Distance from airport: 20 miles  
CL, VC

**Market Research Center - Seton Hall University**

South Orange, NJ  
Ph. 973-761-9704  
www.shu.edu/academics/business/market-research  
Adam Warner, Director  
Location: Office building  
Distance from airport: 6 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, TK  
25x12 12 Conference





### Meadowlands Consumer Center / Consumer Centers of New York and New Jersey

100 Plaza Drive, Suite 100  
Secaucus, NJ 07094  
Ph. 201-865-4900 or 800-998-4777  
info@ConsumerCenters.com  
www.ConsumerCenters.com  
Kelly Thompson, Director of Recruiting  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
AU, CL, 1/1, 1/10, TK, TKO, VC, WC  
24x18 25 Multiple  
24x18 20 Multiple  
28x26 25 Multiple  
12x12 8 Multiple

Meadowlands Consumer Center -- We understand your needs, deliver on your requirements and create the environment you're looking for -- from living room to boardroom, mock juries to kid-friendly, Creativity Center, usability lab, audience response/dial testing, shop-alongs, ethnographies, quali/quant, eye-tracking and more. We offer a full range of technologies, including neuromarketing, online bulletin boards/focus groups and videostreaming. Our exacting in-house recruiting and client-focused service team that consistently exceeds expectations all guarantee your success. Our national field division can handle all your logistics, including bids, holds, screener development, recruitment management, moderation, facility requirements and client updating. Also visit our Newly Renovated Fall 2017, trend-setting midtown NYC location -- New York Consumer Center, 28 West 44th Street.

### Opinions, Ltd. - NYC/NJ

Paramus, NJ  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 22 miles, 37 minutes  
1/1, VC, WC  
22x14 4 Conference

### Partners In Research, Inc.

Totowa, NJ  
Ph. 973-686-1300  
www.pirn.com  
Location: Free standing facility  
Distance from airport: 30 miles, 35 minutes  
CL, 1/1, 1/10, TK, TKO  
15x20 16 Conference  
25x27 14 Conference  
19x45 6 Conference  
12x20 10 Conference

### PMCR Research

Parsippany, NJ  
Ph. 973-539-5750  
www.pmcrrresearch.com  
Kimberly Schwarz, President  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10, VC, WC  
20x18 12 Multiple  
20x20 18 Multiple

### Q Research Solutions, Inc.

Old Bridge, NJ  
Ph. 732-952-0000  
www.qrsglobal.com  
Rhoda Makled, Sr. VP Sensory and Consumer Insights  
Location: Office building  
Distance from airport: 30 miles, 35 minutes  
CL, 1/1, PTL, TK, TKO, VC, WC  
22x14 12 Conference

### Quick Test/Heakin (Branch)

Woodbridge (New York Metro), NJ  
Ph. 732-326-9779  
www.quicktest.com  
Christy Crossan  
Location: Shopping mall  
20x13 6 Conference

### Schlesinger Group New Jersey (HQ)

101 Wood Ave. S., Suite 501  
Iselin, NJ 08830  
Ph. 732-906-1122  
info@SchlesingerGroup.com  
www.schlesingerassociates.com  
AJ Shaw, Senior Vice President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC  
20x20 14 Multiple  
21x19 12 Multiple  
25x19 16 Multiple  
20x16 11 Multiple  
18x18 10 Multiple  
(See advertisement on inside front cover)

### Sensory Spectrum

New Providence, NJ  
Ph. 908-376-7000  
www.sensoryspectrum.com  
Erin Byrnes, Program Mgr - Consumer Res.  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, PTL, TK, TKO, VC  
17x21 8 Multiple  
14x21 8 Multiple  
32x20 Multiple  
23x30 Multiple  
28x30 Multiple

### Taurus Market Research

Old Bridge, NJ  
Ph. 732-251-7772 x4  
www.taurusresearch.com  
Ilene Kaplan, Vice-President  
Location: Free standing facility  
Distance from airport: 30 miles, 40 minutes  
CL, 1/1, 1/10, VC  
15x16 20 Multiple  
16x18 12 Conference  
12x09 8 Conference

### Test America, a division of CRG Global

Freehold Raceway Mall  
3710 Route 9, Suite 238A  
Freehold, NJ 07728  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 36 miles, 43 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
14x21 Conference  
18x23 Multiple

## Trenton/Southern New Jersey (See also Philadelphia)

## New Mexico

### Albuquerque

### Sandia Market Research

Albuquerque, NM  
Ph. 800-950-4148 or 505-883-5512  
www.sandiamarketresearch.com  
Janine Vita, Owner  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
CL, 1/1, 1/10, WC  
15x30 15 Multiple

## New York

### Albany

### Markette Research, Inc.

Clifton Park / Albany, NY  
Ph. 518-406-5616  
www.marketteresearch.com  
Dawn Whalen  
Location: Free standing facility  
Distance from airport: 12 miles, 20 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, WC  
20x20 10 Conference  
18x20 10 Conference

### Buffalo



### Adelman Research Group-A SurveyService Company

1911 Sheridan Drive  
Buffalo, NY 14223  
Ph. 800-507-7969 or 716-876-6450  
sadelman@surveyservice.com  
www.adelmanresearchgroup.com  
Susan Adelman, President  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
19x23 20 Multiple  
14x27 15 Multiple

ARG SurveyService is a leading provider of Qualitative and Quantitative research solutions for clients who expect high standards of excellence within the Healthcare and Wellness, Consumer Goods, Financial, and Industrial/Manufacturing sectors. The ARG InsightCenter™ includes Focus Group, TK, Sensory and Usability Testing facilities. We are proficient in assuring that studies are recruited and conducted exactly according to specifications with exceptional show rates and attention to detail. ARG also provides global respondent recruitment and field management services for focus groups, bulletin boards, IDI's, and proprietary panel development. Our extensive experience and outstanding staff provide the elements required of a trusted insights and research partner.

### Ruth Diamond Market Research

North Tonawanda, NY  
Ph. 716-743-1988 or -  
www.ruthdiamond.com  
Rhonda Ried, President  
Location: Shopping mall  
Distance from airport: 8 miles, 20 minutes  
CL, 1/1, 1/10, TK, TKO  
20x21 16 Multiple  
20x12 8 Conference

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Long Island (See New York City)

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



### Advanced Focus - The Facility, NYC

373 Park Ave. S.  
Floor 8  
New York, NY 10016  
Ph. 212-217-2000  
toddb@advancedfocus.com  
www.advancedfocus.com  
Todd Biederman, Founder and CEO

Location: Office building  
Distance from airport: 15 miles, 20 minutes

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

Advanced focus is a full-service marketing research company that was built on relationships and innovation. Our "state of the art" facility is centrally located in Midtown Manhattan; each of our four suites are designed to maximize the creative process and include embedded technology and highly dedicated staff. The largest room can seat 50 respondents or can be configured for a multitude of research needs. In addition to our regional recruiting services (all conducted and managed in-house) we also recruit nationwide and offer field management services. Also visit our traditional facilities in Westchester, and Danbury CT or our non-traditional Loft space in NYC.



### Advanced Focus - The Facility, Westchester

520 White Plains Road  
Floor 1  
Tarrytown, NY 10591  
Ph. 914-631-0796  
toddb@advancedfocus.com  
www.advancedfocus.com  
Todd Biederman, CEO  
Location: Office building  
Distance from airport: 8 miles, 15 minutes

AU, CUL, 1/1, 1/10, WC		
17.6 x 24.5	15	Multiple
19.4 x 14.1	12	Multiple

Advanced Focus Westchester (formerly Marketview Westchester) is conveniently located just outside of Manhattan and accessible by multiple airports, train and major highways. Our two spacious suites (renovated in 2017) can be configured for IDIs all the way up to groups of 35 (or anything in between). Our in-

house recruiting enables us to reach the unique and specialized audience that Westchester has to offer. In addition to our regional recruiting we also recruit nationwide and offer field management services. Visit our other traditional facilities in NYC and Danbury CT or our non-traditional Loft space also located in NYC.



### Advanced Focus - The Loft

15 W. 39th St.  
Floor 14  
New York, NY 10018  
Ph. 212-944-9000  
toddb@advancedfocus.com  
www.advancedfocus.com  
Todd Biederman, CEO  
Location: Office building  
Distance from airport: 15 miles, 20 minutes

AU, CL, CUL, PTL, WC		
37x27	20	Multiple

The Loft is a cool, hip, alternative location designed to enhance the creative process. The respondent studio offers both a living room set-up and a conference table simultaneously allowing you to move back and forth between the two areas without the need to reconfigure the room. For viewers, in place of the mirror and dark viewing room we offer a bright, open and airy room with windows that look out on the impressive NYC skyline. On top of all that we offer exclusivity; one client...one project! Also visit our traditional facilities in NYC, Westchester, and Danbury CT.



### Beta Research Corporation

485 Underhill Blvd., Suite 200  
Syosset, NY 11791  
Ph. 516-935-3800 Ext. 222  
gdisimile@betaresearch.com  
www.BetaResearch.com  
Gail Disimile, EVP  
Location: Office building  
Distance from airport: 20 miles, 30 minutes

CL, CUL, 1/1, PTL, VC, WC		
24x14	15	Multiple

In January 2016, Beta Research will also be launching a new state-of-the-art focus group and usability testing facility. The new 3,500 square foot facility will feature three-tiered stadium seating in the viewing room, an adjacent client lounge, dual-camera filming capability with posting capabilities, the largest two-way mirror commercially available and private underground client parking. Beta will continue to offer you seasoned facilitators and decades of expertise in each step of the process, including study construction, panel selection and response analysis.

### C&C Market Research - Bronx

Parkchester  
1454 East Ave.  
Bronx, NY 10462  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on inside back cover)

### C&C Market Research - Long Island

Broadway Mall  
884 Broadway Mall  
Hicksville, NY 11801  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham  
Location: Shopping mall  
Distance from airport: 30 miles, 45 minutes

CL		
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(See advertisement on inside back cover)

### C&C Market Research - New York Metro

Palisades Center  
1000 Palisades Center Drive, Suite C402, 4th Floor  
West Nyack, NY 10994  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 40 minutes  
CL, CUL, 1/1, 1/10, TK  
(See advertisement on inside back cover)

### Charney Research

New York, NY  
Ph. 212-929-6933  
www.charneyresearch.com  
Jeffrey Klonoski, Focus Group Room Manager  
Location: Office building  
Distance from airport: 9 miles, 30 minutes  
CUL, 1/1, 1/10, WC

14x11	4	Conference
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### Focus Plus, Inc.

New York, NY  
Ph. 212-675-0142 or 800-340-8846  
www.focusplusny.com  
John Markham  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC

20x25	20	Multiple
15x20	11	Multiple
15x21	12	Multiple
20x40	30	Multiple



DEEPER CONNECTIONS. DEEPER INSIGHTS.

### Focus Pointe Global - New York

240 Madison Ave.  
5th Floor  
New York, NY 10016  
Ph. 212-682-0220 or 888-873-6287  
ny@focuspointeglobal.com  
www.focuspointeglobal.com  
Julie Ali, Facility Manager  
Location: Office building  
Distance from airport: 9 miles, 20 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC

17x16	12	Multiple
19x12	12	Multiple
21x14	12	Multiple
25x22	18	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)



## What we offer:

Unparalleled recruiting and the most comfortable, luxurious facilities in the country.

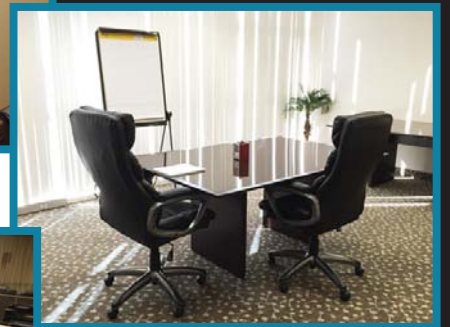
## How we do it:

A management team with more than 100 years of combined experienced in the field...a fully integrated network sharing resources, technology, and information...Cutting edge, Proprietary Computer Aided Telephone Interviewing systems which enable us to access large consumer and professional databases easily, efficiently, quickly the tightest security controls...Beautifully appointed facilities specifically engineered for qualitative research.

### Ask us about....

- Our nationwide quantitative and qualitative recruiting capabilities
- Our online recruiting capabilities
- Our convention or visitor recruiting
- TDI's Nationwide recruiting from one central location

Call Toll-Free (800) 654-8002 • [www.plazaresearch.com](http://www.plazaresearch.com)



Metro New York  
Dallas  
Houston  
Ft. Lauderdale/Miami  
Phoenix  
Tampa  
San Diego  
Metro Philadelphia  
Chicago  
Las Vegas  
Denver (Downtown)  
San Francisco (Downtown)  
Los Angeles (LAX)  
Atlanta (Buckhead)



## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.



### The Focus Room

693 Fifth Ave.  
10th floor  
New York, NY 10022  
Ph. 212-935-6820  
Andrew@focusroom.com  
www.focusroom.com

Andrew Junggren  
Location: Office building  
Distance from airport: 7 miles, 35 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
13x18 11 Multiple  
16x16 10 Multiple  
15x20 14 Multiple

At The Focus Room, we focus on qualitative research excellence. Our dynamic venue houses an expert management team and the ultimate technology-optimized research environment. Newly renovated with bold and thoughtful touches, the 10th floor, 5th Avenue space brings excitement, innovation and modern sophistication to the research experience. Our prestigious location grants us access to every demographic and our team facilitates a seamless, stress-free research experience. Named a "Top Rated" agency by Impulse Survey, our best-in-class services consistently earn client and industry recognition.



### Focus Suites of New York

355 Lexington Ave.  
13th Floor (40th and Lexington)  
New York, NY 10017  
Ph. 212-867-7373

julia.cosel@focussuites.com  
www.focussuites.com  
Julia Cosel, Vice President  
Location: Office building  
Distance from airport: 30 minutes  
CL, CUL, 1/10, VC, WC

19x38	30	Multiple
19x19	15	Conference
19x19	15	Conference
19x19	15	Conference
16x20	15	Conference
19x19	15	Conference

Focus Suites of New York allows you to take advantage of the diverse cultures of New York City offering unparalleled recruiting and resources. Located in midtown Manhattan, it has been voted one of the Top Rated focus group facilities. Multipurpose conference room holds up to 60 participants for projects such as jury, music and dial tests. We provide recruitment and project management for focus groups, in-depth interviews, user research, tdi's, mock trials, CLT's, web-based research, ethnographies and intercepts. Moderation, translation and usability labs make your research project a success.



### I.C. International

266A Duffy Ave.  
Hicksville (Long Island), NY 11801  
Ph. 516-479-2200 x1002 or 800-631-0209  
scottsycoff@icinternationalcorp.com  
www.icinternationalcorp.com  
Scott Sycoff, CEO  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, WC  
23x18 14 Conference

Top Rated Facility on Long Island. Our team of in-house recruitment professionals has the resources and expertise to quickly assemble excellent, qualified study groups. From recruitment to results, our focus is making the entire process easy and effective, on both sides of the mirror. Facility includes: tiered-viewing room overlooking focus group room arranged to give you (up to 13 others) a view of all participants. Connect via laptop or DVD/Blue Ray player to 2 wall-mounted LCD TVs. Direct feed to viewing room so observers see what your respondents see. Client lounge has closed circuit TV.



### Insight Loft

270 North Ave., Suite 807  
New Rochelle, NY 10801  
Ph. 914-214-2424  
meredithf@insightloft.com  
www.insightloft.com  
Location: Office building  
Distance from airport: 18 miles, 35 minutes  
CL, CUL, 1/1, 1/10, VC, WC

Insight Loft is a brand new focus group facility that offers full-service focus group management, including facility rental and recruitment, in a flexible, modern space. We are located in Westchester County, one of the most diverse counties in the country. Our team offers the best in qualitative research with online/in-person focus groups and in-depth interviews, taste tests, CLTs, product placement, usability labs, eye tracking, online bulletin boards and more. Our recruitment services include consumers, multicultural (in-language Spanish), moms, teens/children, B2B and medical.

### MBC Research Center

New York, NY  
Ph. 212-679-4100  
www.mbcresearch.com  
Tania Gomez, Project Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, CUL, 1/1, 1/10, VC, WC  
20x14 12 Conference



### New York Consumer Center / Consumer Centers of New York and New Jersey

28 W. 44th St., Suite 500  
New York, NY 10036  
Ph. 212-302-9393 or 800-998-4777  
info@ConsumerCenters.com  
www.ConsumerCenters.com  
Erika Schramm, Director  
Location: Office building  
Distance from airport: 9 miles, 25 minutes  
CL, CUL, 1/1, 1/10, VC, WC  
30x28 30 Multiple  
24x20 20 Multiple  
24x20 18 Multiple  
24x20 25 Multiple  
16x14 10 Multiple

Fully Renovated Fall 2017! New York Consumer Center, the ultimate qualitative experience in the heart of Midtown Manhattan! We pride ourselves on surpassing your expectations--from project execution to our spacious and trendsetting environments. Five suites designed for flexibility - from our jumbo suite seating 65+, perfect for large studies/mock juries, to our intimate salon, ideal for smaller groups/IDIs. Exacting in-house recruiting, client-focused service, usability lab, audience response/dial testing, shop-alongs, ethnographies, quali/quant, eye-tracking, Creativity Center and more. We offer a full range of technologies, including neuromarketing, online bulletin boards/focus groups and videostreaming. Our national field division can handle all your logistics, including bids, holds, screener development, recruitment management, moderation, facility requirements and client updating. Also visit our NJ location, Meadowlands Consumer Center, 100 Plaza Drive, Secaucus, NJ.

### Opinions, Ltd. - NYC/NJ

Wayne, NJ  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 22 miles, 37 minutes  
1/1, VC, WC  
22x14 4 Conference

### P&K Research (Br.)

White Plains, NY  
Ph. 914-220-0166 or 800-747-5522  
www.pk-research.com  
Location: Office building  
Distance from airport: 30 miles, 45 minutes  
CL, 1/1, 1/10, TK, TKO  
14x22 15 Conference  
14x22 15 Conference



### Plaza Research-New York

120 Routh 17 N., Suite 201  
Paramus, NJ 07652  
Ph. 201-265-7500 or 800-654-8002 x11  
kcouvielos@plazaresearch.com  
www.plazaresearch.com  
Karen Couvielos  
Location: Office building  
Distance from airport: 30 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, WC  
15x24 20 Conference  
15x24 20 Conference  
15x20 20 Conference  
15x20 20 Conference  
15x20 20 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide data-



base. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Fully Renovated by 12/31/2017.

(See advertisement on p. 105)



#### Reckner Facilities: Westchester

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

23 x 36	15	Multiple
16 x 21		Conference

The region's premier product testing facility just 20 miles from Manhattan! Brand new facility with 12 sink booths, 23 food/beverage booths, a test kitchen, focus group room and multi-purpose room. Sink and food/bev booths include 21" HD touch-enabled, centrally-managed computers with camera, microphone and speakers; Overhead and sconce lighting; Color masking; 12" x 18" serving doors to product preparation area; Completely washable surfaces; Programmable HVAC system. Multi-Purpose Room: seating for 40 classroom style. TK: walk-in cooler, freezer, 3 electric ovens, 10 microwaves. Focus Group Room: comfortable seating for 15. Spacious client lounge with viewing via CCTV. Flawless recruiting/moderating. Professional staff. Other locations in Milwaukee MSA and Philadelphia MSA.  
(See advertisement on p. 15)



#### RRU Research - Fusion Focus

373 Park Ave. S., 10th Floor  
New York, NY 10016  
Ph. 718-222-5600  
mlivia@RRUResearch.com  
www.rruresearch.com  
Location: Office building  
Distance from airport: 9 miles, 23 minutes  
CL, CUL, 1/1, 1/10, VC, WC

19x15	15	Conference
20x16	13	Multiple
20x16	13	Living
20x15	10	Multiple
16x15	10	Multiple

RRU Research, formerly known as Recruiting Resources Unlimited, LLC was established in 1975 and has long held a reputation as one of the industry's qualitative recruiting powerhouses. We are professionally staffed with highly experienced project managers and recruiters in New York as well as major markets across the U.S.. In 2014, RRU Research opened Fusion Focus, a 5 room, state of the art and fully renovated research facility located on Park Ave. South in Midtown Manhattan. Our extensive respondent database and professional screening expertise can accommodate any specifications.



#### Schlesinger Associates

Quality Without Compromise

#### Schlesinger Group NYC

500 Fifth Ave., Suite 1030  
New York, NY 10110  
Ph. 212-730-6400  
aj.shaw@SchlesingerGroup.com  
www.schlesingerassociates.com  
AJ Shaw, Senior VP Qualitative Solutions  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC

20x19	10	Multiple
20x15	15	Multiple
20x15	15	Multiple
20x16	5	Multiple
20x20	22	Multiple
21x16	15	Multiple
19x10	8	Multiple
17x13	11	Conference
Multiple	10	Multiple

A leading data collection company with 24 high-specification focus group facilities across the U.S. and EU and a global solutions team providing a worldwide reach. We offer high-quality, reliable recruitment for any methodology: qual; focus groups; IDIs; online focus groups; telephone interviews; online communities; ethnographic research; usability labs; eye-tracking; EEG and facial coding. Hybrid: We combine online surveys or online qual with traditional methods. New: The Wall by Schlesinger, HD recording and 360° recording.  
(See advertisement on inside front cover)



#### SIS International Research, Inc.

11 E. 22nd St.  
Floor 2  
New York, NY 10010  
Ph. 212-505-6805  
research@sisinternational.com  
www.sisinternational.com  
Ruth Stanat, President  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CUL, 1/1, 1/10, PTL, TK, VC, WC

25x35	20	Conference
15x20	12	Conference

SIS's Manhattan focus group facility provides cost-effective rentals, state-of-the-art amenities, high-quality and flexible client servicing in New York City. Our qualitative methodologies include focus groups, in-depth interviews, tele-depths, shop-alongs, online diaries, usability testing and ethnography. Other facility services include moderation, recruitment, translation and reporting. SIS offers vast nationwide qualitative capabilities, resources and databases. Our expertise includes 50+ industries, including consumer, B2B, medical, automotive, education, multicultural and low-incidence.  
(See advertisement on p. 57)

#### SOHO Research Centre

New York, NY  
Ph. 212-431-0462  
www.sohoresearchcentre.com  
Meg Lane, Director  
Location: Office building  
Distance from airport: 9 miles, 30 minutes  
CUL, 1/1, 1/10

20x13	8	Conference
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## Rochester

#### Dixon Schwabl

Victor, NY  
Ph. 585-383-0380  
www.dixonschwabl.com  
Ellen Morris, Research Manager  
Location: Office building  
Distance from airport: 18 miles, 22 minutes  
CL, 1/1, 1/10, VC, WC

29x17	14	Conference
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#### Opinions, Ltd. - Rochester

Rochester, NY  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 5 miles, 11 minutes  
1/1, TK, VC, WC

20x9	8	Conference
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#### Tippling Point Communications

Rochester, NY  
Ph. 585-340-1119  
www.tipplingpointcomm.com  
Location: Free standing facility  
Distance from airport: 9 miles, 15 minutes  
CL, 1/1, TK, VC, WC

24 x 15	7	Multiple
13 x 12	5	Conference
8 x 7	3	Conference
8 x 7	3	Conference

## Syracuse

#### KS&R's INSITE

Syracuse, NY  
Ph. 800-645-5469 or 315-446-3403  
www.ksrinc.com  
Joseph W. Snyder, Dir. of Operations  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
1/1

15x18	20	Conference
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#### Research & Marketing Strategies, Inc.

15 E. Genesee St., Suite 210  
Baldwinsville, NY 13027  
Ph. 315-635-9802 or 866-567-5422  
info@RMSResults.com  
www.RMSResults.com  
Lauren Krell, QualiSight Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 22 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC

21x14	10	Conference
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Research & Marketing Strategies, Inc. (RMS) is a full service market research and consulting firm located in Central New York. Since 2002, RMS has been a leader in multiple modalities associated with quantitative and qualitative research. RMS offers an independent means to conduct telephone, online and mail surveys, in-depth interviews, mystery shopping, market analysis, intercepts, observational studies and participant recruitment. RMS is also home to QualiSight, a premier focus group, recruiting and interview research facility, and RMS ViewPoint, a prime consumer research panel in one of the nation's top test markets.

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## North Carolina

## Asheville

## C&amp;C Market Research - Asheville

Asheville Mall  
3 South Tunnel Road, Suite K-18  
Asheville, NC 28805  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Location: Shopping mall  
Distance from airport: 15 miles, 17 minutes  
1/1, 1/10  
18x20 10 Conference  
(See advertisement on inside back cover)

## Charlotte



**Accelerant Research**  
1242 Mann Drive, Suite 100  
Matthews, NC 28105  
Ph. 704-206-8501  
paulr@accelerantresearch.com  
www.accelerantresearch.com  
Paul Rubenstein, Ph.D., President

Charlotte, North Carolina's premier focus group facility. To request a cost estimate, please submit an RFP, email or call us. National panel of research participants, provide white-glove treatment on recruitment. Our facility has convenient access to all of Charlotte. We provide free secure live online video streaming, free use of BlogNog online qualitative research platform for home-work assignments, free stationary video recording and password protected online video archival, state-of-the-art focus group facility, wired for any research needs, and high-speed wired and wireless Internet.



**AOC Marketing Research**  
10100 Park Cedar Drive, Suite 100  
Charlotte, NC 28210  
Ph. 704-341-0232  
info@aocresearch.com  
www.aocresearch.com  
Cathleen Christopher, President  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, TK, WC  
30x31 20 Multiple  
17x16 10 Multiple  
22x20 20 Multiple  
18x15 10 Multiple  
25x21 10 Multiple

Professional, uncomplicated, effortless. Respondents

who are exactly on spec. These are a few of the things we promise at AOC. Our specialty is recruiting and implementing focus groups, in-depth interviews, large quota taste tests, central location tests and other research in our Charlotte, North Carolina facility. Designed for comfort, privacy, and productivity, each of our four suites include a private client lounge with an office and restroom, a private client entry/exit outside and separate HVAC controls for client and respondent areas. AOC has a fully-equipped test kitchen with an experienced, professional staff, and the latest in technology including 40 notebook computers with 14 tablet PCs, wireless internet with backup, digital audio and video and video streaming. Convenient and accessible, AOC is in a one-story professional office park and a 20-minute drive from our international airport. We have ample free parking, and are only minutes from several hotels and award-winning restaurants. View our website to find out what researchers are saying about AOC and why our clients consider us their preferred research partner.



**L&E Research**  
4824 Parkway Plaza Blvd., Suite 110  
Charlotte, NC 28217  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Patricia Lister, Client Relationship Manager  
Location: Office building  
Distance from airport: 6 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, VC, WC  
33x23 12 Conference  
20x20 10 Conference  
20x17 8 Conference

The Queen City's new slogan, "Charlotte's Got A Lot" also applies to L&E's Charlotte facility. It is a quick 10 minute drive from Charlotte Douglas International Airport (CLT) and has three focus group rooms, Banker's, Racing and Blue Ridge. All rooms are equipped with ceiling height windows that can be covered or opened and well-appointed lounges and attached viewing rooms conceived for client comfort. Customize table configurations with our modular tables and utilize 750 square feet in the Banker's conference room for any type of study including mock trials and large groups.



**20|20 Research - Charlotte**  
2102 Cambridge Beltway Drive, Suite B  
Charlotte, NC 28273  
Ph. 704-494-7873 or 704-587-0028  
susan.brelewski@2020research.com  
www.2020research.com/charlotte  
Susan Brelewski, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, CUL, VC, WC  
20x20 12 Conference  
20x20 12 Conference  
20x20 12 Conference  
20x30 16 Conference  
19x14 6 Conference

Charlotte, a well-established market and national hub for banking and finance, boasts a population representative of the regional south and broader country. Easily accessible by direct flight from over 60 cities, the facility is just 15 minutes from the airport. Serving the industry since 1986, 20|20 is your trusted fieldwork partner in Charlotte with quality metrics and top-notch amenities to prove it. From cutting edge-technology to high-end hospitality services and one of the most experienced teams in the industry, we have everything you'd want in a facility.

## Greensboro/Winston-Salem

**Bellomy Research, Inc.**  
Winston-Salem, NC  
Ph. 800-443-7344 or 336-721-1140  
www.bellomyresearch.com  
Julie Hauser, Manager Focus Group Facilities  
Location: Office building  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10, VC  
26x20 12 Conference

**Eastcoast Research**  
Greensboro, NC  
Ph. 336-285-5195  
www.eastcoastresearch.com  
Nancy Michaels, Director of Market Research  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/10, PTL, VC, WC  
22x16 8 Conference

**Quick Test/Heakin (Branch)**  
Winston-Salem, NC  
Ph. 336-882-1176  
www.quicktest.com  
Christy Crossan  
Location: Shopping mall

## Raleigh/Durham



**First In Focus Research**  
4009 Barrett Drive, Suite 101  
Raleigh, NC 27609  
Ph. 919-510-0445 x25  
karan@firstinfocus.com  
www.firstinfocus.com  
Karan Bunn, Owner and General Manager  
Location: Office building  
Distance from airport: 14 miles, 20 minutes  
CL, 1/1, 1/10, PTL, TK, VC  
18x19 12 Multiple  
18x18 12 Multiple

"Top Rated" focus group facility in the Raleigh-Durham area since opening in 2005. Qualitative and quantitative research staff on site. Online survey development and implementation. Trustworthy and targeted recruiting for focus groups, one-on-ones, usability studies, jury research, taste tests, product testing, home utilization tests, music studies, ethnographies and more. Database includes metro and small-town residents. State-of-the-art technology, closed-circuit TV, video-streaming and high-speed Internet access, including wireless, digital sound, FocusVision partner, ViewPoint Streaming partner, etc.



**Harker Bos Group**  
8816 Six Forks Road, Suite 107  
Raleigh, NC 27615  
Ph. 919-954-8300  
info@harkerresearch.com  
www.harkerresearch.com  
Katherine Thomas, Office Manager  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, 1/1, VC, WC  
17X15 6 Conference

Harker Research is a full-service market research company specializing in audience and consumer research. Our customized research has enabled clients to increase consumer base by giving them a true understanding of their target consumer group. We are committed to providing relevant, reliable and

actionable answers to your research needs. Burke Institute-trained moderators and Real Time Analyzers gauge study interest level in audio and video programming, real time using handheld devices in a focus group environment. Professional videostreaming at minimal cost through FocusVision and USTREAM.



#### L&E Research

5505 Creedmoor Road, Suite 200  
Raleigh, NC 27612  
Ph. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Patricia Lister, Client Relationship Manager

Location: Office building

Distance from airport: 10 miles, 15 minutes

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

27x27 14 Conference

17x21 15 Conference

20x16 10 Conference

15x20 12 Conference

L&E's Raleigh facility is our headquarters, 15 min. from Raleigh-Durham International Airport (RDU). The city's slogan, "You can see the whole state from here!" reflects our ability to give the perspective you need for your project. This facility has a 700 sq ft multi-purpose room and three large focus group rooms, which have modular tables for custom configuration, well-appointed client lounges and comfortable viewing rooms, plenty of ledge and corkboard space, and the leading video conferencing, web streaming and digital recording technologies, including FocusVision and L&E video streaming.

#### Opinions, Ltd. - Raleigh-Durham

Raleigh, NC

Ph. 440-893-0300

www.opinionsltd.com

Chris Sluder, Vice President

Location: Shopping mall

Distance from airport: 10 miles, 15 minutes

1/1, 1/10, VC, WC

## Rocky Mount/Greenville

#### InTandem

Greenville, NC

Ph. 252-321-1111

www.intandeminc.com

Georgina Quinn

Location: Free standing facility

Distance from airport: 90 minutes

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

22x15 8 Conference

## Wilmington

#### Eastcoast Research

Wilmington, NC

Ph. 910-763-3260

www.eastcoastresearch.com

Paula Lentz Corbett, CEO

Location: Office building

Distance from airport: 5 miles, 15 minutes

1/1, 1/10

30x25 15 Multiple

## North Dakota

### Bismarck

#### Odney

Bismarck, ND

Ph. 701-451-9028

www.odney.com

Shannon Bugge-Turman

Location: Office building

Distance from airport: 5 miles, 15 minutes

1/1

15x20 4 Conference

## Ohio

### Akron



#### Decisionpoint Consulting

6971 Promway Ave. N.W., Suite B

Canton, OH 44720

Ph. 440-263-5362 330-936-6867

amy@decisionpointconsulting.com

www.decisionpointconsulting.com

Amy E. Boren, President

Location: Office building

Distance from airport: 6 miles, 6 minutes

18x12.5 10 Living

12x18.5 10 Multiple

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

#### Innis Maggiore

Canton, OH

Ph. 800-460-4111

www.innismaggiore.com

Location: Free standing facility

Distance from airport: 5 miles, 10 minutes

CL, 1/1

20x20 20 Conference

#### Synergy Marketing Strategy and Research, Inc.

Akron, OH

Ph. 216-431-0008

www.synergyloyalty.com

Crystal Ogden, Project Manager

Location: Office building

Distance from airport: 20 miles, 25 minutes

CL, 1/1, 1/10, VC

15x17 12 Conference

## Cincinnati

#### Assistance In Marketing, Inc.

Cincinnati, OH

Ph. 513-683-6600 or 888-4AIMFIRE

www.aimresearchnetwork.com

Cathy Sarky, President

Location: Free standing facility

Distance from airport: 20 miles, 40 minutes

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

12x18 12 Conference

12x18 12 Conference

35x21 12 Conference

18x18 25 Conference

## Blue Ocean Facilities

Cincinnati, OH

Ph. 513-842-6323

www.blueoceanfacilities.com

Erin Holmgren, Sales Manager

Location: Office building

Distance from airport: 30 miles, 32 minutes

1/1

40x40 Multiple

35x25 Multiple

#### Illumination Research

Cincinnati, OH

Ph. 513-774-9531

www.illumination-research.com

Heather Hall

Location: Office building

Distance from airport: 40 miles, 45 minutes

CL, VC

20x30 15 Conference

#### Ipsos

Cincinnati, OH

Ph. 513-872-4300

www.ipsos-na.com

April Jeffries

Location: Office building

Distance from airport: 10 miles, 30 minutes

CL, 1/1, TK, VC

18x22 12 Conference



#### L&E Research

9908 Carver Road

Cincinnati, OH 45242

Ph. 877-344-1574

bidrequest@leresearch.com

www.leresearch.com

Patricia Lister, Client Relationship Manager

Location: Free standing facility

Distance from airport: 25 miles, 40 minutes

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

22x18 15 Multiple

24x20 25 Multiple

19x21 15 Multiple

24x24 25 Multiple

Like Charlotte, Cincinnati also claims "The Queen City" as its nickname, but to avoid confusion we prefer "The Queen City of the West." L&E's unique facility is indeed fit for a queen, with more than 10,000 square feet of state-of-the-art space that provide our clients and research respondents with every comfort and professional advantage. L&E Cincinnati offers three spacious focus group suites and a large creative space, the Envisage Studio, for consumer directs, team meetings or ideation sessions. We offer the latest video conferencing, web streaming and digital recording technologies.

#### LaVERDAD Marketing, Media, PR and Research

Cincinnati, OH

Ph. 513-891-1430 or 805-338-0558

www.laverdadmarketing.com

Rob Hanson, V.P. of Research

Location: Office building

Distance from airport: 25 miles, 30 minutes

CL, 1/1, 1/10, WC

17x17 10 Multiple

29x22 20 Conference

44x23 Multiple

#### Market Inquiry LLC

Cincinnati, OH

Ph. 513-794-1088

www.marketinquiry.com

Cathy Noyes, Owner

Location: Office building

Distance from airport: 25 miles, 30 minutes

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

14x16 10 Conference

20x30 20 Conference



## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**MarketVision Research®**

Cincinnati, OH  
Ph. 513-791-3100  
www.mv-research.com  
Tina Rucker  
Location: Office building  
Distance from airport: 25 miles, 35 minutes  
CL, 1/1, 1/10, WC  
16x24 24 Conference  
15x22 14 Conference

**Strategic Intelligence Research Services (SIRS)**

4351 Winston Ave.  
Covington, KY 41005  
Ph. 859-479-0873  
sdye@rdicorp.com  
www.sirsinc.com  
Bruce Ferguson, VP, Qualitative Research  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CL, 1/1, 1/10, VC  
24x18 18 Multiple  
20x22 18 Multiple

For the past eight years, SIRS has been named one of the Top Market Research Companies by Impulse Survey. Our facility in Greater Cincinnati features two separate focus group suites. Each suite has its own viewing room, client lounge and full kitchen. Our client lounges feature closed-circuit televised viewing and our viewing rooms can comfortably seat 18. SIRS in-house recruiting staff ensures you get the right respondents for every study.

**Various Views Research**

Cincinnati, OH  
Ph. 513-489-9000  
www.variousviews.com  
Sharon Lally, CEO  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
CL, 1/1, 1/10, VC  
24 x 20 18 Conference  
22 x 19 14 Conference  
17 x 27 8 Multiple

## Cleveland

**Business Research Services, Inc.**

Cleveland, OH  
Ph. 216-831-5200 or 888-831-5200  
www.marketingresearch.com  
Ron Mayher, Owner  
Location: Free standing facility  
Distance from airport: 20 miles, 20 minutes  
CL, 1/1, 1/10, VC  
20x25 12 Conference

**C&C Market Research - Cleveland North**

Great Northern Mall  
4954 Great Northern Mall, Suite 106  
North Olmstead, OH 44070  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on inside back cover)

**Focus Groups of Cleveland, Inc.**

2 Summit Park Drive, Suite 225  
Independence, OH 44131  
Ph. 216-901-8075  
research@focusgroupsofcleveland.com  
www.focusgroupsofcleveland.com  
April Morris, President and Owner  
Distance from airport: 8 miles, 12 minutes  
AU, CL, 1/1, 1/10, TK, TKO, VC, WC  
16x20 20 Multiple  
12x16 12 Multiple  
25x25 20 Multiple

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

**National Survey Research Center**

Cleveland, OH  
Ph. 800-837-7894 or 216-518-2805  
www.nsrrc.com  
Lauren Schmidt, Director, Business Development  
Location: Office building  
Distance from airport: 7 miles, 13 minutes  
VC  
15x20 15 Conference

**Opinion Centers America**

Cleveland, OH  
Ph. 800-779-3003 or 440-779-3000  
www.opinioncenters.com  
Karen Cunningham  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL, WC  
20x20 12 Conference

**Opinions, Ltd. - Cleveland**

Chagrin Falls, OH  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President

**Opinions, Ltd. - Cleveland**

Strongsville, OH  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 8 miles, 12 minutes  
1/1, 1/10, VC, WC  
14x16 6 Conference

**Opinions, Ltd. - Headquarters**

Chagrin Falls, OH  
Ph. 440-893-0300  
www.opinionsltd.com  
Chris Sluder, Vice President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10, TK, WC  
18x18 12 Conference

**PRECISION Experience Lab<sup>SM</sup>****Precision Dialogue**

905 Corporate Way  
Westlake, OH 44145  
Ph. 877-332-9222  
info@precisiondialogue.com  
www.precisiondialogue.com  
Cathleen Zapata, Chief Experience Officer  
Location: Office building  
Distance from airport: 7 miles, 17 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
17x14 20 Multiple

Precision Dialogue is a full-service usability lab and market research facility combining state-of-the-art technology with idea-inspiring and creative environment. Precision Dialogue is one of the only facilities in the U.S. with a full solution of in-lab, mobile and field eye-tracking capabilities, offering an unparalleled first look into customers' decision-making processes and behavioral patterns. Our lab can be used for traditional market research projects, as well as plannogram, product, website, e-mail, mobile, tablet, commercials, direct mail, in-store product display testing and more.

**Synergy Marketing Strategy and Research, Inc.**

Cleveland, OH  
Ph. 216-431-0008 or 330-576-6784  
www.synergyloyalty.com  
Crystal Ogden, Project Manager  
Location: Office building  
Distance from airport: 13 miles, 20 minutes  
CL, 1/1  
52x34 20 Multiple

## Columbus

**Complete Research Connection**

2323 W. Fifth Ave., Suite 150  
Columbus, OH 43204  
Ph. 614-220-4120  
info@crcmr.com  
www.crcmr.com  
Chelle Precht, President  
Location: Office building  
Distance from airport: 12 miles, 15 minutes  
AU, CL, 1/1, 1/10, PTL, TK, VC, WC  
28x32 30 Multiple  
16x22 25 Multiple  
15x16 9 Multiple  
8x8 5 Multiple  
28x28 Multiple

Complete Research Connection (CRC), is an Impulse Survey Top Rated, certified woman-owned business, featuring four state-of-the-art focus group suites (two with wraparound viewing for as many as 30 clients) and one large creative space room, recruiting, moderating, project management, research design consultation, questionnaire development, auditing, data collection, data processing and analysis. CRC has experience with Central Location Tests (CLTs), Home Use Tests (HUTs), focus groups, dial tests, in-home interviews and other ethnographic research, in-store intercepts and more.



**Focus Pointe Global - Columbus**

7634 Crosswoods Drive  
Columbus, OH 43235  
Ph. 614-781-5590 or 888-873-6287  
columbus@focuspointeglobal.com  
www.focuspointeglobal.com  
Stephanie Wolf, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, CUL, TK, VC, WC

16x32	5	Multiple
24x20	15	Multiple
21x18	16	Multiple
18x18	15	Multiple
21x16	30	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)



**L&E Research**

One Easton Oval, Suite 300  
Columbus, OH 43219  
Ph. 877-344-1574  
bidrequest@leresearch.com  
www.leresearch.com  
Patricia Lister, Client Relationship Manager  
Location: Office building  
Distance from airport: 3 miles, 5 minutes  
AU, CL, CUL, 1/1, 1/10, VC, WC

20x29	13	Multiple
15x20	10	Multiple
17x25	13	Multiple

At one time, Columbus, Ohio embraced the nickname "America's Test Market." So it's no wonder we embraced Columbus as one of our premier research locations, as well. L&E's facility is located in the metropolitan community of Easton, a 1300-acre mixed-use development, home to young professionals and families. Located in the heart of a top-tier retail market and the dominant destination for shopping, dining and entertainment in Central Ohio, our facility offers three focus group rooms.

**LextantLabs**

1322 Manning Parkway  
Powell, OH 43065  
Ph. 614-228-9711  
lexlabs@lextant.com  
www.lextant.com  
Susie Kloeb, Director, Labs and Environment  
Location: Free standing facility  
Distance from airport: 19 miles, 26 minutes  
CUL, 1/1, 1/10, PTL

19x26	12	Multiple
19x26	12	Multiple
19x26	12	Multiple
39x19	6	Multiple
51x42	12	Multiple

# lextant:

**LextantLabs**

250 S. High St.  
Floor 6  
Columbus, OH 43215  
Ph. 614-228-9711  
skloeb@lextant.com  
www.lextant.com/lextant-labs  
Susie Kloeb, Director, Labs and Environments  
Location: Office building  
Distance from airport: 7 miles, 12 minutes  
CL, CUL, 1/1, 1/10, VC, WC

29x18	20	Multiple
23x19	8	Conference

When we talk about the human experience, we don't just mean for consumers. That's why we designed Lextant Labs to fit our clients' wide-ranging needs. We make sure you're prepared, comfortable and well-fed during those long days of market research or focus groups. Our spacious facilities accommodate nearly any setup, and they provide an inviting observation environment with standard business amenities and office supplies, restaurant-style catering and a steady flow of snacks and beverages. Technology is seamless and WIFI is complimentary. Finally, a research experience with you in mind.

**sparkspace**

Columbus, OH  
Ph. 614-224-7727  
www.sparkspace.com  
Mark Henson, chief imagination officer  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, 1/1, 1/10, VC, WC

65x25	40	Multiple
60x23	40	Multiple
20x30	40	Multiple
20x35	40	Multiple
15x15	40	Multiple

## Dayton

**Business Research Group**

Dayton, OH  
Ph. 937-229-2453 or 888-483-2237  
www.udayton.edu/business/business\_research\_group  
Kim Gilley, Research Manager  
Location: Office building  
Distance from airport: 10 miles, 20 minutes

24x21		Conference
24x16	10	Conference
12x20	10	Conference

## Toledo

**Great Lakes Marketing Research**

Toledo, OH  
Ph. 419-534-4700  
www.glm.com  
Lori Dixon, President  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
1/1

14x24	15	Conference
14x24	15	Multiple

## Oklahoma

### Oklahoma City

**C&C Market Research - OKC**

2501 W. Memorial, Suite 203  
Oklahoma City, OK 73134  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Location: Shopping mall  
Distance from airport: 20 miles, 30 minutes  
TK

20x14	6	Conference
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(See advertisement on inside back cover)

**Oklahoma Focus (Focus Group Facility)**

Oklahoma City, OK  
Ph. 405-600-7955  
www.oklahomafocus.com  
Kathryn Wilson  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10, VC

18 x 17	15	Multiple
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**Oklahoma Market Research**

Oklahoma City, OK  
Ph. 405-525-3412  
www.datanet-research.com  
Judy Nitta, Vice President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, TK

25x16	15	Conference
22x14	4	Conference

**Shapard Research**

Oklahoma City, OK  
Ph. 405-607-4664  
www.shapard.com  
Veda Shapard  
Location: Office building  
Distance from airport: 10 miles, 15 minutes

24x16	6	Conference
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## Tulsa

**Consumer Logic, Inc.**

Tulsa, OK  
Ph. 800-544-1494 or 918-665-3311  
www.consumerlogicresearch.com  
Dan Jarrett, President  
Location: Office building  
Distance from airport: 7 miles, 12 minutes  
CL, 1/1, 1/10, VC

15x22	9	Conference
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## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

## Oregon

## Portland

**Consumer Opinion Services, Inc. (Br.)**

2225 Lloyd Center  
 Portland, OR 97232  
 Ph. 503-493-2870  
 Info@consumeropinionservices.com  
 www.ConsumerOpinionServices.com  
 Melissa Bledsoe, General Manager  
 Location: Shopping mall  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, TK, VC, WC  

27x16	14	Multiple
14x22	12	Multiple
20x30	15	Multiple

Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turn-key home away from home.  
 (See advertisement on p. 121)

**IdeaSuite**

1600 S.E. Bybee Blvd., Suite 202  
 Portland, OR 97202  
 Ph. 855-322-0992  
 damianc@idea-suite.com  
 www.idea-suite.com  
 Location: Office building  
 Distance from airport: 13 miles, 25 minutes  
 CL, CUL, 1/1, 1/10, VC, WC  

16x20	12	Multiple
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Portland's premiere research facility for focus groups, usability studies, corporate meetings and ideation sessions. Our space is light-filled, relaxed and modern. Configurations include boardroom, living room, usability testing/IDI and classroom setups. IdeaSuite hosts one client at a time, guaranteeing the utmost in confidentiality and attention. We provide on-site tech support, two Wi-Fi networks, HD video room monitoring and streaming, Herman Miller Aeron chairs for observers and a private client lounge. Moderating and participant recruiting are also available.

**VuPoint Research**

Portland, OR  
 www.vupointresearch.com  
 Tobi Stark  
 Location: Office building  
 Distance from airport: 12 miles, 15 minutes  
 AU, CL, 1/1, 1/10, PTL, TK, WC  

18x20	12	Conference
18x20	12	Conference
16x18	14	Conference
18x34	14	Conference
9x12	6	Conference

## Pennsylvania

## Allentown/Bethlehem

**Matty Associates**

Whitehall (Allentown), PA  
 Ph. 610-437-4000  
 www.mattyassociates.com  
 Joe McCall, President  
 Distance from airport: 7 miles, 10 minutes  
 CL, 1/1, 1/10, TK

## Erie

**Opinions, Ltd. - Pittsburgh**

Erie, PA  
 Ph. 440-893-0300  
 www.opinionstld.com  
 Chris Sluder, Vice President  
 Distance from airport: 8 miles, 15 minutes  
 1/1, 1/10, VC, WC  

13x14	6	Conference
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## Harrisburg

**The Bartlett Group**

Harrisburg, PA  
 Ph. 717-540-9900  
 www.bartlettresearch.com  
 Sarah Blaisdell  
 Location: Free standing facility  
 Distance from airport: 13 miles, 20 minutes  
 CL, 1/10, VC, WC  

12x20	12	Conference
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**FieldGoals.US**

FieldGoals at The Event Café  
 206 Third St.  
 Cumberland, PA 17070  
 Ph. 877-469-6631 x1  
 gabby@fieldgoals.us  
 www.fieldgoals.us  
 Gabby Fabrizio  
 Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  

42x31	Multiple
16x25	Multiple
42x40	Multiple
26x25	12 Multiple

Welcome to FieldGoals at The Event Café – Central Pennsylvania's home for qualitative research and professional events. Just 4 miles from the Pennsylvania State Capital, and minutes from the PA turnpike, The Event Café is a midpoint for businesses across the region as well as the nation. With flexible rental opportunities ranging from focus groups – in our magnificent Griffin Focus Group Room with its 12-foot mirror, robotic cameras and client seating for 15 – to board meetings and presentations – the chic interior is sure to impress your clients and your colleagues. FieldGoals.US can also facilitate large dial tests, auditorium studies, music evaluations and legal studies, with room for breakouts and client lounges. At

our expansive second location – FieldGoals at CPCC – located on the campus of Central Penn College – fully equipped classrooms with digital A/V equipment and Smart Boards for one-on-one interviews are available. Our in-house recruitment staff is your most professional and academic choice – only post-graduate professionals utilize our 50,000 plus database and/or your client list. Check out both locations on our website at www.fieldgoals.us and www.theeventcafe.com.

## Lancaster

**CentralFocus**

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

26x16	45	Conference
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Conveniently located in central Pennsylvania's Lancaster County, we are just minutes from the Lancaster Airport and an easy drive from Baltimore, Philadelphia, Harrisburg, Reading and York. CentralFocus features a direct viewing room as well as a second viewing room to accommodate additional observers. A full complement of research services is available to help ensure the successful completion of your project. Streaming video offered. Centrally located. Focused on results.

**Cimbrian**

Lancaster, PA  
 Ph. 717-368-2563  
 www.cimbrian.com  
 Elizabeth Kelly, President  
 Location: Office building  
 Distance from airport: 35 miles, 45 minutes  
 CL, TK  

20x16	11	Conference
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## Philadelphia/Southern NJ

**C&C Market Research - Philadelphia**

Franklin Mills  
 1749 Franklin Mills Circle, Suite 159  
 Philadelphia, PA 19154  
 Ph. 479-785-5637  
 corp@ccmarketresearch.com  
 www.ccmarketresearch.com  
 Craig Cunningham, President  
 Location: Shopping mall  
 Distance from airport: 30 miles, 60 minutes  
 1/1, TK  

15x11	5	Conference
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 (See advertisement on inside back cover)

**DEEPER CONNECTIONS. DEEPER INSIGHTS.****Focus Pointe Global - Bala Cynwyd**

225 E. City Ave., Suite 10  
 Bala Cynwyd, PA 19004  
 Ph. 610-949-9100 or 888-873-6287  
 bala@focuspointeglobal.com  
 www.focuspointeglobal.com  
 Jamie Katzenstein, Facility Director  
 Location: Office building  
 Distance from airport: 14 miles, 30 minutes  
 CL, CUL, 1/1, 1/10, TK, VC, WC  

15x36	15	Multiple
17x22	17	Multiple
16x20	15	Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data col-

lection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)



#### DEEPER CONNECTIONS. DEEPER INSIGHTS.

##### Focus Pointe Global - Philadelphia

Two Logan Square, 18th and Arch Streets, Suite 500 Philadelphia, PA 19103

Ph. 215-701-1500 or 888-873-6287

phila@focuspointeglobal.com

www.focuspointeglobal.com

Jamie Katzenstein, Facility Director

Location: Office building

Distance from airport: 6 miles, 20 minutes

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

20x24 16 Multiple

24x16 16 Multiple

24x16 16 Multiple

24x16 16 Multiple

34x24 20 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)



##### Focus Suites of Philadelphia

One Bala Plaza, Suite 622 Center

Bala Cynwyd, PA 19004

Ph. 610-667-1110

julia.cosel@focussuites.com

www.focussuites.com

Julia Cosel, Vice President

Location: Office building

Distance from airport: 30 minutes

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

18x22 20 Conference

17x20 18 Conference

17x20 18 Conference

19x20 20 Conference

10x12 4 Conference

Conveniently located in the heart of metro Philadelphia, Focus Suites is easily accessible, just minutes from Center City. Consistently voted one of the Top Rated focus group facilities worldwide. Each of our suites includes a large conference room, observation room and adjoining client lounge with CC TV. We provide recruitment and project management for focus groups, in-depth interviews, user research, tdi's, mock trials, CLT's, web-based research, ethnographies and intercepts. We offer a range of services: moderation, translation and usability labs to make your research project a success.

##### Fork Restaurant

Philadelphia, PA

Ph. 215-625-9425

www.forkrestaurant.com

CL, 1/1, WC

12x13

12

Conference



##### Group Dynamics in Focus, Inc.

555 City Ave.

6th Floor

Bala Cynwyd, PA 19004

Ph. 866-221-2038 or 610-668-8535

sales@groupdynamics.com

www.groupdynamics.com

Robin Kaplan, President

Location: Office building

Distance from airport: 12 miles, 30 minutes

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

28x20 18 Multiple

16x24 12 Conference

Group Dynamics In Focus is celebrating 37 years as a qualitative research company located in suburban Philadelphia. Rely on us for expert recruiting for health care, B2B, and consumers. We recruit nationally for all medical professionals, both for phone and in-person research. Our 600 sq. ft. multipurpose room is ideal for mock juries, shopping displays, and theater seating for up to 50 people. Trust our experienced and professional staff for field management and competitive bids. Proudly honored by the Philadelphia Business Journal as one of the Top Woman-Owned businesses in Philadelphia.

##### Karchner Marketing Research, LLC

Collegeville, PA

Ph. 610-564-9624

www.KMRResearchStudio.com

Helen Karchner, CEO/Co-founder/Moderator

Location: Free standing facility

Distance from airport: 36 miles, 45 minutes

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

19 x 15 5 Conference

##### KMR Research Studio

Collegeville, PA

Ph. 610-564-9624

www.kmrresearchstudio.com/location

Helen Karchner, CEO/Co-founder/Moderator

Location: Free standing facility

Distance from airport: 35 miles

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

17x20 5 Conference

## M3 GLOBAL RESEARCH

##### M3 Global Research and Studios (Philadelphia)

1650 Market St., Suite 3030

Philadelphia, PA 19103

Ph. 215-525-6191

LMezani@usa.m3.com

www.m3globalresearch.com

Lindita Mezani, VP - Market Research

Location: Office building

Distance from airport: 9 miles, 20 minutes

CL, CUL, VC, WC

25x18 12 Multiple

19x20 10 Multiple

20x21 7 Multiple

44x20 20 Multiple

M3 Philadelphia Studios is located in one of the best buildings in Philadelphia, One Liberty Place. Our location on the 30th floor will provide you with great views of the city. The Liberty Place Complex contains a 150,000 square foot retail center, a Westin Hotel, new observation deck and an underground parking garage. We offer Wi-Fi throughout the studio, HD

streaming in every suite and state-of-the-art AV technology. By combining two of our rooms, we have the largest conference room in the market that is suitable for mock trials and taste tests.  
(See advertisement on p. 51)



##### Plaza Research-Philadelphia

9000 E. Lincoln Drive

Two Greentree Centre, Suite 224

Marlton, NJ 08053

Ph. 856-596-7777 or 800-654-8002

bfarms@plazaresearch.com

www.plazaresearch.com

Bethany Farms, Director

Location: Office building

Distance from airport: 30 minutes

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

18x20 15 Conference

15x20 15 Conference

15x20 15 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges.  
(See advertisement on p. 105)

##### Quick Test/Heakin (Branch)

Bensalem, PA

Ph. 215-322-0400

www.quicktest.com

Traci Wood, Director 3Q GLOBAL

Location: Shopping mall

1/1, TK

17x12 6 Conference



##### Reckner Facilities: Philadelphia MSA

1600 Manor Drive

Chalfont, PA 18914

Ph. 215-822-6220

pgrubb@reckner.com

www.reckner.com/facilities/philadelphia

Peter Grubb, Executive Director

Location: Office building

Distance from airport: 41 miles

CL, TK, VC, WC

13.5x27 12 Conference

New modern facility serving the Northeastern Philadelphia MSA. Less than one hour from the Philadelphia Airport in historic Bucks County, the facility features flexible product testing space including a kitchen, large multi-purpose room, focus group room with seating for 12 and spacious client lounge. Kitchen includes 40 cu. ft. of commercial refrigeration, ample residential refrigerator and freezer space, power for up to 10 microwaves, residential dishwasher and abundant counter space. Flawless recruiting/moderating. Professional staff. Other locations in New York City MSA and Milwaukee MSA.  
(See advertisement on p. 15)

## Codes

Location: Office building, Freestanding building, Shopping mall

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

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Schlesinger Group Philadelphia**

1650 Arch St., Suite 2701  
Philadelphia, PA 19103  
Ph. 215-564-7300  
A.J.Shaw@SchlesingerGroup.com  
www.schlesingerassociates.com  
AJ Shaw, Senior VP - Qualitative Solutions  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, VC, WC  
20x16 16 Multiple  
20x16 16 Multiple  
20x16 16 Multiple  
16x16 16 Multiple  
17x20 15 Multiple  
(See advertisement on inside front cover)

**Schlesinger Group Philadelphia/Bala Cynwyd**

50 Monument Road, Suite 200  
Bala Cynwyd, PA 19004  
Ph. 610-538-1900  
bala@SchlesingerGroup.com  
www.schlesingerassociates.com  
AJ Shaw, Senior VP - Qualitative Solutions  
Location: Free standing facility  
Distance from airport: 15 miles, 25 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC  
22x17 20 Multiple  
24x17 15 Multiple  
20x17 15 Multiple  
(See advertisement on inside front cover)

**Test America a division of CRG Global**

Cherry Hill Mall, 2000 Route 38, Suite 1590  
Cherry Hill, NJ 08002  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgglobalinc.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 30 miles, 26 minutes  
1/1, VC

## Pittsburgh

**Campos Inc**

Pittsburgh, PA  
Ph. 412-471-8484 x309  
www.campos.com  
Kelli Best, Director Field and Fulfillment  
Location: Office building  
Distance from airport: 17 miles, 30 minutes  
CL, 1/1, 1/10, TK, VC, WC  
16x22 14 Multiple  
18x25 10 Multiple

## York

**Polk-Lepson Research Group**

York, PA  
Ph. 717-741-2879  
www.polk-lepsonresearchgroup.com  
Thomas D. Lepson, President  
Location: Free standing facility  
Distance from airport: 35 miles, 45 minutes  
15x20 10 Conference

## Rhode Island

## Providence

**Accurate Focus, LLC.**

East Providence, RI  
Ph. 800-927-7327 or 401-435-3335  
www.accuratefocus.com  
Daniel Connor  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
CL, 1/1, 1/10, WC  
23x15 20 Conference

**MacIntosh Survey Center**

East Providence, RI  
Ph. 401-438-8330  
www.macintoshsurvey.com  
Ann MacIntosh  
Location: Office building  
Distance from airport: 10 miles, 10 minutes  
TK  
18x20 15 Conference

## South Carolina

## Charleston

**Coastal Focus LLC**

Charleston, SC  
Ph. 843-744-9009 or 843-744-9093  
www.coastal-focus.com  
Francis DuBose, President  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
25x35 20 Multiple  
12x20 6 Living  
10x12 3 Conference

## Columbia

**Low Country Marketing, Inc.**

Columbia, SC  
Ph. 803-788-4600  
www.lowcountrymarketing.com  
Deborah R. Smith, President  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, 1/1, 1/10, TK, TKO, VC, WC  
16x26 12 Multiple

**Midlands Market Research LLC**

Columbia, SC  
Ph. 803-254-8697 or 803-254-3853  
www.midlandsres.com  
Judy DuBose, President  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CUL, 1/1, TK, VC, WC  
18x25 15 Conference

## Greenville/Spartanburg

## GREENVILLE FOCUS

**Greenville Focus**

2854 Wade Hampton Boulevard, Suite D  
Taylors, SC 29687  
Ph. 864-350-0939  
mike@greenvillefocus.com  
www.greenvillefocus.com  
Mike Shuck, President  
Location: Office building  
Distance from airport: 12 miles, 20 minutes  
VC  
18x20 10 Conference

Ownership of Greenville Focus (previously Market Insight) has operated a focus group facility in

Greenville, S.C. for over 30 years. Our goal is to put this experience to work for our clients to insure they have the quality respondents they need. Our owner started his career as a corporate marketing research analyst which helps us see projects from our client's point of view more easily. We can recruit from our own internal database, from client supplied lists, or at on-site locations. We also recruit in more remote areas in SC/NC/GA that do not have focus group facilities. Call us today!

**Priority Metrics Group**

Roebuck, SC  
Ph. 800-764-0461 or 864-573-6139  
www.pmgco.com  
John Barrett, President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
1/1, 1/10  
20x25 10 Multiple

## Tennessee

## Chattanooga

**Wilkins Research Services, LLC**

1730 Gunbarrel Road  
Chattanooga, TN 37421  
Ph. 423-894-9478  
info@wilkinsresearch.net  
www.wilkinsresearch.net  
Lisa Wilkins, Executive Director  
Location: Free standing facility  
Distance from airport: 6 miles, 12 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
23x17 18 Conference  
69x49 32 Conference  
23x17 14 Conference  
23x15 Conference

As a market research company that has been in the business since 1971, we understand the need of gathering opinions for companies that desire a true connection with their customers. We offer a wide range of services including: Focus Groups, Telephone Surveys, On-Line Surveys, Recruiting Services, On-site and one-on-one surveys, and a host of other services. With our longevity and experience, we are ahead of our competitors. We take pride in our growth, which has been consistently steady in the last thirty plus years. Our long tenured staff knows how to take care of customers with a "small firm" mentality, but with our current volume of data collection we are considered a large firm capable of handling any size data collection project.

## Knoxville

**Southern Solutions**

Knoxville, TN  
Ph. 865-392-5047 or 866-764-7342  
www.southernsolutionstn.com  
Jenny Jones, President  
Location: Free standing facility  
Distance from airport: 10 miles, 10 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
19x21 16 Multiple



## Memphis

### Access Insights

Memphis, TN  
Ph. 901-766-0111  
www.accessinsights.us  
Susan Brody  
Location: Office building  
Distance from airport: 7 miles, 10 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

20x15	15	Multiple
20x15	15	Multiple
20x15	15	Multiple
8x10	10	Multiple
15x40	25	Multiple



### Axiom Research

6060 Primacy Parkway, Suite 401  
Memphis, TN 38119  
Ph. 901-821-4333 or 877-757-4333  
cfray@axiom-mr.com  
www.axiom-mr.com  
Carla Fray  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, TK, VC, WC

22x17	10	Multiple
23x18	12	Multiple
25x27	18	Conference

In the last year of publication, the Impulse Survey reported that our clients awarded us the highest score of any high-volume facility in the world. Attention to detail, accurate recruiting, anticipation of client needs and a beautiful facility are just four of the more frequent comments we receive from clients. Our location, in the high-end office corridor that forms the center of the MSA, enables us to successfully recruit from all demographics. Restaurants and business traveler hotels abound within five minutes or less from our offices. See our Web site for numerous client testimonials!

## Nashville

### The Nashville Research Group, LLC

Nashville, TN  
Ph. 615-399-7727  
www.nashvilleresearch.com  
John Kilpatrick, Field Director  
Location: Free standing facility  
Distance from airport: 9 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

43x16	20	Multiple
21x16	20	Conference
10x10	4	Conference

### Test America, a division of CRG Global

Cool Springs Galleria  
1800 Galleria Blvd., Suite 1320  
Franklin, TN 37064  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz  
Location: Shopping mall  
Distance from airport: 24 miles, 28 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

14x21		Conference
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## 20|20

Nashville | Charlotte | Miami

### 20|20 Research - Nashville

161 Rosa L. Parks Blvd.  
Nashville, TN 37203  
Ph. 704-494-7873 or 615-885-2020  
susan.brelewski@2020research.com  
www.2020research.com/nashville  
Susan Brewleski, Facility Director  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, CUL, VC, WC

18x26	14	Conference
18x25	10	Conference
18x31	12	Conference

Fresh, modern facility in the heart of Nashville, The South's Red-Hot town according to Time Magazine. This fast-growing market was named the most "American" city by USA Today, thanks to the 85+ people moving here daily. Nashville is accessible by direct flight from over 40 cities. Serving the industry since 1986, 20|20 is your trusted, highly rated fieldwork partner with quality metrics and top-notch amenities to back it. From innovative technology to high-end hospitality services and one of the most experienced teams in the industry, we've got everything you'd want in a facility.

## Texas

## Austin

### ATX Insights

Austin, TX  
Ph. 512-401-3064  
www.atxinsights.com/home.shtml  
Nicole Proulx  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC

23x20	10	Multiple
15x13	8	Multiple

### Tammadge Market Research

Austin, TX  
Ph. 800-879-9198 or 512-474-1005  
www.tammadgemrx.com  
Location: Office building  
Distance from airport: 8 miles, 15 minutes  
CL, CUL, PTL, VC, WC

24x16	12	Conference
20x24	15	Multiple

### Think Group Austin

Austin, TX  
Ph. 512-637-6690 or 1-866-5THINK9  
www.thinkgrouppaustin.com  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
CL, CUL, 1/1, PTL, VC, WC

20x22	12	Multiple
17x22	12	Multiple
9x12	5	Multiple

## Brownsville

### Hispanic Focus Unlimited

Pharr, TX  
Ph. 956-501-4211 or 956-783-9907  
www.hispanicfocusunlimited.com  
Location: Free standing facility  
Distance from airport: 3 miles, 10 minutes  
CL, 1/1, 1/10, VC

16x30	10	Conference
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## Dallas/Fort Worth

### Bryles Research, Inc. (Br.)

Richardson, TX  
Ph. 972-581-1050 or 877-478-5180  
www.brylesresearch.com  
Cindy Maluchny  
Location: Free standing facility  
Distance from airport: 20 miles, 25 minutes  
1/1, 1/10, TK

31x36	15	Conference
22x26	15	Conference
17x18	15	Conference
17x18	15	Conference

### C&C Market Research - Arlington

3811 S. Cooper, Suite 2053  
Arlington, TX 76015  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 35 miles, 30 minutes  
TK

13x8	6	Conference
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(See advertisement on inside back cover)

### C&C Market Research - Dallas

Collin Creek Mall  
811 N. Central Expwy., Suite 2260  
Plano, TX 75075  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10, TK

21x15	8	Conference
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(See advertisement on inside back cover)

### C&C Market Research - Fort Worth

Hulen Mall  
4800 S. Hulen St., Suite 1350  
Fort Worth, TX 76132  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
(See advertisement on inside back cover)



### Dallas By Definition

511 E. John W. Carpenter Freeway, Suite 100  
Irving, TX 75062  
Ph. 972-869-2366 or 800-336-1417  
info@dallasbydefinition.com  
www.dallasbydefinition.com  
Stacy Scott, President  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, CUL, 1/1, 1/10, VC, WC

24x16	15	Multiple
23x15	12	Conference
18x22	12	Conference
18x22	15	Conference
15x20	15	Conference
25x20	25	Multiple

Dallas By Definition provides customized, high-quality qualitative research field services to a wide variety of clients. We offer five spacious focus group rooms with floor-to-ceiling mirrors for easy viewing, oversized tiered viewing rooms and luxurious private client lounges. One additional mini-group room is available providing a smaller setting for dyads, triads and mini-group projects. Two kitchens. Quality recruitment services. FocusVision and Streamline Universal services are available. Experienced, professional, friendly staff. A First Choice Facility. Newly Renovated 2015-2016.

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Databank Marketing Research LLC**

Weatherford, TX  
Ph. 817-677-2331  
www.databankmarketingresearch.com  
Sharyn Davis  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, 1/10, TK  
18x20 12 Conference  
22x15 12 Conference  
18x22 12 Living

**Fieldwork Dallas**

15305 Dallas Parkway, Suite 850  
Addison, TX 75001  
Ph. 972-866-5800  
info@dallas.fieldwork.com  
www.fieldwork.com  
Jessica Josset, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, WC  
25x22 18 Multiple  
25x20 14 Multiple  
25x24 25 Multiple  
13x15 10 Conference  
20x18 12 Multiple  
25x18 12 Multiple

Fieldwork Dallas is strategically located to be convenient for both clients and respondents and boasts a fresh and diverse respondent database. Our newly updated facility is casually elegant with state-of-the-art amenities and an office staff committed to total client support. Six conference rooms offer the ability to accommodate various methodologies and set-ups, including a large room that can seat up to 50. Observation rooms are spacious and tiered for excellent viewing and include service areas with comfortable private client lounges adjacent. Along with HD Recording options, we have immersive 360-degree video with streaming provided by FocusVision. Visit us in Dallas and experience our commitment to exceeding your expectations.

(See advertisement on pp. 83, 99, back cover)

**DEEPER CONNECTIONS. DEEPER INSIGHTS.****Focus Pointe Global - Dallas**

5400 LBJ Freeway  
One Lincoln Centre, Suite 400  
Dallas, TX 75240  
Ph. 214-420-6400 or 888-873-6287  
dallas@focuspointeglobal.com  
www.focuspointeglobal.com  
Marsha Fugitt, VP Facility Operations  
Location: Office building  
Distance from airport: 18 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, VC, WC  
24x20 24 Multiple  
24x20 12 Multiple  
20x21 12 Multiple  
24x46 36 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

**Ft. Worth Research**

Arlington, TX  
Ph. 817-563-4063 or 817-300-3476  
www.fortworthresearch.com  
Tara Miller  
Location: Free standing facility  
Distance from airport: 5 miles, 7 minutes  
AU, CL, 1/1, 1/10, TK, VC, WC  
12x21 9 Conference  
14x20 9 Conference  
16x25 20 Conference  
28x40 10 Multiple

**Glocal Mind Inc.**

Frisco, TX  
Ph. 215-366-2787 or 646-290-6655  
www.glocalmind.com  
Location: Office building  
Distance from airport: 22 miles, 60 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
15x10 8 Conference  
15x10 8 Living

**K & B National Research, LLC**

Dallas, TX  
Ph. 214-622-6500 or 800-695-7884  
www.kbnationalresearch.com/recruiting  
Brian Hanks, Business Development and Marketing Manager  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CUL, 1/1, 1/10, VC, WC  
44x20 25 Conference  
21x20 12 Multiple  
20x20 10 Multiple  
19x20 10 Multiple

**Market Research Dallas**

Dallas, TX  
Ph. 972-239-5382 or 866-830-5382 (toll free)  
www.marketresearchdallas.com  
Gail Airolidi, Owner  
Location: Free standing facility  
Distance from airport: 10 miles, 15 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
27x18 18 Conference  
26x15 16 Living  
20x14 20 Multiple

**Murray Hill National Dallas**

8390 LBJ Freeway, Suite 540  
Dallas, TX 75243  
Ph. 972-707-7645 or 469-385-1200  
susan@murrayhillnational.com  
www.murrayhillnational.com  
Susan Owens, COO/Managing Partner  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, CUL, TK, VC, WC  
18x17 15 Conference  
20x17 16 Conference  
14x19 10 Conference  
20x16 15 Conference  
19x17 15 Conference  
38x17 30 Conference

Murray Hill National is waiting to host and recruit your next project. Our headquarters is in Dallas, Texas where we have a newly built focus group facility and research center. Dallas is also home to our 40 station call center. We have many partners we collaborate with who can provide any marketing research service including qualitative, quantitative, online, recruiting within all audiences and methodologies, moderation and questionnaire design. We can host your research in any US market or multiple markets. Delivering on specification, on time and with one invoice. Contact us today!

(See advertisement on p. 117)

**P&K Research (Br.)**

Plano, TX  
Ph. 972-769-0001 or 800-747-5522  
www.pk-research.com  
Location: Shopping mall  
Distance from airport: 25 miles, 30 minutes  
CL, 1/1, 1/10, TK  
26x29 6 Conference

**Plaza Research-Dallas**

14160 Dallas Parkway, Suite 602  
Dallas, TX 75254  
Ph. 972-392-0100 or 800-654-8002  
strace@plazaresearch.com  
www.plazaresearch.com  
Susan Trace, Director  
Location: Office building  
Distance from airport: 20 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
15x20 15 Conference  
15x20 15 Conference  
15x20 15 Conference  
20x40 15 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide complimentary high-speed Internet access in all client suites, conference rooms and lounges. Streamline is our in-house videostreaming option.  
(See advertisement on p. 105)

**Quick Test/Heakin (Branch)**

Lewisville, TX  
Ph. 972-315-3555  
www.quicktest.com  
Christy Crossan  
Location: Shopping mall  
23x13 6 Conference

**Schlesinger Group Dallas**

JP Morgan International Plaza III  
14241 Dallas Parkway, Suite 500  
Dallas, TX 75254  
Ph. 972-503-3100

dallas@SchlesingerGroup.com

www.schlesingerassociates.com

Nancy Ashmore, VP - Qualitative Solutions

Location: Office building

Distance from airport: 15 miles, 25 minutes

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

20x16 12 Multiple

25x17 10 Multiple

22x17 16 Multiple

20x16 16 Multiple

(See advertisement on inside front cover)

**Thomas J. Stephens & Associates, Inc.**

Richardson, TX

Ph. 972-392-1529

www.stephens-associates.com

Brooke Stephens, Dir. of Business Development

Location: Free standing facility

Distance from airport: 31 miles, 30 minutes

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

18x25 Conference

10x13 Multiple

10x13 Multiple

18x25 Conference

**Test America, a division of CRG Global**

Grapevine Mills Mall

3000 Grapevine Mills Parkway, Suite 259

Grapevine, TX 76051

Ph. 866-209-2553

crgsales@crgglobalinc.com

www.crgtestamerica.com

Jennifer Schwartz, Director of Field Operations

Location: Shopping mall

Distance from airport: 8 miles, 10 minutes

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

14x32 Conference

**VuPoint Dallas**

Dallas, TX

Ph. 214-382-2610

www.vupointresearch.com

Bert Lybrand

Location: Free standing facility

Distance from airport: 20 miles, 30 minutes

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

26x30 Multiple

18x22 Multiple

7x6 Multiple

**El Paso****Merkadoteknia Research & Consulting**

4141 Pinnacle, Suite 220

El Paso, TX 79902

Ph. 915-317-9264 or 915-307-3795

nmendoza@merkaconsulting.com

www.merkaconsulting.com

Norma A. Mendoza, Ph.D, President and CEO,

Marketing Mgr

Location: Office building

Distance from airport: 11 miles, 17 minutes

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

11x20 8 Conference

11x14 8 Living

14x15 8 Conference

MKT empowers advertising agencies and national brands tapping into the Hispanic market. Our full service research agency in El Paso offers interpreter/translation services and equipment, nationwide and cross border recruiting, video streaming and closed circuit viewing. Don't work in the dark! Bilingual moderators/interviewers are experienced in qualitative techniques effective with Hispanics of various nation-

alities, language abilities and acculturation levels. A truly ethnic experience, the border town of El Paso has ranked as the safest city in U.S. four times in a row in the past 6 years.

**Houston****C&C Market Research - Houston**

Deerbrook Mall

20131 Highway 59 N., Space 1312

Humble, TX 77338

Ph. 479-785-5637

corp@ccmarketresearch.com

www.ccmarketresearch.com

Craig Cunningham

Location: Shopping mall

Distance from airport: 20 miles, 30 minutes

13x13 4 Conference

(See advertisement on inside back cover)

**Connexion Research and Strategy**

5433 Westheimer Road, Suite 870

Houston, TX 77056

Ph. 281-815-4940

facility@connexionresearch.com

www.connexionresearch.com

Location: Office building

Distance from airport: 40 miles, 30 minutes

VC, WC

20x14 6 Multiple

A "boutique" or non-traditional facility, that provides clients with customized service and attention. It includes a unique and trendy design that helps promote an environment of openness and creativity. Equipped with state-of-the-art technologies including a smart-board, big screen HD monitors, HD video-streaming, translation equipment, multiple cameras, overhead microphones and more. The client room is designed for ultimate privacy and comfort. It's centrally located in the upscale Houston Galleria area, close to major highways, excellent restaurants, various priced hotels and great shops.

**Creative Consumer Research - Houston**

3945 Greenbriar Drive

Stafford, TX 77477

Ph. 281-240-9646 or 281-804-8171

ppratt@ccrsurveys.com

www.ccrsurveys.com

BJ Gerjes, Data Collection Manager

Location: Free standing facility

Distance from airport: 38 miles, 30 minutes

CL, 1/1, 1/10, TK

20x20 12 Conference

24x26 12 Conference

20x20 12 Conference

24x24 12 Conference

49x35 12 Multiple

CCR conducts research for clients nationally, state-wide, regionally and locally. We have the largest Hispanic research department in the state of Texas and offer a variety of research methodologies to interview both acculturated and non-acculturated Hispanics/Latinos. Our Houston office offers large conference-style focus groups rooms with one-way mirrors and large client viewing rooms. We offer a large conference space for 100+ groups as well as easy access for equipment, vehicle, appliances and large products, focus groups and one-on-ones. Contact Patricia Pratt, ppratt@ccrsurveys.com.



**MURRAY HILL**  
NATIONAL

**Qualitative and Quantitative simultaneously**

We have the ability to recruit and moderate projects all over the world, utilizing the newest technology available.

We are experts in Recruiting, Field Management and Technology which caters specifically to MARKET RESEARCHERS all over the country.

Our 40 National Call Centers recruit for qualitative and validated quantitative research.

We host teams all across the US in a variety of focus group facility locations.

Dallas | Atlanta Buckhead, Clairmont or Dunwoody | Boston | Cincinnati |  
Hartford | Chicago Michigan Avenue or Oak Brook | Kansas City | Minneapolis |  
WAC Miami or Ft. Lauderdale, FL | Phoenix | St. Louis | Philadelphia |  
Bala Cynwyd | Appleton | Morristown or Teaneck, NJ |  
Columbus | New York | Los Angeles | San Francisco | Any US Market



**MURRAY HILL**  
NATIONAL

Call today 972.707.7645 or email: bids@murrayhillnational.com | Visit our website at www.murrayhillnational.com

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Opinions Unlimited - Houston**

Three Riverway, Suite 250  
Houston, TX 77056  
Ph. 713-888-0202 or 800-604-4247  
ask@opinions-unlimited.com  
www.opinions-unlimited.com  
Anndel Martin

Location: Office building  
Distance from airport: 16 miles, 20 minutes  
CL, CUL, 1/1, 1/10, VC, WC  
32x30 24 Multiple  
20x18 12 Conference  
20x22 12 Conference

Consistently Top Rated. Centrally located in the Galleria area next to luxury hotel in a park setting. Newest technologies include 100mb dedicated fiber optic internet and PTZ 1080p hi-def cameras. Exceptional management team ensures a successful recruit and great service experience. Specialties include medical/healthcare/patient, jury/legal, usability labs, low incidence. Martin is QRCA member and past president of MRA/secretary of CMOR. Woman-owned. Est. 1995 and remodeled 2017. We are Texans who know Texas!

**Plaza Research-Houston**

5333 Westheimer, Suite 500  
Houston, TX 77056  
Ph. 713-840-9500 or 800-654-8002  
resparza@plazaresearch.com  
www.plazaresearch.com  
Richard Esparza, Assistant Director  
Location: Office building  
Distance from airport: 45 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, WC  
15x20 20 Conference  
15x20 20 Conference  
15x20 20 Multiple

The nation's premier network of focus group facilities! Plaza Research offers multi-city project coordination in 14 locations with an extensive nationwide database. One experienced project manager will be your sole contact for the duration of your project at any of our markets. Our focus group suites are designed with tiered seating, volume controls, private phone booths, simultaneous in-depth interview rooms and client-viewable test kitchens. We provide free high-speed Internet access in all client suites, conference rooms and lounges. Renovated Fall 2017. (See advertisement on p. 105)

**Quick Test/Heakin (Branch)**

Houston, TX  
Ph. 281-872-4165  
www.quicktest.com  
Christy Crossan  
Location: Shopping mall  
18x14 6 Conference

**Schlesinger Group Houston**

1455 W. Loop S., Suite 700  
Houston, TX 77027  
Ph. 713-353-0388  
houston@SchlesingerGroup.com  
www.schlesingerassociates.com  
Nancy Ashmore, Managing Director  
Location: Office building  
Distance from airport: 16 miles, 20 minutes  
CL, CUL, 1/1, 1/10, VC, WC  
21x17 12 Multiple  
24x17 12 Multiple  
24x17 12 Multiple  
26x18 12 Multiple  
(See advertisement on inside front cover)

## San Antonio

**Galloway Research Service**

4751 Hamilton Wolfe Road, Suite 100  
San Antonio, TX 78229  
Ph. 210-734-4346  
info@gallowayresearch.com  
www.gallowayresearch.com  
David D. Galloway, VP of Client Services  
Location: Free standing facility  
Distance from airport: 5 miles, 15 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
18x20 18 Conference  
19x18 18 Conference  
18x21 18 Conference  
40x40 18 Multiple

Three focus group suites, each with its own spacious waiting area, spacious conference room, tiered viewing area, equipped client office, client lounge with monitor, audio-visual/translator room and each with a full bath/shower. Technologically state-of-the-art with T1 connections throughout the facility and videostreaming capabilities. Large CLT with custom test kitchen - seats 100.

**Test America, a division of CRG Global**

Northstar Mall  
7400 San Pedro, Suite 1130  
San Antonio, TX 78216  
Ph. 866-209-2553  
crgsales@crgglobalinc.com  
www.crgtestamerica.com  
Jennifer Schwartz, Director of Field Operations  
Location: Shopping mall  
Distance from airport: 2 miles, 5 minutes  
13x17 6 Multiple

## Utah

## Salt Lake City

**A Lighthouse Focus Center**

375 E. 500 S.  
Salt Lake City, UT 84065  
Ph. 801-446-4000  
janderson@go-lighthouse.com  
www.go-lighthouse.com  
Joe Anderson  
Location: Free standing facility  
AU, CL, CUL, 1/1, 1/10, PTL  
28x20 17 Multiple  
25x15 8 Multiple  
22x25 14 Multiple  
22x25 23 Multiple  
16x21 18 Conference

Only 8-minutes from the Salt Lake City airport! Our newest facility features four focus group rooms with direct viewing and is operated by the same staff as our suburb facility. We are a full-service firm, providing complete quantitative and qualitative services with competitive pricing, comprehensive reporting, fast turnaround, in-house data collection, state-of-the-art A/V recording, spacious client lounges, certified moderating and hosting and FocusVision capabilities. All phone surveys and recruiting are digitally recorded.

**Dan Jones & Associates**

Salt Lake City, UT  
Ph. 801-456-6700  
www.djasurvey.com  
Kathryn Quist  
Location: Office building  
Distance from airport: 7 miles, 10 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
20x24 17 Conference  
20x24 17 Conference

**Discovery Research Group**

Salt Lake City, UT  
Ph. 800-678-3748 or 801-569-0107  
www.discoveryresearchgroup.com  
Robert Higginson  
Location: Office building  
Distance from airport: 18 miles, 20 minutes  
CL, 1/1, 1/10, VC, WC  
24x22 6 Conference

**Io DATA****Io Data Corporation**

40 S. 600 E.  
Salt Lake City, UT 84102  
Ph. 801-595-0001  
data@iodatacorp.com  
www.iodatacorp.com  
Location: Free standing facility  
Distance from airport: 8 miles, 10 minutes  
CL, 1/1  
22x14 10 Conference  
35x31 Multiple

Located in a renovated century-old bungalow close to downtown Salt Lake City, Io Data offers a state-of-the-art focus group facility with arts-and-crafts charm. Io Data offers two focus group rooms with complete A/V recording capability, LED TVs, client viewing rooms, client lounge, wireless Internet and free parking. Io Data is a member of Focus Coast to Coast, a global network of focus group facilities in 40+ key markets. Whatever your focus group needs include, Io Data Corporation is uniquely positioned to provide your company with cost-effective solutions.



**Lighthouse Research and Development**

1292 W. 12700 S.  
Salt Lake City, UT 84065  
Ph. 801-446-4000  
janderson@go-lighthouse.com  
www.go-lighthouse.com  
Joe Anderson, PRC, Director Business Development  
Location: Free standing facility  
Distance from airport: 18 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
21x21 16 Conference  
18x13 7 Conference  
49x20 Multiple

Impulse rated "Top Facility" for 7-years! Looking for direction? Lighthouse Research is a full-service, custom research firm comprised of skilled professionals since 1992. The benefit of working with Lighthouse Research is our ability to customize the measurement and management process to match your unique needs and budget considerations. We offer two redesigned focus suites and one mega-group room convenient to the Salt Lake City airport. We offer all amenities including private client entrance and restrooms, spacious viewing rooms and lounge with Internet access.

**PEGUS Research**

Salt Lake City, UT  
Ph. 877-273-2321  
www.Pegusfocusgroup.com  
Dawn Straatsma, Dir. Bus. Dev. and Contract Mgt.  
Location: Office building  
Distance from airport: 7 miles, 10 minutes  
CL, CUL, 1/1, 1/10  
13x13 5 Conference

**Virginia****Newport News/Norfolk/Virginia Beach****The Bionetics Corporation**

Yorktown, VA  
Ph. 800-868-0330 or 757-873-0900  
www.bionetics.com  
Margaret Riedmiller, Focus Group Coordinator  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
1/1, 1/10  
25x25 16 Conference

**Issues and Answers Network, Inc.**

5151 Bonney Road, Suite 100  
Virginia Beach, VA 23462  
Ph. 757-456-1100 or 800-23-ISSUE  
clindemann@issans.com  
www.issans.com  
Carla Lindemann, COO  
Distance from airport: 10 miles, 15 minutes  
VC, WC  
21x24 10 Conference

Issues & Answers is the only permanent focus group facility in Southside Hampton Roads (Norfolk, Va. Beach, Portsmouth, Chesapeake, and Suffolk.) Our facility features a tiered viewing room accommodating up to 12 clients, DVD/MP3 recordings, and transcripts. Ranking 36th in the nation, the Virginia Beach/Norfolk/Newport News MSA will provide an abundance of demographics for all research needs. Home to the world's largest Naval Base and bases for the other armed services, our population provides a melting

pot of all demographic backgrounds – both military and non-military households. We also recruit from industries including but not limited to health care, contracting, financial services, and tourism. (See advertisement on p. 119)

**Martin Focus Group Services, Inc.**

Virginia Beach, VA  
Ph. 757-518-0180  
www.martinfoocus.com  
Jennifer Powell, Manager  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
CL, 1/1  
16x17 10 Conference  
18x21 20 Conference

**Richmond****Dominion Focus Group, Inc.**

Richmond, VA  
Ph. 804-672-0500 or 804-672-1417  
www.dominionfocusgroup.com  
Bana Bhagchandani, President  
Location: Office building  
Distance from airport: 17 miles, 20 minutes  
1/1, 1/10, TK, TKO  
30x16 18 Conference  
16x12 8 Conference  
17x17 10 Conference

**Martin Focus Group Services, Inc.**

Glen Allen, VA  
Ph. 804-935-0203  
www.martinfoocus.com  
Jennifer Powell, Manager  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, VC  
18x21 10 Conference  
16x28 20 Conference

**DID YOU KNOW...**

Issues & Answers is an International Market Research Company  
Located in Virginia Beach, Virginia?

Our **CORE** Business is **TELEPHONE DATA COLLECTION**, but we do it **ALL**!



- 100 + COUNTRIES
- QUANTITATIVE
- QUALITATIVE
- ANALYSIS
- REPORTS

**Twenty-Eight Years STRONG and COUNTING**

- 6 US Based Call Centers

- Intercontinental Telephone Consortium  
45 + Languages from 1 Location

- Focus Facility in Virginia Beach, VA

**Global Headquarters**

5151 Bonney Rd.  
Virginia Beach, VA 23462

+1(757)456-1100

**Contact**

Peter McGuinness  
peterm@issans.com  
Or  
Carla Lindemann  
clindemann@issans.com

## Codes

Location: Office building, Freestanding building, Shopping mall

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

CUL - Computer Usability Lab  
PUL - Product Usability Lab  
VC - Videoconferencing  
WC - Webconferencing  
AU - Auditorium

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.



### Alan Newman Research

MARKET RESEARCH CONSULTANTS

**Richmond Focus Group Center**  
1025 Boulders Parkway, Suite 401  
Richmond, VA 23225  
Ph. 804-272-6100 or 804-272-6100 ext. 226  
field@anr.com  
www.anr.com  
Terry Brisbane, Vice President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL

27x18	15	Conference
-------	----	------------

Spacious, modern facility. Completely redesigned and reconstructed in 2012. Located in suburban office park neighboring both business and suburban populations. 20 minutes (15 miles) from the airport and 10 minutes from downtown. Only facility south of the James River. Can recruit from entire Richmond MSA. Viewing room has tiered seating, writing surfaces with electricity for laptop use, wireless Internet access and client lounge/office. Expert recruiting conducted on site. Professional moderators available. Webcasting available through ANR or via FocusVision.

## Roanoke

**Martin Focus Group Services, Inc.**  
Roanoke, VA  
Ph. 540-342-1970  
www.martinfocus.com  
Marjorie Jeskey, Executive Vice President  
Location: Free standing facility  
Distance from airport: 8 miles, 20 minutes  
CL

17x20	12	Conference
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## Washington

### Seattle/Tacoma



**Consumer Opinion Services, Inc.**  
12825 First Ave. S.  
Seattle, WA 98168  
Ph. 206-241-6050  
info@ConsumerOpinionServices.com  
www.consumeropinionservices.com  
Jerry Carter, President/CEO  
Location: Free standing facility  
Distance from airport: 5 miles, 10 minutes  
TK, TKO

15x20	10	Conference
-------	----	------------

Main administrative office for the company. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruit-

ment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home.  
(See advertisement on p. 121)



**Consumer Opinion Services, Inc. (Br.)**  
Southcenter Corporate Square  
555 Andover Park W., Suite 101  
Seattle, WA 98188  
Ph. 253-277-1617 or 206-241-6050 for estimates  
Info@ConsumerOpinionServices.com  
www.ConsumerOpinionServices.com  
Jerry Carter, President and CEO  
Location: Free standing facility  
Distance from airport: 4 miles, 8 minutes

Suburban Seattle CLT and Focus Group Facility. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home  
(See advertisement on p. 121)



**Consumer Opinion Services, Inc. (Br.)**  
U.S. Bank Centre, Suite 525  
1420 Fifth Ave.  
Seattle, WA 98101  
Ph. 206-838-7951 or 206-241-6050 for estimates  
info@ConsumerOpinionServices.com  
www.ConsumerOpinionServices.com  
Jerry Carter, President  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, VC, WC

20x16	12	Multiple
20x16	15	Multiple

Downtown Seattle Focus Group Facility. Consumer Opinion Services provides comprehensive qualitative services: complete projects, facility rentals, recruitment, on-location work, design, moderation, reporting, videostreaming and transcriptions. Seattle, Portland and Las Vegas are home to our top-rated focus facilities, featuring classroom space to accommodate large sessions. Living room-style setups are available for a more informal setting. We offer conventional conference style rooms as well. Numerous client amenities, a professional hosting staff and state-of-the-art audio/visual services give you a turnkey home away from home.  
(See advertisement on p. 121)



**Fieldwork Seattle**  
520 Pike St., Suite 2610  
Seattle, WA 98101  
Ph. 206-493-3300  
info@seattle.fieldwork.com  
www.fieldwork.com  
Adrien Whittemore, Facility Director  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, WC

18x20	16	Conference
16x20	15	Conference
16x24	14	Conference
18x19	14	Conference
19x30	22	Conference
18x23	16	Conference

With its rapidly growing business community and diverse population, Seattle is a must for companies doing research. This recently expanded and remodeled facility boasts 6 research suites with breathtaking views of Puget Sound, the Olympic Mountains and the city. Watch the ferries and container ships roll by as we provide excellent service, first-class recruiting and all the amenities you have come to expect from Fieldwork. All rooms are equipped with HD Recording options, and immersive 360-degree video with streaming provided by FocusVision. With hotels, shopping, nationally-renowned restaurants, sights and museums just steps from the facility, you will want to extend your stay.  
(See advertisement on pp. 83, 99, back cover)

**GMA Research Corp.**  
Bellevue, WA  
Ph. 425-460-8800  
www.gmaresearch.com  
Don Morgan  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10, TK

12x22	10	Conference
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**Hebert Research, Inc.**  
Bellevue, WA  
Ph. 425-643-1337 or 877-399-0720  
www.hebertresearch.com  
Tom Fisher  
Location: Free standing facility  
Distance from airport: 10 miles, 18 minutes  
CL, 1/1, 1/10, TK, WC

30x18	10	Conference
-------	----	------------

**Ipsos Loyalty**  
Bellevue, WA  
Ph. 425-586-5550  
www.ipsos.com  
Nicholas Mercurio, Sr. Vice President  
Location: Free standing facility  
Distance from airport: 30 miles, 30 minutes  
CL, CUL, 1/1, 1/10, VC, WC

18x18	18	Conference
18x18	18	Conference

**Northwest Insights**

Seattle, WA

Ph. 206-219-1987

www.nwinsights.com

Donna Glosser, Director Qualitative Research and Partner

Location: Office building

Distance from airport: 10 miles, 20 minutes

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

21x19 24 Conference

20x18 23 Conference

18x14 10 Conference

**Opinions, Ltd. - Seattle**

Tukwila, WA

Ph. 440-893-0300

www.opinionsltd.com

Chris Sluder, Vice President

Location: Shopping mall

Distance from airport: 59 miles, 70 minutes

1/1, 1/10, VC, WC

20x14 Conference

**Seattle Usability @ BlinkUX**

Seattle, WA

Ph. 206-447-9551

www.blinkux.com

Geoff Harrison, Partner

Location: Office building

Distance from airport: 14 miles, 20 minutes

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

14x14 12 Conference

14x13 12 Conference

16x16 12 Conference

**Strategic Research Associates Seattle/Tacoma**

500 S. 336th St., Suite 103

Federal Way, WA 98003

Ph. 509-324-6960 x203 or 888-554-6960 x203

info@strategicresearch.net

www.strategicresearch.net

Joanne Vega, Director

Location: Office building

Distance from airport: 20 miles, 25 minutes

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

27x22 15 Multiple

24x15 15 Multiple

22x13 15 Multiple

15x10 Conference

Featuring the only full-service focus group facility in Federal Way / Tacoma! We also specialize in conducting focus groups in remote markets and can assist you with not only recruiting and hosting in Pierce and King Counties, but recruiting, hosting and moderation in markets throughout the U.S. using local and hotel facilities. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting supported by our database of over 20,000 research database participants throughout Washington, Idaho, Oregon and Montana and our dedication to a continued RDD recruiting effort.

**Test America, a division of CRG Global**

The Outlet Collection / Seattle

1101 Outlet Collection Way, Suite 1001

Auburn, WA 98001

Ph. 866-209-2553

crgsales@crgglobalinc.com

www.crgtestamerica.com

Jennifer Schwartz

Location: Shopping mall

Distance from airport: 19 miles, 24 minutes

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

14x21 Conference

**Spokane****Strategic Research Associates Spokane**

25 W. Cataldo, Suite D

Spokane, WA 99201

Ph. 509-324-6960 or 888-554-6960

info@strategicresearch.net

www.strategicresearch.net

Joanne Vega, Director

Location: Office building

Distance from airport: 8 miles, 15 minutes

VC, WC

24x20	10	Multiple
21x16	10	Conference

Featuring the only full-service focus group facility in Spokane! We specialize in conducting focus groups in remote markets and can assist you with not only recruiting and hosting in Spokane, but recruiting, hosting and moderation in markets throughout the U.S. using local or hotel facilities. Our in-house support team provides A/V, hosting, moderating, reporting and recruiting support throughout the U.S., supported by our database of over 10,000 research participants throughout Washington, Idaho, Oregon and Montana.

Qualitative

Quantitative

Recruiting

Facilities

Field Services



# Listen

Listening can be  
the most important aspect  
of qualitative research.  
Professional unbiased listening  
is what counts.

Call us. We listen.



## Consumer Opinion Services

Market Research Since 1960

*Suburban Seattle Facility Now Open*

206-241-6050

Seattle ▼ Portland ▼ Las Vegas

info@consumeropinionservices.com



## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

## Vancouver

## Opinions, Ltd. - Portland

Vancouver, WA  
Ph. 440-893-0300  
www.opinionstltd.com  
Chris Sluder, Vice President  
Location: Shopping mall  
Distance from airport: 10 miles, 16 minutes  
1/1, VC, WC  
12x20 10 Conference

## West Virginia

## Charleston



## Mindfield - Tech Innovation and Audience Insights

1012 Kanawha Blvd. E., Suite 301  
Charleston, WV 25301  
Ph. 304-343-9650  
jmace@mindfieldtech.com  
www.mindfieldtech.com  
Jay Mace, Sr. Vice President  
Location: Office building  
Distance from airport: 3 miles, 10 minutes  
1/1, 1/10, PTL  
18x14 12 Conference

## Wheeling

## C&amp;C Market Research - Pittsburgh Metro

Ohio Valley Mall  
67800 Mall Ring Road, Suite 280  
St. Clairsville, OH 43950  
Ph. 479-785-5637  
corp@ccmarketresearch.com  
www.ccmarketresearch.com  
Craig Cunningham, President  
Location: Shopping mall  
Distance from airport: 125 miles, 90 minutes  
1/1, 1/10, TK  
22x11 4 Conference  
(See advertisement on inside back cover)

## Wisconsin

## Green Bay/Appleton



## DEEPER CONNECTIONS. DEEPER INSIGHTS.

## Focus Pointe Global - Appleton

4330 W. Spencer St.  
Appleton, WI 54914  
Ph. 920-636-1200 or 888-873-6287  
appleton@focuspointeglobal.com  
www.focuspointeglobal.com  
Bonnie Smerda, Facility Director  
Location: Free standing facility  
Distance from airport: 3 miles, 5 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
16x23 15 Multiple  
15x17 10 Multiple

Focus Pointe Global sets the industry standard for qualitative/quantitative marketing research data collection services. 18 premier focus group facilities in major U.S. commercial centers. Services include: focus groups, taste tests, jury simulation, product placements, Webcam focus groups, online communities, qualitative/quantitative research. Locations: Appleton, Wis.; Atlanta; Atlanta-Buckhead; Bala Cynwyd, Pa.; Boston; Chicago; Chicago-Oakbrook; Columbus, Ohio; Dallas; Kansas City, Mo.; Los Angeles; Minneapolis; New York City; Philadelphia; Phoenix; St. Louis; San Francisco; Teaneck, N.J.  
(See advertisement on p. 3)

## Leede Research Group, Inc.

Manitowoc, WI  
Ph. 920-482-1417  
www.Leede.com  
Jim DeZeeuw, Vice President  
Location: Free standing facility  
Distance from airport: 35 miles, 30 minutes  
1/1, 1/10  
21x19 10 Conference

## Matousek &amp; Associates, Inc.

Green Bay, WI  
Ph. 920-436-4647  
www.matousekandassociates.com  
Michelle VandenBush, Vice President  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
1/1, 1/10, TK  
22x18 14 Multiple



## The Martec Research Center - Green Bay

1445 North Road, Suite 1  
Green Bay, WI 54313  
Ph. 888-811-5755 or 920-494-1812  
linda.segersin@martecgroup.com  
www.martecresearchcenter.com  
Linda Segersin, Director  
Location: Free standing facility  
Distance from airport: 1 miles, 5 minutes  
CL, TK, VC  
19x24 12 Multiple

The Martec Group's Green Bay office, located in the shadow of famed Lambeau Field, offers a 1,020 sq ft focus group suite designed with our client's convenience and comfort in mind. An easy 5-minutes from Austin Straubel International Airport (GRB), you and group participants have easy access to our facility, hotels and restaurants. We provide transportation to hotels and our facility. Recruiting in our in-house phone center, a great show rate of 99%, a comfortable facility, highlighted by great food and snacks prepared by our in-house chef, make your focus groups in Green Bay a true success!

## Madison



## City Research Solutions

8383 Greenway Blvd., Suite 600  
Middleton, WI 53562  
Ph. 608-826-7345  
mel@cityresearchsolutions.com  
www.cityresearchsolutions.com  
Kristie Groh, Facilities Manager  
Location: Office building  
Distance from airport: 40 miles, 40 minutes  
CL, 1/1, 1/10, PTL, TK, TKO  
40x23 30 Multiple  
20x15 30 Multiple  
15x10 8 Multiple  
12x8 30 Living

City Research world-class facilities allow our clients to gain fresh insights in a unique midsize Midwestern metro area while enjoying the comforts of a state-of-the-art research facility. We offer recruiting, moderating and session-recording services. Our facilities include large multipurpose rooms with seating for up to 20 participants, multi-room client suite with adjacent work area/meeting room and a full test kitchen with viewing capabilities. Take a virtual tour of our facilities on our Web site [www.cityresearchsolutions.com](http://www.cityresearchsolutions.com).

## Milwaukee



## The Dieringer Research Group, Inc.

200 Bishops Way  
Brookfield, WI 53005  
Ph. 262-432-5200 or 888-432-5220  
sales@thedrg.com  
www.thedrg.com  
Dan Salbreiter, Research Operations Manager  
Location: Office building  
Distance from airport: 17 miles, 25 minutes  
CL, 1/1, 1/10, VC, WC  
22x17 18 Conference  
12x25 10 Conference  
15x9 4 Conference

The DRG Focus Center, which was designed around our clients' needs for flexibility, versatility, comfort and convenience, features two spacious Focus Suites plus a one-on-one Interviewing Suite. Our facility offers state-of-the-art technology for high-definition digital recordings, streaming live discussions, and conducting interactive polls with participants. As a full-service market research firm, we also provide in-house recruiting, moderating and reporting services, all from our convenient location in the Milwaukee suburbs.



## Mazur/Zachow, Inc.

720 Thomas Lane  
Brookfield, WI 53005  
Ph. 262-938-9244  
michelec@mazurzachow.com  
www.mazurzachow.com  
Michele Conway, President  
Location: Free standing facility  
Distance from airport: 15 miles, 15 minutes  
CL, TK, WC  
24x20 18 Conference  
24x20 18 Conference  
22x20 18 Conference

Mazur/Zachow has a reputation for quality recruiting



from all segments and an outstanding show rate. We specialize in recruiting for ethnographic studies, large audience testing and product placements. Extensive database for child research. Our facility has three spacious focus suites that can accommodate multiple configurations. We offer wireless high-speed Internet access and video streaming through Focus Vision. Conveniently located with nearby interstate access.

#### Practical Strategies, Inc.

West Bend, WI  
Ph. 262-334-1821  
www.practical-strategies.com  
Mary Jo Joyce, President  
Location: Office building  
Distance from airport: 40 miles, 45 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
20x20 10 Multiple



#### Reckner Facilities: Milwaukee

9833 S. 13th St.  
Oak Creek, WI 53154  
Ph. 414-768-6040 or 215-822-6220  
PGrubb@reckner.com  
www.reckner.com/facilities/milwaukee  
Peter Grubb, Executive Director  
Location: Office building  
Distance from airport: 5 miles, 10 minutes  
CL, PTL, TK, VC, WC  
20x18 15 Multiple  
38x22 Multiple  
8x10 4 Multiple

The region's premier product testing facility! Just 10 miles from downtown Milwaukee. Commercial test kitchen, focus group and multipurpose space plus SEVEN product evaluation rooms. Kitchen: 20 burners, 4 gas ovens, 5 electric ovens, 45-lb 2-basket commer-

cial fryer, quick-connect gas connections, commercial hood vent, 13 microwaves, 45 cu. ft. refrigerator, 45 cu. ft. freezer, stainless steel prep tables, short-cycle commercial dishwasher, 4 compartment sink, walk-in cooler, ice machine and adjacent multipurpose room. Product rooms: Washable surfaces, unitized space saver washer/dryer, Sink, Counter, Outlet, Mirror, Toilet, and high volume HVAC. Clean, contemporary facilities. Flawless recruiting and moderating. Professional staff. Other locations in NY City MSA and Philadelphia MSA.  
(See advertisement on p. 15)



#### US Research Recruiting & Facilities, LLC

Wauwatosa, WI 53226  
Ph. 262-502-4300 or 414-405-3756  
kwahlgren@usrf.com  
www.usrf.com  
Kevin Wahlgren, President  
Location: Office building  
Distance from airport: 15 miles, 15 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, VC, WC

Your go-to partner for top quality facilities and/or recruiting anywhere in Wisconsin or the U.S.! Our innovative and proven recruiting techniques enable us to cost-effectively recruit the highest quality research participants anywhere in the U.S. Our database has over 100K households from most markets in Wisconsin. Capabilities include: B2B, dial tests, FGs, 1-on-1 interviews, in-homes, product placement, CLT's, mock trials, usability labs, ethnographies, taste tests, child studies, and more. Beautiful, spacious facility. State-of-the-art tech for implementing and monitoring your research.

#### Zigman Joseph Stephenson

Milwaukee, WI  
Ph. 414-614-4680  
www.zigmanjoseph.com  
Location: Office building  
TK  
23x22 11 Conference

## Wyoming

### Laramie

#### Waller Hall Research LLC

Greybull, WY  
Ph. 307-765-5300 or 415-348-1700  
www.wallerhallresearch.com  
Ralph Nieder-Westermann, V.P. Sales and Business Dev.  
Distance from airport: 53 miles, 60 minutes  
CL, CUL, 1/1, 1/10, VC, WC  
19x26 10 Conference



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MEDIA

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

## Argentina

**Infoquality Argentina**

Buenos Aires Argentina  
 Ph. 54-11-4781-4571  
 www.infoqualityarg.com.ar  
 Ester Martinez, Director  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, CUL, 1/1, 1/10, TK, TKO, VC, WC  
 13x13 10 Multiple  
 21x12 10 Multiple

**Markwald, La Madrid & Asociados**

Buenos Aires Argentina  
 Ph. 54-11-4813-3378  
 www.marklam.net  
 Location: Office building  
 VC

**S & T Research**

Buenos Aires Argentina  
 Ph. 54-11-4802-9970  
 www.st-research.com.ar  
 Location: Office building

## Australia

**The City Group Rooms**

Sydney Australia  
 Ph. 61-2-9299-8907  
 www.cgr.com.au  
 Andrew Strachan, Manager  
 Location: Office building  
 Distance from airport: 8 miles, 30 minutes  
 CUL, 1/1, 1/10, TK, WC  
 17x23 10 Conference  
 17x23 9 Conference  
 17x23 8 Conference  
 20x23 8 Multiple  
 20x23 8 Multiple  
 20x23 8 Multiple  
 20x23 8 Multiple

**The City Group Rooms North (Br.)**

North Sydney Australia  
 Ph. 61-2-9299-8907  
 www.cgr.com.au  
 Andrew Strachan, Director  
 Location: Office building  
 Distance from airport: 10 miles, 35 minutes  
 CUL, 1/1, 1/10, TK, WC  
 20x24 8 Conference  
 20x24 8 Conference  
 20x24 8 Multiple  
 20x24 8 Multiple

**The City Group Rooms South (Br.)**

Hurstville Australia  
 Ph. 61-2-9299-8907  
 www.cgr.com.au  
 Andrew Strachan, Director  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 CUL, 1/1, 1/10, TK  
 20x23 8 Conference  
 20x23 8 Conference

**The City Group Rooms West (Br.)**

Parramatta Australia  
 Ph. 61-2-9299-8907  
 www.cgr.com.au  
 Andrew Strachan, Manager  
 Location: Office building  
 Distance from airport: 15 miles, 40 minutes  
 CUL, 1/1, 1/10, TK, WC  
 20x23 10 Conference  
 20x23 9 Conference  
 20x23 8 Conference  
 20x23 7 Multiple  
 20x16 7 Multiple  
 20x16 7 Multiple  
 15x11 Multiple

**Group Focus Pty Ltd**

Richmond Australia  
 Ph. 61-3-9421-1827 or 61-3-9421-1836  
 www.groupfocus.com.au  
 Neville Holland, Manager  
 Location: Free standing facility  
 Distance from airport: 15 miles, 20 minutes  
 CL, VC  
 16x13 9 Multiple  
 14x13 5 Multiple

**New Focus Research Pty - Adelaide**

Marden (Adelaide) Australia  
 Ph. 1800-807-535  
 www.newfocus.com.au  
 Jennie Folland, National Operations Manager  
 Location: Free standing facility  
 Distance from airport: 10 miles, 20 minutes  
 CL  
 24x18 5 Conference

**Research Connections Pty Ltd**

Roseville Australia  
 Ph. 612-9416-0300  
 www.researchconnections.com.au  
 Location: Shopping mall  
 Distance from airport: 16 miles, 30 minutes  
 CL, 1/1, 1/10  
 18x11 6 Conference

**Sydney Research Facility**

Sydney Australia  
 Ph. 61-2-9299-1171  
 www.sydneygrouprooms.com.au  
 Location: Office building  
 1/1, 1/10, TK, WC  
 20x16 Conference  
 20x12 Conference  
 20x10 Conference  
 20x16 Living

**Thinkfield**

Leederville Australia  
 Ph. 61-8-9316-3366  
 www.thinkfield.com.au  
 Sandra Simpson, General Manager  
 Location: Office building  
 Distance from airport: 7 miles, 20 minutes  
 AU, CL, CUL, 1/1, 1/10, TK  
 16x13 5 Conference  
 16x13 5 Conference  
 11x14 Living

**Viewpoint Center**

St. Kilda Australia  
 Ph. 61-3-9510-6377  
 www.viewpt.com.au  
 Anthony Heyde  
 Location: Office building  
 Distance from airport: 10 miles, 30 minutes  
 CL, CUL, 1/1, 1/10, TK, VC, WC  
 20x13 12 Conference  
 35x17 15 Conference  
 17x12 8 Living  
 12x8 Multiple  
 25x19 16 Conference  
 36x19 10 Multiple  
 16x12 8 Conference  
 50x70 20 Multiple

## Barbados

**Market Insight Inc.**

Belleville, St. Michael Barbados  
 Ph. 246-426-0181  
 www.miibarbados.com  
 Jacqueline Norville, Market Researcher  
 Location: Office building  
 Distance from airport: 7 miles, 15 minutes  
 CUL, 1/1, 1/10, WC  
 20x15 3 Conference

## Belgium

**MARESCO**

Berchem Belgium  
 Ph. 32-3-449-46-00  
 www.maresco.biz  
 Lieve Brauers, Managing Director  
 Location: Free standing facility  
 Distance from airport: 25 miles, 30 minutes  
 CL, 1/1, 1/10, TK, TKO  
 30x30 25 Conference  
 26x26 12 Conference  
 20x13 10 Living

## Brazil

**ÁBACO Marketing Research Brazil**

v. Paulista, 1499 - Bela Vista  
 São Paulo, 01310 Brazil  
 Ph. 55-11-3262-3300 or 203-971-8532 (USA)  
 Abaco@AbacoResearch.com  
 www.AbacoResearch.com  
 Alan Grabowsky, President  
 Location: Free standing facility  
 Distance from airport: 12 miles, 30 minutes  
 AU, CL, CUL, 1/1, 1/10, TK, VC  
 26x14 12 Multiple  
 14x10 16 Conference  
 14x9 6 Conference  
 20x14 6 Multiple

**ÁBACO Marketing Research - ÁBACO-LAB QUAL CENTER**

Avenida Paulista 1499  
 13th Floor  
 São Paulo, 01311 Brazil  
 Ph. 55-11-3262-3300 or 203-971-8532 (USA)  
 Abaco@AbacoResearch.com  
 www.AbacoResearch.com  
 Alan Grabowsky, President  
 Location: Office building  
 Distance from airport: 12 miles, 30 minutes  
 AU, CL, CUL, 1/1, 1/10, TK, VC  
 26x14 12 Multiple  
 40x30 20 Conference  
 14x10 16 Conference  
 14x9 6 Conference  
 20x14 6 Multiple

**Demanda**

São Paulo Brazil  
Ph. 55-11-3218-8000  
www.demanda.com.br  
Gabriela Prado, PHD, Managing Director  
Location: Free standing facility  
Distance from airport: 8 miles, 35 minutes  
1/1, 1/10, VC  
14x11 11 Conference  
17x11 9 Conference

**Estudio Silvia Roca Brasil**

São Paulo Brazil  
Ph. 34-93-451-5310  
www.estudiosilviaroca.com  
Ivan Bautista, Director  
Location: Free standing facility  
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
225 6 Multiple  
190 4 Multiple  
190 10 Multiple  
300 Multiple

**Canada****Alberta****Calgary****Qualitative Coordination**

Calgary, AB Canada  
Ph. 403-229-3500  
www.qcresearch.ca  
Tracy Thomson, President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
TK, WC  
22x18 12 Conference  
20x18 12 Conference

**StyleLabs Marketing Group**

Calgary, AB Canada  
Ph. 403-668-4350 x1  
www.stylelabs.ca  
Almin Kassamali, Chief Imagination Officer  
Location: Office building  
Distance from airport: 9 miles, 15 minutes  
AU, CL, CUL, 1/1, PTL, WC  
35x18 30 Conference

**British Columbia****Vancouver****CRC Research**

Vancouver, BC Canada  
Ph. 604-714-5900  
www.crcresearch.com  
Kimberly Noglmeyer, Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CUL, 1/1, TK, WC  
22x15 11 Multiple  
20x17 8 Conference  
7x9 Conference

**NRG Research Group**

Vancouver, BC Canada  
Ph. 604-681-0381 or 800-301-7655  
www.nrgresearchgroup.com  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
CL  
15x12 6 Conference

**Vancouver Focus®**

1080 Howe St., Suite 503  
Vancouver, BC V6Z2T1 Canada  
Ph. 604-682-4292 or 604 689-5511  
Director@VancouverFocus.com  
www.vancouverfocus.com  
Megan Dawson, Director  
Location: Office building  
Distance from airport: 9 miles, 30 minutes  
CL, 1/1, 1/10, TK, WC  
17x20 12 Multiple  
14x20 8 Multiple

Vancouver Focus® is a well-established focus group facility located in downtown Vancouver. Our new, stylish mid-century modern space offers two focus group rooms, featuring live web streaming, wireless Internet access, FocusVision, and high definition digital MP4 and MP3 recording. Close proximity to public transit and ample parking makes Vancouver Focus® the most conveniently-located facility in town. Surrounded by plenty of major hotels and trendy restaurants, Vancouver Focus® is the preferred facility for many out-of-town clients. We also offer the most meticulous recruiting in the region.

**Manitoba****Winnipeg****NRG Research Group**

Winnipeg, MB Canada  
Ph. 800-301-7655 or 204-989-8999  
www.nrgresearchgroup.com  
Llisa Morrow, Research Consultant  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
CL  
14x17 15 Conference  
14x17 6 Conference

**Viewpoints Research, Ltd.**

Winnipeg, MB Canada  
Ph. 204-988-9253  
www.viewpoints.ca  
Location: Office building

**New Brunswick****Fredericton****MQO Research**

Moncton, NB Canada  
Ph. 506-857-4797  
www.mqoresearch.com  
Miranda Burns, Senior Research Consultant  
Distance from airport: 9 miles, 15 minutes  
20x16 Conference

**Newfoundland and Labrador****St. John's****MQO Research**

St. John's, NL Canada  
Ph. 709-753-5172  
www.mqoresearch.com  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
CL, 1/1, TK  
20x16 6 Conference

**Nova Scotia****Halifax****MQO Research**

Halifax-Dartmouth, NS Canada  
Ph. 902-465-3034  
www.mqoresearch.com  
Jennifer Jeffrey, Facilities Coordinator  
Distance from airport: 20 miles, 30 minutes  
20x16 Conference

**Ontario****London****Insights, Inc.**

London, ON Canada  
Ph. 519-679-0110  
www.insights.ca  
Kathy Sorenson  
Distance from airport: 2 miles, 10 minutes  
CL, TK

**Ottawa****Nielsen Opinion Quest**

Ottawa, ON Canada  
Ph. 800-363-4229 or 613-230-9109  
www.opinionsearch.com  
Jas Singh, Sr Project Dev-Qualitative  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CUL, WC  
40x20 12 Conference  
20x30 12 Conference

**Sudbury****Oraclepoll Research Ltd.**

Sudbury, ON Canada  
Ph. 705-674-9591 or 800-494-4199  
www.oraclepoll.com  
Teri Cleland, Focus Group Coordinator  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, 1/1, VC  
25x19 6 Conference

**Toronto****ACCE International**

Mississauga, ON Canada  
Ph. 905-828-0493  
www.acceintl.com  
Lynn Seguin  
Location: Free standing facility  
Distance from airport: 15 miles, 20 minutes  
CUL, 1/1, 1/10, PTL, TK, TKO  
18x25 10 Conference

**Consumer Vision Ltd.**

Toronto, ON Canada  
Ph. 416-967-1596 or 866-967-1596  
www.consumervision.ca  
Kristi Turnbull, Vice-President  
Location: Office building  
Distance from airport: 20 miles, 35 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, WC  
40x24 20 Conference  
24x19 10 Conference  
22x22 14 Multiple  
20x15 7 Multiple  
19x19 5 Multiple  
15x15 5 Multiple  
22x22 10 Multiple

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.



#### Contract Testing Inc.

##### Contract Testing Inc.

119 West Drive  
Brampton (Toronto), ON L6T 2J6 Canada  
Ph. 905-456-0783 x233 or 800-342-1825  
andrew.scholes@contracttesting.com  
www.contracttesting.com  
Andrew Scholes  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
CL, CUL, 1/1, PTL, TK  
20x22 12 Conference

We offer complimentary wireless Internet, light snacks, coffee, tea and a mini-fridge stocked with various refreshments, all while sitting comfortably in the viewing room. Audio and video recording along with remote online viewing is also available. The discussion room comfortably seats up to 12 participants and is set up to enable moderators to easily integrate visual aids, flip charts and story boards into the discussion. A full sensory taste-test kitchen and additional adjoining test kitchen to the discussion room is also available.

#### CRC Research

Toronto, ON Canada  
Ph. 416-966-5900  
www.crcresearch.com  
Peter Komljenovic  
Location: Office building  
Distance from airport: 13 miles, 19 minutes  
CL, PTL, TKO, VC, WC  
18x20 16 Multiple  
18x20 16 Multiple

#### CRC Research

Toronto, ON Canada  
Ph. 416-966-5900  
www.crcresearch.com  
Julie Martin  
Location: Office building

#### CRC Research House

Toronto, ON Canada  
Ph. 416-488-2328  
www.crcresearch.com  
Rita Mitchell

#### Focus Focus

Toronto, ON Canada  
Ph. 416-961-5511  
www.focus-focus.com  
Courtney Comeau, Facility Manager  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, 1/1

#### Head Quarters Downtown Toronto

Toronto, ON Canada  
Ph. 416-929-4669 x229 or 866-929-4669 x229  
www.headquarters.ca  
Jeff McFarlane, Vice President  
Location: Office building  
Distance from airport: 18 miles, 30 minutes  
CL, CUL, PTL, TK, WC  
25x17 20 Multiple  
23x18 20 Multiple  
20x18 20 Multiple

#### Michelle Massie Marketing, Inc.

Toronto, ON Canada  
Ph. 647-998-5613  
www.mmassie.com  
Suzy Bergeron  
Location: Office building  
1/1, TK

#### Metroline Research Group, Inc.

Kitchener, ON Canada  
Ph. 800-827-0676 or 519-584-7700  
www.metroline.ca  
Dave Kains, ext. 3003  
Location: Office building  
Distance from airport: 60 miles, 45 minutes  
CL  
17x25 15 Conference

#### Nielsen Opinion Quest (Br.)

Toronto, ON Canada  
Ph. 800-363-4229 or 416-962-9109  
www.opinionsearch.com  
Cynthia Dennis, Sr Project Dev - Qualitative  
Location: Office building  
Distance from airport: 20 miles, 40 minutes  
CUL, WC  
17x25 18 Multiple  
16x20 12 Conference  
10x19 10 Living

#### Protean Strategies Inc.

Toronto, ON Canada  
Ph. 416-967-3337  
www.proteanstrategies.com  
Anna Della Rocca  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/10

#### Research House, Inc.

Toronto, ON Canada  
Ph. 416-488-2328 or 800-701-3137  
www.research-house.ca  
Jay Thordarson, Vice President  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10, TK  
20x25 20 Conference  
20x25 10 Conference  
22x17 18 Conference  
20x25 12 Conference

#### Winning Research

Toronto, ON Canada  
Ph. 416-754-0009  
www.winningresearchgroups.com  
Gabriel Fanous, VP of Sales and Client Service  
Location: Office building  
Distance from airport: 25 miles, 22 minutes  
CL, 1/1, 1/10, PTL, TK, VC, WC  
15x15 Multiple  
15x18 Multiple

## Quebec

## Montreal

#### Ad Hoc Research

400 de Maisonneuve Blvd. W., Suite 1200  
Montreal, QC H3A 1L4 Canada  
Ph. 514-937-4040  
reservation@adhoc-research.com  
www.adhoc-research.com/en/home  
Rosa Paccione, Focus Group Coordinator  
Location: Office building  
Distance from airport: 13 miles, 25 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
23x15 11 Multiple  
12x15 11 Multiple  
37x19 12 Multiple  
25x19 12 Multiple  
22x14 9 Multiple

#### CRC Research

Montreal, QC Canada  
Ph. 800-932-7511  
www.crcresearch.com  
Jordan Lindsay, Facility Manager  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
1/1, 1/10, WC  
17x22 12 Conference  
18x20 15 Conference

#### Legendre Lubawin Marketing, Inc.

Montreal, QC Canada  
Ph. 514-937-2079  
Victoria Lubawin, Owner  
Location: Free standing facility  
Distance from airport: 10 miles, 20 minutes  
1/1, 1/10, VC  
20x15 10 Conference

#### Leger

Montreal, QC Canada  
Ph. 514-982-2464  
www.leger360.com  
Sylvie Girard  
Location: Office building  
Distance from airport: 10 miles, 30 minutes  
AU, TK, VC  
17x22 10 Conference  
17x22 10 Conference

#### Nielsen Opinion Quest (Br.)

Montreal, QC Canada  
Ph. 800-363-4229 or 514-288-0199  
www.opinionsearch.com  
Karla-Reina Leandre, Qualitative Facility Coord.  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CUL, WC  
30x20 12 Multiple  
14x24 12 Multiple  
24x16 12 Multiple

#### SOM

Montreal, QC Canada  
Ph. 514-878-9825  
www.som.ca  
Nathalie Gaudreault  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, TK, WC  
24x18 14 Conference

#### Sylvestre Marketing

Montreal, QC Canada  
Ph. 514-284-0878  
www.sylvestremarketing.com  
Location: Free standing facility  
Distance from airport: 20 miles, 30 minutes  
TK  
17x13 10 Conference  
17x13 8 Conference



## Quebec

### SOM

Quebec City, QC Canada  
Ph. 418-687-8025  
www.som.ca  
Nathalie Gaudreault  
Location: Office building  
Distance from airport: 10 minutes  
CL, TK, WC  
24x18 14 Conference  
10x12 2 Multiple

## China

(See also Hong Kong)

### Asia Insight (Shanghai) Co. Ltd.

Shanghai China  
Ph. 86-21-64335080  
www.asiainsight.com  
Location: Office building  
Distance from airport: 46 miles, 60 minutes  
1/1, 1/10  
14.7x11.5 Conference  
12.8x10.5 Multiple

### Consumer Search China - Beijing (Br.)

Beijing China  
Ph. 8610-5869-7688  
www.consumersearch-group.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: 60 minutes  
20x15 21 Conference

### Consumer Search China - Guangzhou (Br.)

Guangzhou China  
Ph. 8620-8385-2188  
www.consumersearch-group.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: 90 minutes  
19x16 10 Conference

### Consumer Search China - Shanghai (Br.)

Shanghai China  
Ph. 8621-5318-8689  
www.consumersearch-group.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: 90 minutes  
18x17 10 Conference

### DDMA Market Research

Jing An District, Shanghai China  
Ph. 86-21-6289-1138  
www.ddm-asia.com  
Location: Office building  
Distance from airport: 6 miles, 30 minutes  
CL, 1/1, 1/10, VC, WC

### Focus Group China

Shanghai China  
Ph. 86-21-6289-1138  
www.ddm-asia.com  
Sam Mulligan  
Location: Office building  
Distance from airport: 6 miles, 30 minutes  
CL, 1/1, 1/10, VC, WC  
23x23 20 Conference

### Labbrand China

Shanghai China  
Ph. 86-21-6298-8956  
www.labbrand.com  
Vivi Xu, Senior Fieldwork Consultant  
Location: Office building  
Distance from airport: 10 miles, 35 minutes  
CL, CUL, 1/1, 1/10, WC  
20x14 5 Conference

## Colombia

### Centro Nacional de Consultoria

Bogota Colombia  
Ph. 57-1-339-4888  
www.centronacionaldeconsultoria.com  
Location: Free standing facility  
VC  
20x26 4 Conference

## Czech Republic

### NMS Market Research s.r.o.

Praha Czech Republic  
Ph. 420-222-351-611  
www.nms.cz

## Denmark

### Norstat Denmark

Copenhagen Denmark  
Ph. 00-45-35-39-20-60  
www.norstatgroup.com  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
1/1, TK  
25x14 6 Conference  
20x13 Conference

## Dominican Republic

### Asisa Research Group - Santo Domingo

Santo Domingo Dominican Republic  
Ph. 809-333-2121  
www.asisaresearch.com  
Claudia Guzman, CMO  
Location: Free standing facility  
Distance from airport: 10 miles, 30 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, WC  
30x20 12 Multiple  
25x15 4 Living

## Estonia

### Kantar Emor

Tallinn Estonia  
Ph. 372-626-8500  
www.emor.ee  
Location: Office building  
Distance from airport: 4 miles, 15 minutes  
1/1, 1/10, WC  
23x30 8 Conference  
23x10 Conference  
23x13 8 Conference  
16x13 8 Living  
16x10 8 Conference  
16x13 8 Living

### Norstat Estonia

Tallinn Estonia  
Ph. 370-680-8955  
www.norstatgroup.com  
Location: Office building  
Distance from airport: 3 miles, 15 minutes  
CL, 1/1, 1/10, PTL, TK  
16x27 5 Conference

## Finland

### Norstat Finland

Helsinki Finland  
Ph. 00-358-2-634-8300  
www.norstatgroup.com  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CUL, 1/1, 1/10, PTL, TK  
14x27 6 Multiple

## France

### Cyble Marketing

Paris France  
Ph. 33-1-43-38-78-78  
www.cyble.com  
Nando Cito  
Location: Free standing facility  
Distance from airport: 15 miles, 30 minutes  
CUL, WC  
25x20 6 Multiple

### June Marketing

Clichy France  
Ph. 33-1-41-06-57-00  
www.msm.fr  
Nathalie Cabart, Managing Director  
Location: Free standing facility  
Distance from airport: 17 miles, 30 minutes  
CL, 1/1, 1/10, WC  
18x16 10 Conference  
18x13 6 Multiple  
13x8 5 Multiple



### La Maison du Test

142 rue Montmartre  
Paris, 75002 France  
Ph. 33-1-4039-1110  
mdtfacility@laimaisondutest.com  
www.laimaisondutest.com  
René-Paul Feltrin  
Location: Free standing facility  
Distance from airport: 25 miles, 60 minutes  
CL, CUL, 1/1, 1/10, TK, TKO, VC  
21x17 12 Multiple  
21x17 12 Multiple  
21x17 12 Multiple

In an historical setting, a 260 square meters space with 3 group rooms all fitted with two-mirrors with Wi-Fi access. A fully-equipped kitchen (fridge, deep freezer and microwave oven) and cooking space. A spacious client back room that can welcome up to 12 people. Digital video recording and available on a secure website. Video streaming service.

### Louvre Focus Group

Paris France  
Ph. 33-1-44-86-06-50  
www.louvrefocusgroup.com  
Location: Office building  
CL, WC  
20x20 10 Living  
20x20 10 Conference

### Passerelles

1, rue d'Uzès (corner of rue St Fiacre)  
Paris, 75002 France  
Ph. 33-1-44-88-25-11  
reservation@passerelles.fr  
www.passerelles.fr  
Olivier DuVallet, Director  
Location: Free standing facility  
Distance from airport: 17 miles, 40 minutes  
CL, CUL, 1/1, 1/10, VC, WC

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**Puzzle**

23 Boulevard Des Capucines  
 75002 Paris France  
 Ph. 33-1-42-68-12-26  
 mikael@puzzleparis.com  
 www.puzzleparis.com  
 Distance from airport: 75 miles, 25 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC

Puzzle is a premier market research service provider based in the heart of Paris. With 20+ years of experience, Puzzle has a reputation as Paris's premier viewing facility since it opened, and continues to cultivate its leadership role today. Our team of 15 in-house recruiters, and our extensive network of off-site recruiters in 50+ other locations throughout France, is world-renowned for its efficiency, thoroughness and ability to handle all challenges. We work tirelessly to ensure that only the best moderators, interviewers and translators are in our network.

## Germany

**Confield Research**

Essen Germany  
 Ph. 49-201-82737-0  
 www.confield.com  
 Location: Office building  
 Distance from airport: 15 miles, 20 minutes  
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
 20x20 8 Conference  
 20x20 8 Conference

**GfL Enigma GmbH**

Wiesbaden Germany  
 Ph. 49-611-999-600  
 www.enigma-gfk.de  
 Location: Office building  
 Distance from airport: 19 miles, 30 minutes  
 AU, CL, 1/1, TK  
 18x12 Multiple  
 13x18 Multiple  
 18x12 Multiple  
 14x23 Multiple  
 22x12 Multiple  
 12x09 Multiple

**IMR - Institute for Marketing Research**

Frankfurt Germany  
 Ph. 49-69-297-207-14  
 www.imr-fieldservice.de  
 Markus Schaub, Managing Director  
 Location: Office building  
 Distance from airport: 25 minutes  
 CUL, 1/1, 1/10, TK, WC

**insight europe gmbh**

Frankfurt Germany  
 Ph. 49-69-956366-0  
 www.insighteurope.de  
 Eva Caspary, Managing Director  
 Location: Office building  
 Distance from airport: 12 miles, 20 minutes  
 CUL, 1/1, 1/10, PTL, VC, WC  
 21x14 11 Multiple  
 21x14 8 Multiple  
 42x28 19 Conference  
 17x17 12 Multiple

**Institut für Marktforschung GmbH**

Leipzig Germany  
 Ph. 49-341-9950-0  
 www.imleipzig.de  
 Location: Shopping mall  
 1/1, 1/10, TK, VC  
 16x20 10 Conference

**INTERVIEW + EXPLORATION julia otte GmbH**

Munich Germany  
 Ph. 49-89-59944-0  
 www.interview-exploration.de  
 Louis Danguillier, Director Intl Business  
 Location: Office building  
 Distance from airport: 25 miles, 45 minutes  
 AU, CL, CUL, 1/1, 1/10, VC, WC  
 30x18 14 Conference  
 25x18 9 Conference  
 16x20 12 Conference

**INTERVIEW + EXPLORATION julia otte GmbH**

Duesseldorf Germany  
 Ph. 49-211-52099-0  
 www.interview-exploration.de  
 Location: Office building  
 Distance from airport: 5 miles, 15 minutes  
 CL, 1/1, 1/10, VC, WC  
 20x20 14 Conference  
 20x22 10 Conference  
 13x19 6 Conference

**INVISIO**

Hannover Germany  
 Ph. 49-511-30-7930  
 www.invisio.de  
 Frank H. Gehre, Partner  
 Location: Shopping mall  
 Distance from airport: 10 miles, 15 minutes  
 CL, 1/1, 1/10, TK, VC  
 20x20 10 Conference  
 20x20 6 Conference  
 29x16 12 Conference

**ipi Institute fuer Produkt-Markt-Forschung**

Stuttgart Germany  
 Ph. 49-711-931815-100  
 www.ipi.de  
 Guido Lorch, Head Mkt. and Consumer Research  
 Location: Office building  
 Distance from airport: 9 miles, 20 minutes  
 CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
 13x15 8 Multiple  
 16x10 Multiple  
 13x15 Multiple  
 13x17 Multiple  
 10x13 Multiple  
 12x16 Multiple

**Kramer Marktforschung GmbH**

Münster Germany  
 Ph. 49-251-802-0  
 www.kraemer-germany.com/en  
 Location: Office building  
 Distance from airport: 30 miles, 30 minutes  
 CL, 1/1, 1/10, TK, VC  
 16x10 10 Conference  
 17x25 6 Conference  
 17x25 6 Conference

**Kramer Marktforschung GmbH (Br.)**

Munich Germany  
 Ph. 49-89-232360-0  
 www.kraemer-germany.com  
 Anja Teubel  
 Location: Shopping mall  
 Distance from airport: 45 miles, 60 minutes  
 AU, CUL, 1/1, 1/10, PTL, TK, WC  
 26x20 3 Conference

**Leyhausen Field Services International**

Leverkusen Germany  
 Ph. 49-214-8334-320 or 49-214-8334-324  
 www.leyhausen.com

**Marktforschung Zentzis GmbH**

Hamburg Germany  
 Ph. 49-40-46-86-34-65  
 www.mafo-zentzis.de  
 Location: Office building  
 Distance from airport: 18 miles, 45 minutes  
 1/1, 1/10, TK, VC  
 25x17 10 Conference  
 14x16 10 Conference

**Martec GmbH**

Berliner Strasse 219  
 Offenbach, D-63067 Germany  
 Ph. 011-49-69-80-90-360  
 Office@martecgroup.de  
 www.martecgroup.com  
 Claus Botzem, Managing Director  
 Location: Office building  
 Distance from airport: 10 miles, 20 minutes  
 CL, 1/1, VC, WC

The Martec Group's European focus group/meeting facility has been designed with our client's convenience and comfort in mind. 20-mins. from Frankfurt International Airport and less than 1-min. walk from Ledemuseum Sbahn station, employees and group participants have easy access to the facility, hotels and restaurants. Martec's conference room is utilized as an inexpensive alternative to Frankfurt city center surcharges. Martec-Frankfurt has an English and German speaking project manager available with moderators and simultaneous translators available in a variety of languages upon request.

**mc markt-consult institut**

Hamburg Germany  
 Ph. 49-40-386042-0  
 www.markt-consult.com  
 Frauke Haeger, Field Manager  
 Location: Office building  
 Distance from airport: 8 miles, 30 minutes  
 CL, TK  
 26x13 15 Conference

**Schmiedl Marktforschung GmbH**

A Schlesinger Associates Company

**Schmiedl Marktforschung GmbH - Berlin**

Tauentzienstrasse 3  
 Berlin, 10789 Germany  
 Ph. 49-30-235096-0  
 info@schmiedl-berlin.de  
 www.schmiedl-berlin.de/english/index.html  
 Stephan Lange, Managing Director  
 Location: Office building  
 Distance from airport: 5 miles, 20 minutes  
 CL, CUL, 1/1, 1/10, VC, WC  
 26x14 10 Multiple  
 19x15 18 Multiple  
 22x16 8 Multiple  
 35x17 20 Multiple

Schmiedl Marktforschung is a Schlesinger data collection company. Our high-specification offices in

Berlin, Munich and Frankfurt facilities offer quantitative and qualitative market research services and CATI facilities. We manage your focus groups and other studies across Germany and worldwide. As recruitment experts, we will take on the most challenging of research objectives and our uncompromising commitment to your success sets us apart. Visit our new high-spec Berlin Studio with client lounges and terraces.

(See advertisement on inside front cover)



**Schmiedl Marktforschung GmbH**  
A Schlesinger Associates Company

#### Schmiedl Marktforschung GmbH - Frankfurt

Schillerstrasse 5  
Frankfurt, 60313 Germany  
Ph. 49-69-2197-6780  
info@schmiedl-frankfurt.de  
www.schmiedl-frankfurt.de/english  
Bianka Kreiter

Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CL, CUL, 1/1, 1/10, VC, WC  
20x16 12 Multiple  
20x16 14 Multiple  
18x13 10 Multiple

Schmiedl Marktforschung is a Schlesinger data collection company. Our high-specification offices in Berlin, Munich and Frankfurt facilities offer quantitative and qualitative market research services and CATI facilities. We manage your focus groups and other studies across Germany and worldwide. Recruitment experts, we will take on the most challenging of research objectives and our uncompromising commitment to your success sets us apart.

(See advertisement on inside front cover)



**Schmiedl Marktforschung GmbH**  
A Schlesinger Associates Company

#### Schmiedl Marktforschung GmbH - Munich

Neuhauser Strasse 27  
Munich Germany  
Ph. 49-89-231810-100  
info@schmiedl-munich.de  
www.schmiedl-marktforschung.de/munich/english  
Stephan Schmid, Managing Director  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
CL, CUL, 1/1, 1/10, VC, WC  
27x17 14 Multiple  
17x15 10 Multiple  
22x16 8 Multiple  
17x9 4 Multiple

Schmiedl Marktforschung is a Schlesinger data collection company. Our newly-upgraded, high-specification offices in Berlin, Munich and Frankfurt facilities offer quantitative and qualitative market research services and CATI facilities. We manage your focus groups and other studies across Germany and worldwide. Recruitment experts, we will take on the most challenging of research objectives and our uncompromising commitment to your success sets us apart.

(See advertisement on inside front cover)

#### T.I.P. Biehl & Partner

Trier Germany  
Ph. 49-651-948-0030  
www.tip-web.de  
Location: Shopping mall  
20x20 1 Conference

## Greece

### GLOBAL LINK International Marketing Research

Athens Greece  
Ph. 30-210-612-8800  
www.globalink.gr  
Constantine D. Sigalos, Managing Director  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10, TK, VC  
23x13 14 Conference  
18x10 8 Conference  
26x13 10 Conference

### Medi-Mark Ltd.

Athens Greece  
Ph. 30-210-699-0124  
www.medimark.gr  
Location: Office building  
1/1, 1/10  
20x13 6 Conference

### MRC-The Market Research Centre Ltd.

Athens Greece  
Ph. 30-210-6922767 or 30-210-6994803  
www.mrc.gr  
Zoe Psylla, Research Director  
Location: Office building  
Distance from airport: 17 miles, 35 minutes  
CUL, 1/1, 1/10, VC, WC  
24x13 Multiple  
15x10 Conference

### Prisma Options Ltd.

Athens Greece  
Ph. 30-210-748-2001  
www.prisma-options.com  
Anthi Kitsineli  
Location: Office building  
Distance from airport: 15 miles, 30 minutes  
CL, 1/1, 1/10, VC, WC  
20x15 4 Conference  
15x12 8 Multiple

### Stohos Research

Athens Greece  
Ph. 30-210-69-823-00  
www.stohosresearch.co  
Location: Free standing facility  
Distance from airport: 10 miles, 30 minutes  
CL, CUL, 1/1, PTL, TK, TKO, VC, WC  
32x10 6 Conference  
32x10 8 Conference  
36x16 4 Multiple

## Hong Kong

(See also China)

### Consumer Search Hong Kong Ltd.

North Point Hong Kong  
Ph. 852-2891-6687  
www.csg-worldwide.com  
Ms. Bel Wong  
Location: Office building  
Distance from airport: 45 minutes  
1/1  
18x13 12 Conference  
18x14 10 Living

### FRC Hong Kong Ltd

Causeway Bay Hong Kong  
Ph. 852-2147-0468  
www.frchongkong.com  
Ricky Law, Fieldwork Manager  
Location: Office building  
Distance from airport: 45 minutes  
1/1  
10x10 6 Multiple

## Hungary

### InsightLab.hu Market Research Ltd.

Budapest Hungary  
Ph. 36-1-269-0394  
www.insightlab.hu  
Eszter Takacs, Senior Researcher  
Distance from airport: 30 miles, 45 minutes  
AU, CL, CUL, 1/1, 1/10  
13x16 5 Living

## India

### Data Search (P) Limited

Calcutta India  
Ph. 91-33-2416-4434 or 91-33-2416-6891  
www.datasearchindia.com  
Hirak Bhattacharya, Sr. Manager Field Operations  
Location: Shopping mall  
Distance from airport: 45 minutes  
CL, 1/1, 1/10, TK  
15x15 4 Conference  
16x10 6 Living  
18x14 6 Multiple

### Impetus Research Pvt. Ltd.

New Delhi India  
Ph. 91-11-4554-7983  
www.impetus-research.com  
Location: Office building  
Distance from airport: 12 miles, 25 minutes  
AU, CL, CUL, 1/1, 1/10, VC, WC

## Indonesia

### Kadence International

Jakarta Indonesia  
Ph. 62-21-5794-2133  
www.kadence.com  
Location: Office building  
Distance from airport: 21 miles, 45 minutes  
1/1, 1/10, TK, VC, WC  
13x13 11 Multiple  
11x15 8 Multiple  
14x12 7 Multiple  
14x14 9 Multiple

## Ireland

### GRO Fieldwork Ltd.

Dublin Ireland  
Ph. 353-1-671-6000 or 353-8-7234-3610  
www.graftonsuite.ie  
Kate Gibson, Managing Director  
CL, 1/1, 1/10, TK, WC  
26x26 20 Multiple  
26x26 Multiple  
26x26 Conference

## Italy

### Adacta International

Naples Italy  
Ph. 39-081-7613232  
www.adactainternational.com  
Location: Office building  
CL, 1/1, 1/10, TK, VC  
20x17 5 Conference  
13x13 3 Conference

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**ART**

Milan Italy  
 Ph. 39-02-72-01-09-89  
 www.art.it  
 Ferdinando Boschi, Managing Director  
 Location: Office building  
 Distance from airport: 7 miles, 30 minutes  
 CUL, 1/1, 1/10, PTL, WC  
 13x20 10 Conference

**Brerapoint Research Facility**

Milan Italy  
 Ph. 39-02-92875821  
 www.brerapoint.com  
 Luca Notari, Managing Director  
 Location: Office building  
 1/1, 1/10  
 26x16 10 Conference  
 16x13 6 Conference

**Cristal Research and Meeting Facilities**

Milan Italy  
 Ph. 39-024-549-5960  
 www.cristal-rmf.com  
 Cristina Del Curto  
 Location: Office building  
 Distance from airport: 7 miles, 30 minutes  
 1/1, 1/10, TK, TKO  
 15x11 8 Living  
 22x16 10 Multiple

**Inter@ctive Market Research srl**

Naples Italy  
 Ph. 39-081-22-92-473  
 www.interactive-mr.com  
 Distance from airport: 6 miles, 20 minutes  
 CL, 1/1, 1/10, TK, TKO, WC  
 14x10 8 Conference  
 15x12 6 Conference

**KIK S.r.l. - Bergamo**

Bergamo Italy  
 Ph. 39-035-4592523 or 39-3358242133  
 www.ourkik.com  
 Livia Gervasoni, Partner  
 Location: Free standing facility  
 Distance from airport: 8 miles, 10 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
 7.5 x 9 4 Conference  
 9.5 x 9 4 Multiple  
 13 x 12 4 Multiple

**KIK S.r.l. - Roma**

Roma Italy  
 Ph. 39-0354592523 or 39-3358242133  
 www.ourkik.com  
 Livia Gervasoni, Partner  
 Location: Office building  
 Distance from airport: 18 miles, 40 minutes  
 CUL, 1/1, 1/10, PTL, TK, VC, WC  
 13 x 15 Conference  
 10 x 10 Multiple

**Medi-Pragma S.r.l.**

Rome Italy  
 Ph. 39-06-84-55-51  
 www.medipragma.it  
 Flaminia Scialpi  
 Location: Office building  
 Distance from airport: 30 miles, 50 minutes  
 1/1, 1/10, PTL, TK, VC, WC  
 13x8 5 Conference  
 13x8 5 Conference  
 19x13 Living  
 11x14 7 Living

**Pragma S.r.l.**

Rome Italy  
 Ph. 39-06-844-881  
 www.pragma-research.it  
 Leni Avataneo, Project Manager  
 Location: Office building  
 Distance from airport: 40 minutes  
 AU, CL, 1/1, 1/10, TK, VC

**PROBE S. R. L.**

Milan Italy  
 Ph. 39-02-236-38-66  
 www.probesrl.it  
 Location: Free standing facility  
 Distance from airport: 3 miles, 7 minutes  
 CUL, 1/1, 1/10, PTL, TK, VC, WC  
 16x11 8 Conference

**Testpoint Bologna**

Bologna Italy  
 www.testpoint.it  
 Germana Labate, Fieldwork Manager  
 Location: Office building  
 Distance from airport: 7 miles, 20 minutes  
 CL, 1/1, 1/10, PTL, TK, WC  
 10.1x16.4 10 Conference

**Testpoint Milano**

Milan Italy  
 www.testpoint.it  
 Germana Labate, Field Manager Foreign agencies  
 Location: Office building  
 Distance from airport: 4 miles, 20 minutes  
 CL, 1/1, 1/10, PTL, TK, WC  
 12.5x17 10 Conference

**Testpoint Napoli**

Naples Italy  
 www.testpoint.it  
 Germana Labate, Fieldwork Manager  
 Location: Office building  
 Distance from airport: 7 miles, 20 minutes  
 CL, 1/1, 1/10, WC  
 14x20.5 12 Conference  
 15x12 6 Conference

**Testpoint Roma**

Rome Italy  
 www.testpoint.it  
 Germana Labate, Fieldwork Manager  
 Location: Office building  
 Distance from airport: 25 miles, 40 minutes  
 CL, 1/1, 1/10, PTL, TK, WC  
 16.1x16.3 8 Conference

## Japan

**CarterJMRN KK**

Minato-ku, Tokyo-to Japan  
 Ph. 81-3-6434-0520  
 www.carterjmrn.com  
 Jun Nishigawa  
 Location: Office building  
 Distance from airport: 14 miles, 60 minutes  
 AU, CUL, 1/1, 1/10, PTL, TK, VC, WC  
 10.83x9.32 6 Living  
 9.02x10.17 5 Living  
 30.77x13.1 20 Conference  
 8.9x10.2 4 Living  
 8.9x10.2 4 Living  
 22.24x16.2 20 Living

**Nippon Research Center, Ltd.**

Tokyo Japan  
 Ph. 81-3-6667-3400  
 www.nrc.co.jp  
 Location: Office building  
 19x17 15 Conference

**Sevenses Marketing Research, Co., Ltd.**

Shinjuku, Tokyo Japan  
 Ph. 03-5229-8680 or 03-5229-8682  
 www.ss-mr.com  
 Yuki Niwa  
 Location: Office building  
 Distance from airport: 40 miles, 70 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, VC, WC  
 19x16 12 Conference

## Republic of Korea

**ThinkUser Co., Ltd. (Korea)**

Seoul Republic of Korea  
 Ph. 82-2-546-5471  
 www.thinkuser.com  
 Matthew Smith, Global Collaboration Manager  
 Location: Free standing facility  
 Distance from airport: 40 miles, 60 minutes  
 CL, CUL, 1/1, 1/10, VC, WC  
 12x8 15 Multiple  
 8x8 12 Multiple  
 19x13 12 Multiple  
 17x13 7 Multiple  
 18x13 7 Multiple

## Latvia

**FACTUM**

Riga Latvia  
 Ph. 371-67-217-554  
 www.factum.lv  
 Renars Felcis, Project Manager  
 Location: Office building  
 Distance from airport: 6 miles, 30 minutes  
 CL, CUL, 1/1, 1/10, WC  
 21x14 6 Conference

**Norstat Latvia**

Riga Latvia  
 Ph. 00-371-6788-6210  
 www.norstatgroup.com  
 Location: Office building  
 Distance from airport: 9 miles, 20 minutes  
 1/1, 1/10  
 16x19 4 Conference

## Malaysia

**Basic Insight Sdn. Bhd.**

Kuala Lumpur Malaysia  
 Ph. 6016-6078362  
 www.basicinsight.my  
 Emily Chan, Director  
 Location: Office building  
 Distance from airport: 34 miles, 43 minutes  
 TK, VC, WC  
 23x12 8 Conference  
 13x13 8 Living

**Joshua Research Consultants Sdn Bhd**

Kuala Lumpur Malaysia  
 Ph. 60-3-2297-7700  
 www.joshuaresearch.com  
 Alan Tay, Executive Director  
 Location: Office building  
 Distance from airport: 50 minutes  
 1/1, 1/10  
 10x11 6 Multiple



## Mexico

**Amaro&Gleizer Investigación Cualitativa**

Mexico City Mexico  
Ph. 52-55-5395-9500  
www.amaroygleizer.com  
Location: Office building  
Distance from airport: 12 miles, 90 minutes  
CL  
13x13 9 Conference  
13x13 9 Conference

**EPI Marketing, S.A. de C.V.**

Mexico City Mexico  
Ph. 52-55-1209-6606 or 305-432-4235 (U.S.)  
www.epimarketing.com  
Ricardo Escobedo, President  
Location: Office building  
Distance from airport: 15 miles, 40 minutes  
CL, 1/1, 1/10, TK, VC

**Estudio Silvia Roca Mexico**

Mexico City Mexico  
Ph. 34-93-451-5310  
www.estudiosilviaroca.com  
Ivan Bautista, Director  
Location: Free standing facility  
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
230 10 Multiple  
346 10 Multiple

**Inter-View Partners**

Mexico City Mexico  
Ph. 52-55-5592-0572  
www.psyma-latina.com  
Carlos Garcia, International Projects Manager  
Location: Office building  
Distance from airport: 8 miles, 30 minutes  
CL, 1/1, 1/10, TK, VC, WC

**Ipsos Mexico**

Mexico City Mexico  
Ph. 52-55-1101-0000  
www.ipsos.com  
Jacquie Matthews  
Location: Office building  
Distance from airport: 10 miles, 35 minutes  
CL  
20x20 10 Conference  
20x20 10 Conference

**Latin Field Mexico**

Colonia Nápoles, Mexico City, DF Mexico  
Ph. 52-155-5502-9200 or 512-828-7171 (US)  
www.latin-field.com  
Location: Office building  
Distance from airport: 10 miles, 25 minutes  
CL, CUL, PTL, TK, VC, WC  
12x20 12 Multiple

**Pearson, S.A. de C.V.**

Mexico, DF  
Mexico  
Ph. 52-55-5531-5560 or 52-55-5531-5324  
www.pearson-research.com  
Manuel Barberena, President and CEO  
Location: Office building  
Distance from airport: 10 miles, 15 minutes  
CL, CUL, 1/1, 1/10, TK, VC, WC  
16x13 10 Conference  
16x16 10 Conference  
10x06 5 Living

**Cynthia Zelinski Qualitative Research**

Mexico City Mexico  
Ph. 52-55-5407-4921  
Cynthia Zelinski, Research Coordinator  
Location: Free standing facility  
Distance from airport: 45 minutes  
CL, 1/1, 1/10, TK, VC, WC  
18x13 10 Conference  
17x15 10 Living

## Netherlands

**Calls & More**

Leusden Netherlands  
Ph. 31-85-2010000  
www.callsandmore.nl  
Location: Shopping mall  
Distance from airport: 35 miles, 45 minutes  
1/1, 1/10, TK  
26x20 14 Multiple  
23x20 12 Multiple

**MVB The Hague**

The Hague Netherlands  
Ph. 3170-752-1498  
www.mvbthehague.com/market-research

**Team Vier b.v.**

Amstelveen Netherlands  
Ph. 31-20-645-53-55  
www.teamvier.nl  
Location: Office building  
Distance from airport: 3 miles, 8 minutes  
CL, 1/1, 1/10, VC, WC  
32x10 8 Conference

## Nigeria

**Webhaptic Intelligence Limited**

Ikeja, Lagos Nigeria  
Ph. 234-803-491-5553  
www.webhaptic.com  
Olumuyiwa Oke, CEO  
Location: Office building  
Distance from airport: 4 miles, 10 minutes  
CL, 1/1, PTL, VC, WC  
16x12 5 Conference  
13x12 5 Living

## Norway

**Norstat Norway HQ**

Oslo Norway  
Ph. 47-21-300-300  
www.norstatgroup.com  
Location: Office building  
Distance from airport: 40 miles, 45 minutes  
1/1, 1/10, TK, WC  
16x23 5 Conference  
16x16 4 Conference

## Peru

**APOYO Group**

San Isidro Lima Peru  
Ph. 51-1-513-3030  
www.apoyo.com  
Alfredo Torres  
Location: Office building  
Distance from airport: 4 miles, 40 minutes  
CL, 1/1, 1/10, PTL, TK  
12x09 5 Conference  
12x09 7 Conference  
19x13 14 Conference  
14x16 14 Conference  
14x12 10 Conference

## Poland

**Ipsos sp. z o.o.**

Warsaw Poland  
Ph. 48-22-448-77-00  
www.ipsos.pl  
Agnieszka Chojnacka  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/10, TK, WC  
18x13 10 Conference  
15x17 10 Conference  
18x17 10 Multiple  
17x14 6 Multiple

## Puerto Rico

**Custom Research Center, Inc.**

San Juan Puerto Rico  
Ph. 787-764-6877  
www.customresearchpr.com  
Parimal Choudhury, President  
Location: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
12x16 20 Multiple  
12x16 10 Multiple

**Gaither International, Inc.**

San Juan Puerto Rico  
Ph. 787-728-5757  
www.gaitherinternational.com  
Sandra Jimenez, COO  
Location: Office building  
Distance from airport: 7 miles, 15 minutes  
CL, 1/1, 1/10, VC, WC  
13x10 10 Conference

**IBOPE Inteligencia San Juan**

Puerto Rico  
Ph. 787-721-1101  
www.ibope.com  
Location: Office building  
CL, 1/1, 1/10, TK

## Romania

**MERCURY Research**

Bucharest Romania  
Ph. 40-21-224-6600  
www.mercury.ro  
Ingrid Lambriu, Marketing Director  
Location: Office building  
Distance from airport: 5 miles, 30 minutes  
CL, 1/1, WC  
19x15 15 Conference

## Russian Federation

**Analytics - Russia**

Moscow Russian Federation  
Ph. 7-495-223-0040  
www.analytics.ru  
Sergei Sibirtsev, General Director  
Location: Office building  
Distance from airport: 20 miles, 60 minutes  
18x18 10 Conference

**Bazis Group**

Ekaterinburg Russian Federation  
Ph. 7-343-272-4313  
www.bazisgroup.com  
Location: Office building  
Distance from airport: 30 minutes  
CL, 1/1, 1/10, WC  
10x23 8 Multiple

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
 Living - Living Room-Style Room  
 Multiple - Both Styles  
 Room dimensions, when stated, are shown in feet.

**MA PRAKTIKA Consumer Research**

Moscow Russian Federation  
 Ph. 7-800-500-0981 or 7-495-646-4986  
[www.ma-praktika.ru/en](http://www.ma-praktika.ru/en)

Location: Office building  
 Distance from airport: 11 miles, 25 minutes  
 VC, WC  
 15 x 12 7 Conference

**MA PRAKTIKA Consumer Research**

St. Petersburg Russian Federation  
 Ph. -2274 or -1517  
[www.ma-praktika.ru/en](http://www.ma-praktika.ru/en)  
 Location: Office building  
 Distance from airport: 14 miles, 45 minutes  
 VC, WC  
 16 x 13 7 Conference

**WorkLine Research**

Saint-Petersburg Russian Federation  
 Ph. 7 -812-316-65-71  
[www.workline.ru](http://www.workline.ru)  
 Natalia Georgieva, General Director  
 Location: Office building  
 Distance from airport: 19 miles, 90 minutes  
 CL, CUL, 1/10, PTL, VC, WC  
 4x5 10 Multiple  
 4x5 10 Multiple

## Singapore

**Consulting Group - Asia Insight Pte. Ltd.**

Singapore Singapore  
 Ph. 65-6735-3788  
[www.asiainsight.com](http://www.asiainsight.com)  
 Location: Free standing facility  
 Distance from airport: 11 miles, 16 minutes  
 1/1, 1/10  
 17x13 15 Conference  
 14x12 10 Living

**Joshua Research Consultants Pte Ltd**

Singapore Singapore  
 Ph. 65-6876-7077  
[www.joshuaresearch.com](http://www.joshuaresearch.com)  
 Alan Tay, Executive Director  
 Location: Office building  
 Distance from airport: 25 minutes  
 CUL, 1/1, 1/10  
 25x15 8 Living  
 10x11 4 Living  
 10x11 4 Multiple

**Kadence International**

Singapore Singapore  
 Ph. 65-6372-8710  
[www.kadence.com](http://www.kadence.com)  
 Location: Office building  
 Distance from airport: 12 miles, 30 minutes  
 CL, 1/1, 1/10, WC  
 16x16 10 Conference

## Slovakia

**NMS Market Research SR**

Bratislava Slovakia  
 Ph. 421-254-412-503  
[www.nms.cz](http://www.nms.cz)

## Spain

**A Window**

Barcelona Spain  
 Ph. 34-93-459-31-03  
[www.awindow.info](http://www.awindow.info)  
 Marina Gonzalez  
 Location: Office building  
 Distance from airport: 11 miles, 20 minutes  
 CL, 1/1, 1/10, WC  
 21x12 9 Multiple  
 13x10 Living

**BDI Research, A Schlesinger Company**

Diputacio 180, Planta 4  
 Barcelona, 08011 Spain  
 Ph. 34-934155228  
[bcn@bdiresearch.com](mailto:bcn@bdiresearch.com)  
[www.bdiresearch.com](http://www.bdiresearch.com)  
 Rosa Dalet, Managing Director  
 Location: Office building  
 Distance from airport: 9 miles, 20 minutes  
 1/1, 1/10, PTL, TK, VC, WC  
 30x10 12 Conference  
 20x13 10 Living  
 20x10 8 Multiple  
 18x11 5 Multiple  
 12x8 3 Conference  
 (See advertisement on inside front cover)

**BDI Research, A Schlesinger Company**

Luchana 29, Bajos Derecha  
 Madrid, 28010 Spain  
 Ph. 34-914-458877  
[bcn@bdiresearch.com](mailto:bcn@bdiresearch.com)  
[www.bdiresearch.com](http://www.bdiresearch.com)  
 Rosa Dalet, Managing Director  
 Location: Office building  
 Distance from airport: 10 miles, 25 minutes  
 1/1, 1/10, PTL, TK, WC  
 16x10 8 Conference  
 10x10 Conference  
 (See advertisement on inside front cover)

**Estudio Silvia Roca Barcelona**

Barcelona Spain  
 Ph. 34-93-451-5310  
[www.estudiosilviaroca.com](http://www.estudiosilviaroca.com)  
 Ivan Bautista, Director  
 Location: Free standing facility  
 Distance from airport: 10 miles, 15 minutes  
 CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
 200 12 Multiple  
 180 8 Multiple  
 320 8 Multiple  
 2730 Multiple

**Estudio Silvia Roca Madrid**

Madrid Spain  
 Ph. 34-93-451-5310  
[www.estudiosilviaroca.com](http://www.estudiosilviaroca.com)  
 Ivan Bautista, International Director  
 Location: Office building  
 Distance from airport: 8 miles, 15 minutes  
 CL, 1/1, 1/10, PTL, TK, VC, WC  
 30x18 15 Multiple  
 31x19 13 Multiple  
 24x15 6 Multiple  
 24x16 7 Multiple  
 24x17 7 Multiple  
 24x15 Conference

**Fieldwork, S.L.**

Barcelona Spain  
 Ph. 34-934-120-942  
[www.fieldwork.es](http://www.fieldwork.es)  
 Location: Office building  
 12x14 8 Living  
 16x20 8 Conference

**Focus Castello (Castello Veintitres, S.L.)**

Madrid Spain  
 Ph. 34-91-435-99-85  
[www.salascastello23.com](http://www.salascastello23.com)  
 Inma Rodriguez, Project Manager  
 Location: Office building  
 Distance from airport: 8 miles  
 CUL, TK

**GfK Retail and Technology Espana**

Madrid Spain  
 Ph. 34-91-591-99-40  
[www.gfk.com](http://www.gfk.com)  
 Nuria Fernandez  
 Location: Office building

**Intercampo-Investigacion y Tecnicas de Campo**

Madrid Spain  
 Ph. 34-91-448-33-12  
[www.intercampo.es](http://www.intercampo.es)  
 Location: Office building  
 Distance from airport: 6 miles, 40 minutes  
 1/1, 1/10  
 13x10 5 Living

**Nueva Investigacion**

Madrid Spain  
 Ph. 34-91-353-14-90  
[www.nuevainvestigacion.com](http://www.nuevainvestigacion.com)  
 Location: Office building  
 Distance from airport: 15 minutes  
 CL, 1/1, 1/10, TK, VC, WC  
 20x20 12 Living  
 16x13 8 Living  
 7x7 2 Living  
 7x7 2 Living

**S022**

C/ Claudio Coello 22, 1ªA  
 Madrid, 28001 Spain  
 Ph. 34-912-191-375  
[info@so22.com](mailto:info@so22.com)  
[www.so22.com](http://www.so22.com)  
 Tasula Opatová, Facility Manager  
 Location: Office building  
 Distance from airport: 15 miles, 15 minutes  
 AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
 24m x 24m 14 Conference  
 14m x 14m 16 Conference  
 55m x 55m 30 Conference  
 10m x 10m Conference  
 12m x 12m Conference

Premier viewing facility in Spain. Five state-of-the-art custom-designed studios to create the right workspace for clients, moderators and respondents. S022 encourages creative thought and discussion in a relaxed, comfortable and efficient environment. Customer-focused approach to develop bespoke market research solutions, qual and quant. Dedicated, skilled, bilingual team. Privacy and confidentiality assured. Our attention to detail and outstanding customer service makes your research experience more productive and enjoyable. S022 offers hospitality, support and technology. Give us a call!

## Sweden

**Nordic Viewpoint**

Västra Frölunda (Gothenburg) Sweden  
Ph. 46-31-7872599  
www.nordic-viewpoint.com  
Ben Lepez, Managing Director  
Location: Office building  
Distance from airport: 20 miles, 30 minutes  
CL, 1/1, 1/10, PTL, VC, WC  
23.1x14.9 10 Conference  
23.1x14.9 12 Conference

**Norstat Sweden**

Stockholm Sweden  
Ph. 00-46-8-400-213-50  
www.norstatgroup.com  
Location: Office building  
Distance from airport: 23 miles, 25 minutes  
CL, CUL, 1/1, 1/10, PTL, TK, VC, WC  
20x18 10 Conference  
15x16 7 Multiple

## Taiwan

**Viewpoint Research**

Taipei Taiwan  
Ph. 886-22-500-7111  
www.vow.com.tw  
Location: Office building  
Distance from airport: 50 miles, 40 minutes  
1/1, 1/10, VC  
30x15 15 Conference

## United Kingdom

**ABA Market Research Ltd.**

St. Albans United Kingdom  
Ph. 44-1727-837322  
www.abaresearch.co.uk

**Aspect Viewing Facilities - Cheshire**

Stockport, Cheshire United Kingdom  
Ph. 44-161-482-2500  
www.aspectviewingfacilities.com  
Diane Morgan, Facilities Director  
Location: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/10, WC  
19x16 10 Multiple  
21x16 20 Multiple  
16x18 12 Multiple  
19x15 8 Multiple

**Aspect Viewing Facilities - Manchester**

Manchester United Kingdom  
Ph. 44-161-242-7858  
www.aspectviewingfacilities.com  
Deborah Morgan, Facilities Manager  
CL, 1/1  
19 x 15 15 Multiple  
21 x 16 15 Living  
18 x 16 15 Multiple

**Attitudes**

Crawley United Kingdom  
Ph. 44-1293-601900  
www.attitudesviewing.co.uk  
Pauline Pickles, Studio Manager  
Distance from airport: 10 minutes  
CL, TK  
12 x 15 10 Multiple  
12 x 14 10 Multiple

**Cicero Research**

London United Kingdom  
Ph. 44-20-7665-9530  
www.cicero-group.com

**The Conservatory**

Edgbaston United Kingdom  
Ph. 44-121-456-1188  
www.theconservatorystudio.com  
Amanda Fairfax, Studio Manager  
Location: Free standing facility  
Distance from airport: 8 miles, 25 minutes  
CL, 1/1, 1/10, WC  
18x14 12 Multiple  
17x16 8 Multiple  
16x10 Multiple

**Crown House**

Cheshire United Kingdom  
Ph. 44-1625-543710  
www.4discussion.info  
Sarah Raeburn  
Location: Office building  
Distance from airport: 5 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC

**Croydon Focus**

Croydon United Kingdom  
Ph. 44-20-8668-6168  
www.croydonfocus.co.uk  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
CL, 1/1, 1/10, TK  
34x13 12 Conference  
12x10 12 Conference  
16x13 9 Conference

**Flavour Research Limited**

London United Kingdom  
Ph. 44-20-8341-3200  
www.flavour-research.co.uk

**The Front Room - Central London**

London United Kingdom  
Ph. 44-20-7837-7700 or 44-20-7833 2880  
www.thefrontroom.uk.com  
Christine Edwards  
Location: Office building  
CL  
16x12 20 Conference

**InnerVisions**

West Yorkshire United Kingdom  
Ph. 44-1937-543690  
www.swift-research.co.uk  
Julia Wilson

**i-view LONDON**

London United Kingdom  
Ph. 44-203-004-6890 or 44-203-004-6900  
www.i-viewlondon.com  
Sam Grey, Studio Manager  
Location: Office building  
Distance from airport: 25 miles, 45 minutes  
AU, CL, CUL, 1/1, 1/10, PTL, TK, TKO, VC, WC  
11.8 x 19.4 7 Conference  
13.5 x 21.3 20 Conference  
14.8 x 18.7 20 Conference  
15.1 x 16.4 15 Conference  
15.1 x 20.3 15 Conference

**Kadence International**

London United Kingdom  
Ph. +44-(0)20-7620-8393  
www.kadence.com  
Location: Office building  
Distance from airport: 18 miles, 60 minutes  
CL, 1/1, 1/10, WC  
25x15 8 Conference

**Leeds Roundhay Research Centre**

Leeds United Kingdom  
Ph. 44-113-266-5440  
www.roundhay-research.com  
Location: Free standing facility  
Distance from airport: 5 miles, 20 minutes  
CL, 1/1, 1/10, TK, VC, WC  
18x14 9 Multiple  
16x13 10 Multiple

**Lightspeed Health**

London United Kingdom  
Ph. 44-20-7920-7780  
www.allglobalviewing.com  
Ralph Risk  
Location: Free standing facility  
Distance from airport: 20 miles, 45 minutes  
CL, CUL, 1/1, VC, WC  
19x13 15 Multiple  
20x17 20 Multiple  
22x14 15 Multiple

**The Look Inn**

Slough United Kingdom  
Ph. 44-1753-694100  
www.thelookinn.co.uk  
Carol Thompson, General Manager  
Location: Free standing facility  
Distance from airport: 12 miles, 20 minutes  
CL, CUL, 1/1, 1/10, PTL, VC  
18x18 10 Multiple  
18x19 10 Multiple  
18x13 10 Multiple

## M3 GLOBAL RESEARCH

**M3 Global Research and Studios (London)**

Galena House  
8-30 Galena Road  
Hammersmith, London, W6 0LT United Kingdom  
Ph. 44-20-8741-6200  
studio@eu.m3.com  
www.m3researchstudios.com  
Caroline Bates, Director, Business Development  
Location: Office building  
Distance from airport: 12 miles, 30 minutes  
CL, CUL, 1/1, 1/10, PTL, VC, WC  
20x26 8 Multiple  
12x13 10 Multiple  
8x10 Conference  
20x16 15 Multiple

M3 Global Research Studios London is the ideal viewing facility for all your market research focus group and studio needs, conveniently located in Hammersmith. Our facility offers 3 impeccably-designed focus group suites. Easily accessible to clients and respondents travelling from all areas by road, tube or air (Heathrow Airport). We provide experienced moderators, translators and respondent recruitment services. Our modern and spacious facility in West London provides the ideal qualitative group experience, and our professional and client-focused studio team will surpass your expectations. (See advertisement on p. 51)

**The Observatory Studios**

London United Kingdom  
Ph. 44-207-437-2823  
www.theobservatorystudios.com  
Michelle Sivyver, Marketing Manager  
16x16 10 Multiple  
16x16 10 Multiple

**Perspective Research Services**

London United Kingdom  
Ph. 44-207-490-9181 or 44-207-490-5944  
www.perspectivemr.co.uk  
1/1, 1/10, WC  
7x16 20 Conference

**Pioneer Suite**

Manchester United Kingdom  
Ph. 1-61-242-7859  
www.pioneersuite.com  
Deborah Morgan  
Location: Office building  
Distance from airport: 5 miles, 20 minutes  
CUL, 1/1, PTL, TK, WC  
31x31 Multiple

## Codes

Location: Office building, Freestanding building, Shopping mall

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

Conference - Conference-Style Room  
Living - Living Room-Style Room  
Multiple - Both Styles  
Room dimensions, when stated, are shown in feet.

**Pi-Space**

Birmingham United Kingdom  
Ph. 44-07795-311190  
www.pi-space.co.uk  
Mary Bowen  
Location: Shopping mall  
Distance from airport: 11 miles, 20 minutes  
CL, 1/1, 1/10, PTL, TK, VC, WC  
25x25 20 Multiple  
14x18 10 Multiple  
16x15 8 Multiple

**Plus Four Market Research Limited**

London United Kingdom  
Ph. 44-20-8254-4444  
www.plus4.co.uk  
Peter Allan, Managing Director

**Scott Porter Research & Marketing**

Leith, Edinburgh United Kingdom  
Ph. 44-131-553-1927  
www.scottporter.co.uk

**QED Studios**

Birmingham United Kingdom  
Ph. 44-121-471-3434  
www.qedstudios.com  
Lisa Wootton

**The Qualitative Lab - London**

Wimbledon United Kingdom  
Ph. 44-020-8254-4444  
www.plus4.co.uk/the-qualitative-lab  
Peter Allan, Managing Director  
Location: Free standing facility  
Distance from airport: 45 minutes  
1/1, 1/10, WC  
18x12 8 Multiple  
12x6 3 Living

**The Research House**

A Schlesinger Associates Company

**The Research House**

124 Wigmore St.  
London, W1U 3RY United Kingdom  
Ph. 44-20-7935-4979  
info@research-house.co.uk  
www.schlesingerassociates.com  
Laura Haxton-Wilde, Managing Director  
Location: Free standing facility  
Distance from airport: 15 miles, 40 minutes  
CUL, 1/1, 1/10, PTL, VC, WC  
25x20 14 Conference  
25x20 14 Multiple  
15x20 20 Multiple  
15x15 14 Multiple  
15x25 10 Living

Ideally situated in central London, our high-specification facilities and unrivaled client service have led us to be repeatedly rated among the best viewing facilities in the world, including 'Best Viewing Facility' at the MRS Awards 2016. As a Schlesinger company, we provide recruitment and full project management to

the U.K., Europe and the rest of the world. Qualitative services: focus groups; in-depth interviews; online communities, webcam focus groups; tele-depth interviews; ethnographic research; usability; eye tracking. New: HD recording and 306° HD recording. (See advertisement on inside front cover)

**The Research House**

A Schlesinger Associates Company

**The Research House, Wimbledon**

Ridgway Mews, 18-20 Ridgway  
Wimbledon Village  
London, SW19 4QN United Kingdom  
Ph. 44-20-8971-1250  
Laura.Haxton-Wilde@research-house.co.uk  
www.research-housesw.co.uk  
Laura Haxton-Wilde, Managing Director  
Location: Free standing facility  
Distance from airport: 16 miles, 35 minutes  
CUL, 1/1, 1/10, TK, VC, WC  
22x22 9 Living  
18x18 9 Living  
18x18 12 Multiple

Situated in the ideal catchment area of Wimbledon Village in the attractive southwest suburbs of London. As a Schlesinger company, we provide recruitment services and full project management to the U.K., Europe and the rest of the world. Qualitative: Webcam focus groups; in-depth interviews; virtual focus groups; tele-depth interviews; ethnographic research; online communities, usability; eye tracking. Market sectors: medical; consumer; business-to-business; IT. (See advertisement on inside front cover)

**Rosco Research**

Whyteleafe United Kingdom  
Ph. 44-20-8668-6168  
www.roscoresearch.co.uk  
Andrew Longley, Managing Director  
Location: Office building  
Distance from airport: 20 miles, 25 minutes  
1/1, 1/10, PTL, TK

**Sensory Dimensions/Sensory Visions**

Reading United Kingdom  
Ph. 44-118-935-7391 or 44-118-935-7108  
www.sensorydimensions.com  
Jo Sheldrake  
Location: Office building  
Distance from airport: 30 miles, 25 minutes  
CL, 1/1, 1/10, PTL, TK  
12x20 8 Conference

**60 Watt Research**

Edinburgh United Kingdom  
Ph. 44-131-513 9160 or 44-131-625-8254  
www.60wattresearch.co.uk  
Peter Mill  
Location: Office building  
Distance from airport: 7 miles, 20 minutes  
1/1, 1/10  
20x15 8 Living

**Summit Studios**

London United Kingdom  
Ph. 44-20-8840-2200  
www.summitstudios.co.uk  
Danielle Francis, Owner  
Location: Free standing facility  
Distance from airport: 6 miles, 15 minutes  
AU, CL, 1/1, 1/10, TK, VC, WC  
17x15 10 Living  
17x15 10 Multiple  
26x13 20 Conference

**Talkback Viewing Studios Ltd.**

Beeston United Kingdom  
Ph. 44-115-925-5566  
www.talkbackstudio.co.uk  
Location: Office building  
Distance from airport: 10 miles, 20 minutes  
CL, CUL, 1/1, TK  
15x14 12 Multiple  
12x10 10 Multiple

**The Talking Shop**

Manchester United Kingdom  
Ph. 44-161-834-3396  
www.thetalkingshop.co.uk  
Katherine Thomas-Wilson, Joint Managing Director  
Location: Free standing facility  
Distance from airport: 12 miles, 30 minutes  
CUL, 1/1, 1/10, WC  
25x13 15 Multiple  
16x13 10 Multiple  
13x8 7 Living

**Taylor McKenzie Research & Marketing Ltd**

Glasgow United Kingdom  
Ph. 44-141-221-8030  
www.taylormckenzieuk.com  
Marie Taylor, Managing Director  
42 x 28 20 Multiple  
36 x 23 10 Multiple  
36 x 20 10 Multiple

**The Treehouse**

London United Kingdom  
Ph. 44-20-7243-2229  
www.thetreehouse.org  
Jessie Cronheim, Studio Manager  
Location: Free standing facility  
Distance from airport: 8 miles, 30 minutes  
CL, 1/1, 1/10, TK, VC, WC  
17x17 14 Multiple  
17x17 14 Multiple

**2CV Research**

London United Kingdom  
Ph. 44-20-7655-9900  
www.2cv.co.uk  
Jessie Granger, Organisational Dev Coordinator  
Location: Free standing facility

**User Viewing | People for Research**

Bristol United Kingdom  
Ph. 44-117-921-0008  
www.userviewing.co.uk  
Paul Gooding, Founder and CEO  
Location: Office building  
Distance from airport: 8 miles, 22 minutes  
CL, 1/1, 1/10, PTL, VC, WC  
12x14 8 Multiple  
12x9 14 Multiple

**User Vision Focus**

Edinburgh United Kingdom  
Ph. 44-131-225-0850  
www.uservisionfocus.co.uk  
Susan Brannan, Office Manager  
Location: Office building  
Distance from airport: 7 miles, 20 minutes  
CL, CUL, 1/1, 1/10, PTL, WC  
21x15 14 Conference  
10x12 10 Multiple  
10x12 8 Multiple  
12x9 5 Living

**Wardle McLean Strategic**

London United Kingdom  
Ph. 44-20-7234-9340  
www.wardlemclean.co.uk  
16x9 10 Multiple



**West 2 View**

London United Kingdom  
Ph. 44-2072-629-646  
www.west2view.com  
Maureen Heron, Facilities Manager  
16x16 10 Multiple

**WUP Studios**

Chippenham United Kingdom  
Ph. 44-1249-450-960  
www.wupstudios.co.uk  
Jenny Kelly, Studio Manager  
16x16 15 Multiple  
16x12 10 Multiple  
14x9 10 Multiple  
8x6 5 Multiple

**Wyoming Studios London UK**

London United Kingdom  
Ph. 44-207-436-7000  
www.wyoming.co.uk  
Lucy Bolingbroke, Studio Director  
Location: Office building  
Distance from airport: 14 miles, 30 minutes  
CL, CUL, 1/1, 1/10, WC  
26x19 16 Multiple  
19x19 16 Multiple  
20x18 16 Multiple  
20x16 16 Multiple  
19x19 16 Conference  
19x19 16 Multiple  
10x10 3 Conference

**Wyoming Studios Watford UK**

Watford United Kingdom  
Ph. 44-1923-230616  
www.wyoming.co.uk  
Lucy Bolingbroke, Manager  
Location: Office building  
Distance from airport: 15 miles, 20 minutes  
CUL, WC  
20x18 16 Multiple  
20x16 16 Multiple  
19x19 16 Conference  
19x19 16 Multiple  
10x10 3 Conference

**Venezuela****ESTIME Marketing Research**

La Urbina, Caracas Venezuela  
Ph. 58-212-241-2605 or 954-607-7977 (US)  
www.estimesa.com  
Walter Mucchiut, Executive Director  
Location: Office building  
Distance from airport: 14 miles, 38 minutes  
AU, 1/1, 1/10, TK, VC, WC  
14x10 5 Conference  
18x18 12 Conference  
10x10 Conference  
10x9 Conference

**StatMark Group, S.A.**

Chacao, Caracas Miranda Venezuela  
Ph. 58-212-918-2100  
www.statmarkgroup.com  
Location: Office building  
Distance from airport: 30 miles, 45 minutes  
VC  
17x11 5 Conference

**Viet Nam****Kadence International**

Hai Ba Trung District, Hanoi Viet Nam  
Ph. 84-8730-500 87  
www.kadence.com  
Location: Office building  
Distance from airport: 29 miles, 60 minutes  
1/1, 1/10, TK, WC  
13x11 12 Living  
11x10 10 Multiple

**Kadence International**

Ho Chi Minh City Viet Nam  
Ph. 84-8730-500-87  
www.kadence.com  
Location: Office building  
Distance from airport: 4 miles, 20 minutes  
1/1, 1/10, TK, WC  
13x13 16 Living  
13x11 14 Multiple



# Help is on the way.

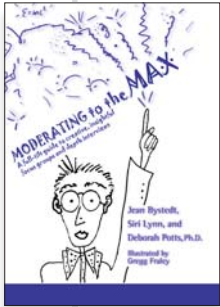
**Free statistical calculator  
from Quirk's**

- Chi-square test
- One-sample t-test between percents
- Independent samples t-test between means
- Determine sample size for percents
- Fisher's exact test
- Two-sample t-test between percents
- Confidence interval around a mean
- Determine sample size for means
- Binomial test
- Confidence intervals around a percent
- Compare sample mean to population mean
- Sampling error for a given sample size
- Poisson events test
- Compare two standard deviations
- Compare three or more means

**QUIRK'S**  
Marketing Research Review

[www.quirks.com/resources/calculator.aspx](http://www.quirks.com/resources/calculator.aspx)

# ESSENTIAL READING FOR RESEARCH PROFESSIONALS



## Moderating to the Max

A Full-Tilt Guide to Creative, Insightful Focus Groups and Depth Interviews

Detailed instructions for more than 20 techniques that will deepen focus group findings and bring life to a fading group. From perceptual mapping to personification, you will never again have to guess whether a technique is the right one for the occasion. Full of examples and illustrations, the book's emphasis is on "play": how fun exercises can inspire focus group respondents to reveal deeper motivations.

160 pages, 7x10, 978-0-9830436-2-1 \$34.95 paper

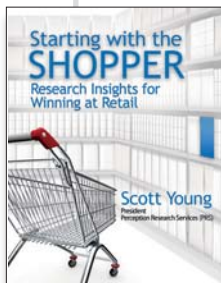


## Qual-Online: The Essential Guide

What Every Researcher Needs to Know about Conducting and Moderating Interviews via the Web

From the types of tools at your disposal to planning your first online study, this extensive guide will help you understand the sequence of steps to follow, timing, and costs involved and help you manage all of the useful insights you will gather—making your job of sharing information with your client that much easier and your reports more robust. *The must-have guidebook.*

216 pages, 6x9, 978-1-941688-26-7 \$29.95 paper

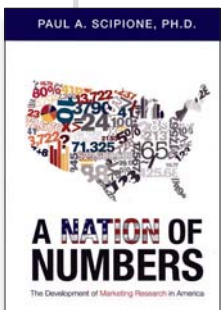


## Starting with the Shopper

Research Insights for Winning at Retail

Actionable insights, case studies and "lessons learned" from thousands of studies conducted by Perception Research Services, a global leader in packaging and shopper marketing research. What works in store, in home and online, and how best to apply shopper research to drive and measure success.

136 pages, 7x 9, full color; 978-1-941688-23-6 \$39.95 paper



## A Nation of Numbers

The Development of Marketing Research in America

Paul Scipione identifies the factors and events that came together to make America the birthplace of marketing research and documents how far the marketing research industry has come in its first 100 years, morphed from analog to digital, with new tools in big data and advanced analytics, observation of actual consumer behavior via scanning UPC codes, and advances in the neurosciences, and speculates where the industry will be in the future.

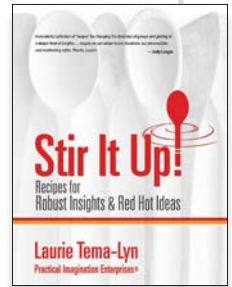
546 pages, 7x10, 978-0-9852482-2-2 \$49.95 cloth

## Stir It Up!

Recipes for Robust Insights & Red Hot Ideas

From time to time, every moderator, meeting chairman, or in-depth interviewer needs fresh ideas to jazz up a tired group or reenergize a flagging meeting. Here are 50 fresh ideas for exercises in an easy-to-use cookbook format. Organized by category, from Ice Breakers to Idea Developers each "recipe" (exercise) is presented with a brief description, an estimation of time required, a list of materials needed, instructions for how to do it, and useful tips.

140 pages, 7x9, 978-0-9830436-3-8 \$24.95 paper

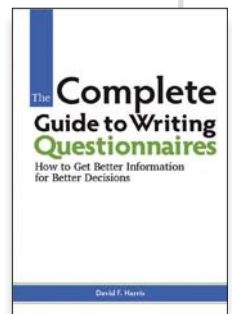


## The Complete Guide to Writing Questionnaires

How to Get Better Information for Better Decisions

A comprehensive framework for creating questionnaires from planning research to support decision-making, conducting qualitative research, and planning the questionnaire before you begin writing questions, with guidelines to make questions clear, answerable, easy, and unbiased for the three most common tasks researchers ask respondents, and how to properly pretest a questionnaire.

220 pages, 7x10, 978-0615917672 \$54.00 paper

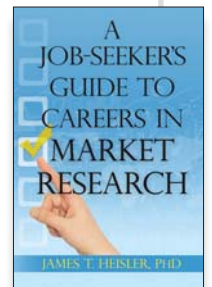


## A Job-Seeker's Guide to Careers in Market Research

How to Decide if a Career in Market Research is Right for You

An authoritative guide to the market research industry at the beginning of the 21st century, its size and scope, what value it provides, who works in the field, who uses it and for what decisions, the market research process, common methodologies, growth prospects for the industry, and more. The book explores market research as a career choice—skills, education, and training; how to get that first job, moving upward, potential earning power, success profiles, and stepping stones to related careers.

174 pages, 6x9, 978-1-941688-31-1 \$34.95 paper



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ATP Canada Software & Services Ltd. . . . .	p. 55	Marketing Research Education Foundation . . . . .	p. 49
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Blue Kite Insight . . . . .	p. 17	Maybe...Market Research & Strategy . . . . .	p. 11
212-763-7740   <a href="https://bluekiteinsight.com">https://bluekiteinsight.com</a>		516-459-3659   <a href="http://www.maybemarketresearch.com">www.maybemarketresearch.com</a>	
Branded Research, Inc. . . . .	pp. 5, 11	Michigan State University . . . . .	p. 35
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C&C Market Research, Inc. . . . .	Inside Back Cover	Murray Hill National . . . . .	p. 117
479-785-5637   <a href="http://www.ccmarketresearch.com">www.ccmarketresearch.com</a>		972-707-7645   <a href="http://murrayhillnational.com">http://murrayhillnational.com</a>	
Clear Seas Research . . . . .	p. 9	Olson Research Group, Inc. . . . .	p. 7
248-786-1683   <a href="http://www.clearseasresearch.com">www.clearseasresearch.com</a>		267-487-5500   <a href="http://www.olsonresearchgroup.com">www.olsonresearchgroup.com</a>	
Consumer Opinion Services, Inc. . . . .	p. 121	Paramount Market Publishing, Inc. . . . .	p. 136
206-241-6050   <a href="http://www.consumeropinionservices.com">www.consumeropinionservices.com</a>		607-275-8100   <a href="http://www.paramountbooks.com">www.paramountbooks.com</a>	
Critical Mix . . . . .	p. 47	Plaza Research . . . . .	p. 105
800-651-8240   <a href="http://www.criticalmix.com">www.criticalmix.com</a>		800-654-8002   <a href="http://www.plazaresearch.com">www.plazaresearch.com</a>	
FACILITY CTS . . . . .	p. 31	Reality Check Consulting. . . . .	p. 21
33-1-46-28-34-00   <a href="http://www.facility-cts.fr/?lang=en">www.facility-cts.fr/?lang=en</a>		810-599-9440   <a href="http://www.realitycheckinc.com">www.realitycheckinc.com</a>	
Fieldwork Network . . . . .	pp. 83, 99, Back Cover	Reckner Associates, Inc. . . . .	p. 15
800-TO-FIELD   <a href="http://www.fieldwork.com">www.fieldwork.com</a>		215-822-6220   <a href="http://www.recknerhealthcare.com">www.recknerhealthcare.com</a>	
Focus Pointe Global . . . . .	p. 3	RIVA Training Institute . . . . .	p. 53
888-873-6287   <a href="http://www.focuspointeglobal.com">www.focuspointeglobal.com</a>		301-770-6456   <a href="http://www.RIVAINc.com">www.RIVAINc.com</a>	
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## 10 minutes with...

**Tyler Kettle**

*International Insights Program Manager, Google*

**You started your first MR internship your freshman year of college. How do you think this early introduction to the industry has affected your career?**

It had a significant impact on my career. I started my first internship on the supplier side and I found that I had a passion for MR and understanding what drives people to do what they do. I continued working part-time throughout college and started to tailor my college classes around areas focused on marketing research. At that time I was especially interested in quantitative models and predicting consumer behavior.

While this was very beneficial in furthering my career it also limited me in some ways because early on I had a narrow scope on research, focusing only on the quant side of things. It wasn't until I entered the MBA program at the A.C. Nielsen Center at the Wisconsin School of Business that I realized I needed to learn more about qualitative methods and new approaches to gaining insights. This drove me to continually learn new approaches and methods throughout my career on the client side.

**What tips do you have for client-side researchers who are interested in learning about new approaches and methodologies but don't have the budget in place to dive right in?**

I would recommend first leveraging resources online from vendors, research associations and publications like Quirk's that are usually free to learn and come up with new ideas and approaches. Once you find an approach that you believe could bring value to your company you can build a business case as to why you should start exploring that method.

**Talk about a time you gained greater internal buy-in for MR.**

One situation that stands out was at a company where I developed new methods to allow us to get directional research to help with decisions where we didn't have the budget or time to conduct a full research study. To do this I developed a research community that allowed us to quickly test and redefine hypotheses our stakeholders had. This led to us being able to provide research and insights to teams that never had the resources or even desire to conduct full-service research studies. The insights we provided from the community were directional in nature but at many times started to make our stakeholders question certain things they thought were true and identify that they needed to invest in more research to better understand their customers.

**Are there any new methodologies you would like to explore in 2018 and why?**

While I might not be able to next year, I would love to find ways to incorporate neuroscience into research. I'm fascinated by what happens subconsciously when people make decisions or see certain content and would love to better understand this methodology and how it can be incorporated into research.



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Quirk's."*





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