

# GEOGRAPHIC LISTINGS

## ALABAMA

### BIRMINGHAM

#### Graham & Associates, Inc.

3000 Riverchase Galleria  
Suite 310  
Birmingham, AL 35244  
☎ (205) 443-5399  
📠 (205) 443-5389  
ceanes@grahammktres.com  
www.grahammktres.com

Cindy Eanes . . . . . Vice President  
Chris Martin . . . . . Project Manager

5 focus group rooms, large conference and viewing rooms for up to 36 resp., test kitchen—6 ovens and 3 refrigerators. Four mall facilities in Birmingham, Huntsville and Mobile. WATS facility with 40 lines, all types of recruiting and regional fielding. Professional, responsive, friendly and committed to quality. New facility built in 2005  
www.grahammktres.com

Professional Affiliations: MRA

#### Facility Details

*Rooms:* Outstanding facility with three group rooms recently renovated.

*Building:* Office w/ Hotel Attached | *Location:* Suburban

*Travel time from airport/downtown:* 20 min/20 min

Graham & Associates/FACTS  
3289 Bel Air Mall  
Mobile, AL 36606  
United States  
☎ (205) 443-5399  
📠 (205) 443-5389  
ceanes@grahammktres.com  
www.grahammktres.com  
Cindy Eanes, Vice President  
Martha Bowers, Supervisor

Graham & Associates/FACTS  
5901 University Drive  
Madison Square Mall  
Huntsville, AL 35806  
United States  
☎ (205) 443-5399  
📠 (205) 443-5389  
ceanes@grahammktres.com  
www.grahammktres.com  
Cindy Eanes, Vice President  
Cora Lee, Supervisor

#### New South Research, Inc.

3000 Riverchase Galleria  
Suite 630  
Birmingham, AL 35244  
☎ (800) 289-7335  
☎ (205) 443-5350  
📠 (205) 443-5340  
jjager@newsouthresearch.com  
www.newsouthresearch.com

Jim Jager . . . . . President  
Susanna Pearce . . . . . Project Manager

We specialize in client service, responsiveness, attention to detail and accurate recruiting. We apply these talents to focus groups, telephone surveys, mall intercepts, one-on-one interviews and "mystery" shopping. Visit us at  
www.newsouthresearch.com.

Professional Affiliations: MRA

### MONTGOMERY

#### Nolan Research

2569 Bell Rd.  
Montgomery, AL 36117  
☎ (334) 284-4164  
📠 (334) 286-9788  
NLResearch@aol.com

Deidra Nolan . . . . . Partner  
Isabel Barnes . . . . . Partner  
Rebecca Mc Donald . . . . . Partner

Locally owned field service specializing in personal service, attention to detail, southern hospitality and home cooking. We have a state-of-the art focus group facility, a mall facility with Belks, Dillards, Sears and JC Penny anchors. Our call center recruits in all 50 states. We specialize in recruiting that "hard to find" demographic for mock juries, focus groups and music tests.

Professional Affiliations: MRA

#### Facility Details

*Rooms:* Client lounge w/ TV for viewing, two tiered viewing room which seats 10 comfortably, spacious kitchen, spacious focus group room seating up to 14 respondents. State-of-the-art facility specializing in Southern homestyle cooking.

*Building:* Free Standing | *Location:* Suburban

*Travel time from airport/downtown:* 15 min/12 min

**ARIZONA**

**PHOENIX**

**BALABAN MARKET RESEARCH CONSULTING**

3133 E. Calaveros Drive  
 Phoenix, AZ 85028  
 ☎ (602) 765-2172  
 📠 (602) 765-1873  
 CARYN@BMRC-RESEARCH.COM  
 WWW.BMRC-RESEARCH.COM

Balaban Market Research Consulting [BMRC] is a market research company led by industry veteran Caryn Balaban, a Yale University educated market research consultant and focus group moderator with more than 20 years experience. BMRC specializes in conducting focus groups, in-person and telephone interviews, and online research. Clients represent a variety of industries, including; pharmaceutical, hospital and healthcare, energy & power, consumer package goods, manufacturers and suppliers, trade & professional associations, advertising agencies and insurance companies. Professional Affiliations: AMA, QRCA, PMRG



**BRC Field & Focus Services**

45 E. Monterey Way  
 Phoenix, AZ 85012-2616  
 ☎ (602) 258-4554  
 ☎ (800) 279-1212  
 📠 (602) 252-2729  
 info@brc-field.com  
 www.brc-field.com

Earl de Berge ..... Research Director  
 Tony Basché ..... Senior Project Manager  
 Rick Kamer ..... Director of Operations

43 years of quality data collection in Arizona, U.S, Latin America. Full spectrum of quantitative, qualitative methodologies. 32 CATI stations with ACS WinQuery 6.0 (fully backwards compatible), remote monitoring, 80% of interviewers are bilingual. Focus services: ethical recruiting, no repeat respondents, expert in difficult recruits; new centrally located facility close to airport, downtown hotels, medical, convention, sports and entertainment centers, and core Latino markets. On-line surveys. Specialties: HISPANIC: complete bi-lingual services including moderators; OTHER: executive, B2B, medically at-risk populations, Native Americans, low incidence. Design, processing, analysis services available.

Professional Affiliations: MRA, NCPP

**Facility Details**

*Rooms:* Beautiful new centrally located facility, well appointed viewing room for 10, high speed Internet, can record on 12" VHS, bilingual hosting.

*Building:* Free Standing | *Location:* Downtown, 6 Mi Fr Airport  
*Travel time from airport/downtown:* 20 min/10 min

**Delve**

1225 W. Washington St.  
 Suite 113  
 Phoenix, AZ 85281  
 ☎ (800) 647-4217  
 ☎ (602) 914-1950  
 📠 (602) 914-1909  
 helpinghand@delve.com  
 www.delve.com

Donna Flynn ..... Managing Director  
 Shanna Parker ..... Assistant Managing Director

Delve is an innovative data collection partner that creates and fosters environments for insightful dialogues between marketers and customers. Nationwide services include: focus groups, pre-recruits, web surveys, telephone interviews, central location testing, taste tests, product placements and Interactive Voice Response.

Professional Affiliations: AMA, MRA

**Facility Details**

*Rooms:* 21 x 18 Conference Style | 18 x 22 Conference Style | 22 x 17 Conference Style

*Building:* Office Building | *Location:* Suburban  
*Travel time from airport/downtown:* 5 min/15 min

**(See ad on Inside Back Cover)**



PHOENIX-SOUTH MOUNTAIN

**Fieldwork Phoenix-South Mountain**

7776 S. Pointe Parkway West  
 Suite 290  
 Phoenix, AZ 85044  
 ☎ (602) 438-2800  
 📠 (602) 438-8555  
 info@phoenix.fieldwork.com  
 www.fieldwork.com

Clay Turner ..... President  
 Karen Justice ..... Project Manager  
 Michele Manigold ..... Project Manager

Four focus group rooms, comfortably seating 25 viewers. One IDI room. Consumer, business and medical recruiting done in-house. Ten minutes from the airport located in an office building on the grounds of five-star resort. Kitchen available for exclusive use. Complimentary digital audio recording. Free parking. DVD recording. FocusVision conferencing and streaming, VideoMarker and ActiveGroup available. Usability lab, wireless, and T1 access. Impulse rated "one of the world's best facilities."

Professional Affiliations: MRA

**Facility Details**

*Rooms:* 1: 19'x23' viewing for 14 | 2: 22'x24' viewing for 20 | 3: 22'x25' viewing for 15 | 4: 23'x25' viewing for 28.

*Building:* Office Building | *Location:* Suburban

*Travel time from airport/downtown:* 10 min/25 min

**Plaza Research-Phoenix**

2575 East Camelback Road  
Suite 800

Phoenix, AZ 85016

☎ (602) 381-6900

☎ (800) 654-8002

☎ (602) 381-6950

✉ dmestas@plazaresearch.com

www.plazaresearch.com

Denise Mestas .....Director

Luxurious focus group facilities conveniently located in prestigious Biltmore area, only minutes from Scottsdale and downtown Phoenix. Magnificent three-room client suites, fully equipped test kitchens, innovative simultaneous in-depth interview rooms, large one-way mirrors, professional A/V equipment. FocusVision. VideoMarker. ActiveGroup. Offices in Chicago, Dallas, Denver, Atlanta, Los Angeles, New York, Philadelphia, San Francisco, Houston, Fort Lauderdale, Tampa, San Diego and Las Vegas.

Professional Affiliations: AMA, MRA

**Facility Details**

*Rooms:* FocusVision, ActiveGroup, Videomarker. Digital AV on flash drives, iPod, CD, DVD or FTP upload (yours or ours).

*Building:* Office Building

*Travel time from airport:* 10 min

**(See ad on page 120)**



**Schlesinger Associates**

*A Marketing Research Corporation*

**Schlesinger Associates Phoenix**

2355 East Camelback Road

Phoenix, AZ 85016

☎ (866) 549-3500

✉ Phoenix@SchlesingerAssociates.com

www.schlesingerassociates.com

Trina Costello .....Facility Director

Schlesinger Associates is a full-service, data collection company with offices in Atlanta, Boston, Chicago, Chicago O'Hare, Dallas, Houston, Los Angeles, New Jersey, New York City, Orlando, Philadelphia, Philadelphia Bala Cynwyd, Phoenix & San Francisco. With 14 facilities across the U.S., clients are offered a variety of markets from which to choose, based upon their demographic needs. Schlesinger Associates also has two facilities in the UK; The Research House Central London and The Research House Wimbledon. Additional services include Global Management Solutions and Inspire Opinions for online healthcare surveys and recruitment.

Professional Affiliations: AMA, CASRO, ESOMAR, MRA, CMOR, PBIRG, PMRG, QRCA

**Facility Details**

*Rooms:* Four spacious high-specification studios, including, conference room, client lounge, viewing rooms and respondent reception.

*Building:* Executive Office Building | *Location:* Downtown

*Travel time from airport/downtown:* 10 min/1 min

**(See ad on Research Services-Back Tab)**