



153 W. Ohio Street, 4th Floor, Chicago, IL 60654 phone 312.321.8100 fax 312.321.8110

Survey Center Focus



CHICAGO'S FINEST FOCUS GROUP FACILITY YOUR FIRST CHOICE FOR PLACE, PEOPLE AND PERFORMANCE!

Survey Center Focus is a full-service focus group facility and qualitative research consulting company that offers a comprehensive range of services. We have been managing consumer, medical and professional recruiting, coordinating national and international projects, conducting focus groups, and other qualitative research for over 30 years. Our friendly staff, known for their stellar client service reputation, is dedicated to consistently providing professional service resulting in an exceptionally rewarding research experience.

Our new downtown loft location, steps from Michigan Avenue, gives us access to the entire 7 million-plus population of the metropolitan Chicago area. Our site is accessible to all of the suburbs and is centrally located within the city.

Support Services Include:

- Project Development Support
- Screener Design Assistance
- Specialized Respondent Recruitment and Field Instruction
- National and International Project Management
- National & International Affiliations with Other Facilities
- Professional Moderators and Interviewers on Staff
- Unique Qualitative Research Techniques
- Intelligent Analysis and Interpretation
- Video Conferencing; Web Streaming
- Technical Support
- Kitchens and Catering
- Data Processing
- Full Back Office Support
- Transcription and Translation Services



FACILITY

Two focus group suites are specifically designed to create a relaxing, home-like atmosphere that puts participants, moderators and clients at ease. Each suite features a respondent group room, a client viewing room and a client lounge. Each group room offers multiple stylish furniture options, all of which can be arranged to meet each individual client's specific needs. State-of-the-art monitoring and recording technology, including oversized plasma monitors, ensures that each session is as productive as possible. Floor to ceiling mirrors enhance the view for clients.

Our sophisticated client lounges are located adjacent to each large viewing room. During breaks, clients can kick their feet up next to their very own cozy fireplace or gaze out at the Chicago skyline. Private bathroom and kitchen facilities help make the room feel more like a home away from home. We've equipped each new Survey Center Focus private client lounge with complete business access. On-site, clients can have break out meetings, and conduct business – all while monitoring ongoing focus group activity on plasma monitors.

Each flexible focus group room includes:

- Optional set-up for living room, conference room and theater style interviewing
- Oversized wall mounted plasma monitor
- Upholstered tack boards and custom wooden ledges for presentations
- Large easels, flip charts and all necessary supplies
- 3 remote-control cameras in each room
- Room-wide microphones
- Wireless and hard-wired Internet access
- Separately controlled heating, air-conditioning systems and lighting

Each oversized viewing room includes:

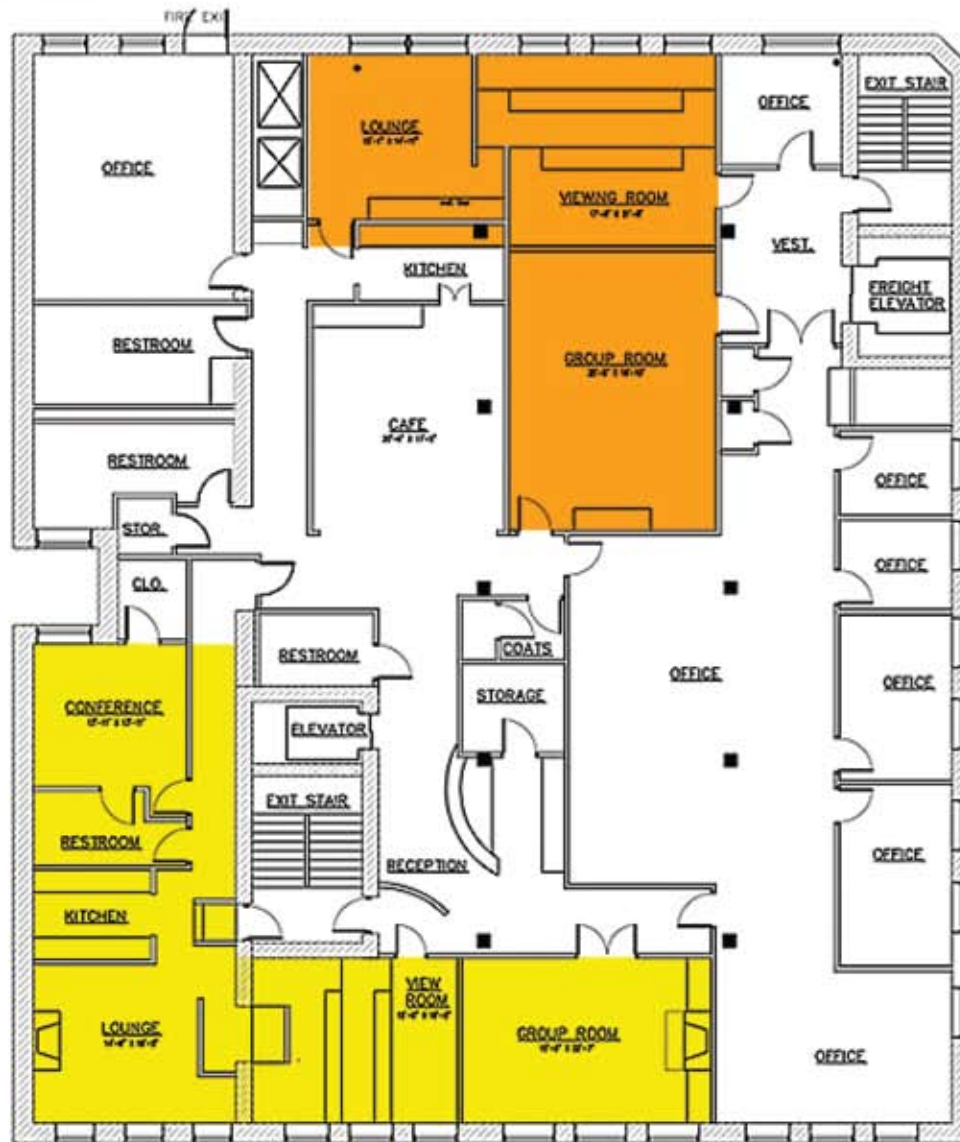
- 10 foot high windows looking out to the beautiful Chicago skyline
- Custom wood and granite work surfaces
- Leather seating
- Table top lighting
- Wall mounted plasma monitor
- Individual electric connections
- Wireless and hardwire internet access
- Individual headphone jacks for uninterrupted listening

Each beautifully decorated client lounge includes:

- 10 foot high windows looking out to the beautiful Chicago skyline
- Home-like décor
- Private bathrooms
- Full kitchens
- Wall mounted plasma monitor
- Wireless and hardwire internet access
- PC with flat screen computer monitor
- Color printer/fax/scanner



FACILITY SUITES



RIVER NORTH SUITE

This suite features two working fireplaces, one for respondents and one for clients. This helps respondents and clients warm up to discussions. The group room for this suite has three oversized windows letting in lots of natural light.

CITY SOUTH SUITE

This suite features an oversized respondent group room, suitable for large scale projects such as mock jury trials, ad testing and other situations where demonstrations and displays present extraordinary space requirements. This suite can accommodate up to 30 respondents. This group room also includes a 60" wall mounted plasma monitor, perfect for important presentations.



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SUPPORT SERVICES

Survey Center Focus offers clients any level of support needed to get the results you want. Our facility is suitable for those who want to rent a room and conduct their own focus groups as well as for those who want more assistance or guidance with any or all phases of the research project.

Project Management

For more than 30 years, our seasoned staff has been helping clients. Whether you want to target a single city, region, the entire nation or many foreign countries, we have the capability and experience to execute any project, anywhere in the world.

Respondent Recruitment

Our specialty is recruiting insightful, creative, engaged research participants from a wide variety of demographics. Highly trained recruiters are proficient at finding consumer, medical and business-to-business respondents. We also use Interactive Voice Response (IVR) technology, a computer-assisted dialing/e-mail technique, that captures potential respondents quickly, thereby decreasing associated recruitment costs.

Other professional recruitment services:

- ▣ Assistance in developing screening questions
- ▣ Detailed field instruction and scheduling
- ▣ Monitoring and confirmation of respondent profiles
- ▣ Recruitment from city-specific, national or international populations
- ▣ Overall execution management of research project

Expert Moderation/Interviewing

Our highly trained researchers know how to create an engaging atmosphere, and they know how to facilitate spontaneous dialogue with focus group participants that will result in useful information for listeners. Whatever the group size or nature of the research, our staff moderators are dedicated to getting high quality responses so that our clients get the best information possible.



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RESEARCH CAPABILITIES

Survey Center Focus is equipped to handle virtually any kind of qualitative research, using respondents from a wide range of demographics. State-of-the-art technology captures every second of group interaction, and our support staff ensures that everything runs smoothly. We help you get answers to questions you and your clients have about your business.

- Ethnography
- Shopping Audits
- Team Shops
- Home or Office Observations
- One-on-One Interviews, Dyads or Triads
- Mock Jury Trials
- New Product Development
- Usability Testing
- New Concept Testing
- Advertising Effectiveness Research
- Intercept Interviews
- Product Placement
- Product Taste Tests



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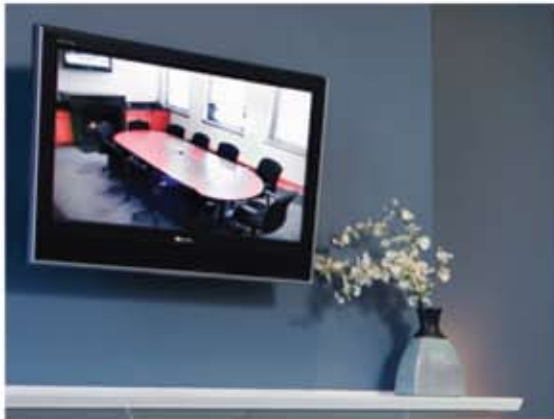
NATIONAL AND INTERNATIONAL PROJECT MANAGEMENT

Survey Center Focus has strategic alliances with facilities all across the U.S. as well as overseas, particularly Europe, South America and the Far East. We are continually expanding our network of affiliated facilities. Our vast experience lies in designing and managing projects on a multi-market basis, keeping in mind different cultures, languages and currencies.

Clients

Virtually anyone who has a question that needs an answer for their business can use Survey Center Focus to get the answers. Clients include:

- ⌘ advertising agencies
 - ⌘ design firms
 - ⌘ marketing firms
 - ⌘ consulting groups
 - ⌘ public relations companies
 - ⌘ manufacturers
 - ⌘ media outlets
 - ⌘ hospitals and other health care providers
 - ⌘ professional associations
 - ⌘ convention bureaus
 - ⌘ new venture firms
 - ⌘ non-profit sector
 - ⌘ web development companies
 - ⌘ data collection businesses
 - ⌘ other market research companies
 - ⌘ law firms
 - ⌘ banks and other financial institutions
- and individuals such as:
- ⌘ independent moderators
 - ⌘ marketing directors
 - ⌘ brand managers
 - ⌘ marketing analysts
 - ⌘ consumer insight managers
 - ⌘ consultants
 - ⌘ venture capitalists



AUDIO AND VISUAL

Both of our focus group suites are fully equipped with digital remote controlled cameras. Multiple VHS, DVD, MINIDV are available for duplicate copies. Our rooms are equipped with a state-of-the-art system for exceptional sound on all your tapes and CDs as well as in the viewing room. Large plasma and LCD monitors are wall mounted for optimal presentations in group rooms, viewing rooms and client lounges.

The viewing rooms are equipped with individual hardwire and connectors and electrical outlets at each viewing seat. Individual headphones are also available for uninterrupted listening or for listening to any interpreter's translation. Wireless internet is available throughout the facility.

Video Conferencing and Web Streaming is available.

Usability Testing/Web Testing includes videotaping, using multiple cameras with high resolution scan converter for picture-in-picture or split screen viewing of subject and web pages. This may also be displayed to off-site viewers through web streaming. Our viewing rooms also include 32" monitors for close-up viewing of what is on the respondent's PC.

Other Equipment

- PC presentations wired directly into oversized plasma monitors.
- There is no need for LCD projectors.
- PCs and T1 Internet connections for respondents and clients.
- High speed/high density color scanners and printers.

ACTIVE GROUP

Active Group includes videostreaming products and services that provide you with an innovative ability to view focus groups live as they unfold.

- Active Notes link text with the associated point in the video.
- Active Transcript shows live video verbatim.
- Active Search helps to find key words, phrases or word groupings.
- For more information visit www.ActiveGroup.net

VIC CD

Vic CD is an innovative qualitative research tool that can help you organize and store your focus group material. You can...

- Save time by marking your video live during the recording, no need to review all the material again, simply jump to the highlights.
- Share the results of your focus groups immediately by exporting highlights via email to your colleagues/clients back in the office.
- Increase productivity by viewing your projects right from your PC.
- For more information visit www.vicCD.com



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Survey Center Focus



DEMOGRAPHICS

We recruit from Chicago and the suburbs. The following demographics and zip code list is based on Cook, Will, Lake and DuPage counties, from which we are able to recruit to our downtown facility.

City of Chicago, Cook, Will, Lake and DuPage Suburbs Source: 2000 U. S. Census

Population	7,218,947	
Median Age	33.4 years	
Median Household Income	\$50,519	
Population by Ethnicity:		
	White	69.3%
	African-American	19.9%
	Hispanic	13.7%
	Asian	4.6%
	Other	6.2%



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DIRECTIONS TO SURVEY CENTER FOCUS 312-321-8100

Driving: From O'Hare

Merge onto I-190 East toward Chicago Loop. I-190 becomes I-90 East/Kennedy Expressway East. Take the Kennedy Expressway (I-90) into (I-94) toward downtown Chicago. Exit the expressway at East Ohio Street, exit 50B and head east. Our building is on the south (right) side of the street, between Wells and LaSalle, 153 W. Ohio Street, 4th Floor. Look for the green awnings. Sawbridge Studios furniture store is located in our building.

From Midway

Take Cicero Avenue north to the Stevenson Expressway North (I-55 North), about two miles north of Midway Airport. Merge onto I-90 West/I-94 West via EXIT 292A towards Wisconsin. Take the East Ohio Street exit, EXIT 50B and head east. Our building is on the south (right) side of the street, between Wells and LaSalle, 153 W. Ohio Street, 4th Floor. Look for the green awnings. Sawbridge Studios furniture store is located in our building.

Via CTA: From O'Hare

Take the Blue Line into the city to the Grand Stop. Transfer to the 65 Grand bus eastbound to Illinois and LaSalle. Walk two blocks north on LaSalle to Ohio Street. Turn left, walk half a block to 153.

From Midway

Take the Orange Line into the city to the Library/State/Van Buren stop. Transfer to the Brown Line. Take the Brown Line to the Merchandise Mart Stop. Upon exiting the train, walk down the platform to the north stairs going down to street level. These stairs will put you on Wells St. facing north. Continue north to Ohio. Turn right (east) and proceed half a block to 153 (Sawbridge Studios) on your right.

Via Taxi

Taxis are always available from either of the airports and may be your fastest and most convenient choice.

www.mapquest.com

View a map of 153 W. Ohio Street, Chicago, IL by MapQuest

PARKING

FREE parking at the Rock-N-Roll McDonald's across the street. To park, continue on Ohio Street and turn north (left) at Dearborn Street. Go one block north to Ontario Street and turn west (left). Continue 1 1/2 blocks to parking entrance, just past McDonald's Restaurant. To walk to our building, exit the parking lot at the southwest corner, cross LaSalle and Ohio and proceed to our entrance, Survey Center Focus, 153 W. Ohio Street, 4th Floor. **Please pick up a coupon from SCF to get out of the lot at no charge to you!**

We are also only four blocks from CTA trains and a block (or less) from the LaSalle and Grand buses. The number for CTA information is: 312.836.7000

www.weather.com

A listing of Chicago's current weather

www.metromix.com

A listing of Chicago's restaurants & social events



HOTELS NEAR SURVEY CENTER FOCUS

THE WHITEHALL HOTEL

105 E. Delaware Place
312-944-6300
www.thewhitehallhotel.com
(A preferred rate is available ranging from \$159-\$229. Must mention Survey Center Focus to get special rate.)

HILTON GARDEN INN

10 E. Grand Ave.
312-595-0000
<http://www.hiltongardeninn.com>
(10% off best available rate)

EMBASSY SUITES HOTEL

600 N. State St.
312-943-3800
www.embassysuiteschicago.com
(Ask for Corporate Rate)

HARD ROCK HOTEL

230 North Michigan Ave.
312-345-1000
www.hardrockhotelchicago.com

HOTEL SAX CHICAGO

333 North Dearborn St.
312-245-0333
www.hotelsaxchicago.com

INTERCONTINENTAL HOTEL

505 North Michigan Ave.
312-944-4100
www.ihg.com

DRAKE HOTEL

140 East Walton Place
312-787-2200
www.thedrakehotel.com

FAIRMONT HOTEL

200 North Columbus Drive
312-565-8000
<http://www.fairmont.com/Chicago>

FOUR SEASONS HOTEL

160 East Pearson Street
312-266-1000
<http://www.fourseasons.com/chicagofs>

W CHICAGO CITY CENTER HOTEL

172 West Adams
312-332-1200
www.whothels.com

BEST WESTERN ON OHIO

125 West Ohio Street
800-704-6941
www.rivernorthhotel.com

COURTYARD MARRIOTT MAGNIFICENT MILE

165 E. Ontario
312-573-0800
www.courtyardchicago.com

SHERATON HOTEL AND TOWERS

301 East North Water St.
312-464-1000
<http://www.sheratonchicago.com>

HYATT REGENCY

151 East Wacker Drive
312-565-1234
www.chicagoregency.hyatt.com

MARRIOTT HOTEL

540 N. Michigan Ave.
312-836-0100
<http://www.marriott.com>



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