We offer a full suite of qualitative services, including our proprietary panel, recruiting from our on-site call center, focus group hosting, and an experienced team of in-house moderators. For those seeking an end-to-end research partner, our research analysts can consult with you on your study design, analyze the feedback, and report on the findings.

**BROAD QUALITATIVE EXPERTISE**
Every logistical detail is covered.

- Central location tests
- In-home usage tests
- Taste tests
- Usability tests
- Shelf-set evaluations
- Mock trials

**VERSATILE FOCUS GROUP VENUE**
Spaces configured to meet your exact needs.

- Two focus group rooms, one in-depth interview room
- Fully-customizable room layouts (conference, classroom, living room, and more)
- Large video displays in all rooms
- TurningPoint® interactive participant polling technology
- Unmatched audio-visual capabilities including 720p networked video for capture and Internet broadcasting on redundant systems to guarantee delivery
- Private client viewing rooms, lounge, office space, and hospitality kitchen

**TURN-KEY PROJECT MANAGEMENT**
One point of contact leading a dedicated team.

- Seasoned project managers
- On-site call center
- Proprietary respondent panel
- Experienced moderators
- Qualitative research analysts
FOCUS 1 SUITE

17’ x 27’ discussion room

Capacity:
- Seats up to 12 participants in conference table set-up
- Seats 16-20 participants in classroom style set-up (with tables and chairs)
- Seats 30 maximum participants in classroom style set-up (chairs only)

60’ high-definition LED TV/Monitor

Monitor in observation room

3-tier seating in observation room for up to 15 observers

Classroom Style Set-Up

Conference Table Set-Up

Living Room Style Set-Up

Focus 1 Observation Room
FOCUS 2 SUITE

12’ x 25’ discussion room
Seats up to 9 participants
60’ high-definition LED TV/Monitor
Monitor in observation room
Seating in observation room for up to 6 observers

IDI Observation Room

IN-DEPTH INTERVIEW SUITE

9’ x 10’ discussion room
Seats 1-2 participants + moderator
Seating for 3-4 observers

IDI Observation Room
FOCUS CENTER AMENITIES

Hospitality Kitchen
Refreshments and snacks always readily available for all clients and guests.

Client Lounge
This lounge serves as spill over seating for the observation rooms. Closed circuit viewing is included so clients can watch focus group footage.

Reception and Participant Lounge
TurningPoint®

Interactive audience response solution used by moderators to administer polls. Participants vote using hand-held devices, and the results are shown real-time in PowerPoint.

Tablets

- Touch screen tablets are available for participants to use to complete surveys (often used for CLTs)
- Laptops are also available

Recording

- Cameras with pan-tilt-zoom (PTZ) capabilities in each room
- Digital recordings provided via USB flash drive immediately after discussions are complete
• The DRG has experience recruiting both consumer and business participants.
• Our in-house research panel/database is typically used when recruiting for Milwaukee area research.
  • The DRG Panel is an opt-in database of local residents profiled by a wide range of demographics and behaviors.
  • This allows us to efficiently recruit specific audiences, such as: recent house or car purchases, independent voters, or consumers with specific health conditions.
• We can also use a client sample or procure a targeted list from one of our sample partners.

Discussions do not need to be held at our Focus Center! The DRG coordinates in-person research at other locations, such as client’s offices, stores/retailers, participants’ homes, or at partner facilities if outside of the Milwaukee area.

We can also conduct qualitative research via phone and/or online (live discussions, bulletin boards, diary format).

What is The DRG Panel?
The DRG Panel is an opt-in database of Southeast Wisconsin residents who are interested in participating in research.

Benefits of Using Our Panel
• Lower recruiting costs – With our profile questionnaire, it’s easier to target qualified participants
• Speed and efficiency – We can recruit for most consumer studies within 1-2 weeks
• High participation rate – Over 90% of our panel members show for their discussions

Panel Development and Quality
Our panel is continually growing through direct marketing, advertising and referral programs. All panel members are asked to refresh their information on an annual basis.
QUALITATIVE EXPERIENCE

The DRG has conducted focus groups and interviews for over 35 years.

We have three full-time moderators on staff with a combined total of over 45 years of qualitative research experience.

- Our moderators are fully trained through RIVA Institute and/or Burke.
- They are highly skilled in utilizing projective techniques to elicit attitudes, perceptions, and motivations.
- We also have a team of analysts with experience leading qualitative one-on-one interviews.
- As a full-service research firm, The DRG can also help with:
  - Screener and discussion guide development
  - Analysis and reporting
  - Transcriptions
WHO WE ARE

*What matters most to you, matters most to us -*
Understanding your customers, their motivations, feelings, and life experiences.

We turn their stories into knowledge you can use to create better products, better services, and more meaningful brand relationships.

CONTACT US

Dan Salbreiter
Sales@TheDRG.com
888.432.5220