

FOCUS GROUP FACILITY

Come hear what your customers are saying.
See for yourself the way they say it.

FACILITY SERVICES

Learn from your customers in a way that's engaging and convenient for them, while meeting your needs for efficient and valuable insights.

- Focus Groups
- In-Depth Interviews
- Taste Tests
- In-Home Usage Tests
- Human Factors Testing
- Usability Tests
- Co-Creation Sessions
- Mock Trials

HOSTING



Customizable room options,
plus the confidence that every
logistical detail is covered.

HOSTING + RECRUITING



Let us recruit your respondents
from our proprietary panel,
client-provided lists,
or purchased lists.

END-TO-END RESEARCH



Includes discussion guide
development, analysis, and
reporting.



WHY THE DRG?

Located in the Metro-Milwaukee area, the DRG Focus Center is the ideal Midwest venue for gathering in-person qualitative feedback.

We offer a full suite of qualitative services, including focus groups, IDIs, product tests, and customer co-creation sessions. We can further support your needs by recruiting participants for your study, often by utilizing our DRG Panel. In addition, we have three full-time moderators on staff with a combined total of over 45 years of qualitative research experience. They are fully trained through RIVA Institute and/or Burke and are highly skilled in utilizing projective techniques to elicit attitudes, perceptions, and motivations.

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).

For those seeking an end-to-end research partner, our research analysts can consult with you on your study design, analyze feedback, and report on the findings.

As a full-service research firm, The DRG can also help with:

- Screener and discussion guide development
- Analysis and reporting
- Transcriptions
- Video production
- Content distribution

In addition to our qualitative services, we also conduct extensive quantitative research for our clients using online, phone, and mail survey methods along with advanced analytics capabilities.

FACILITY LOCATION

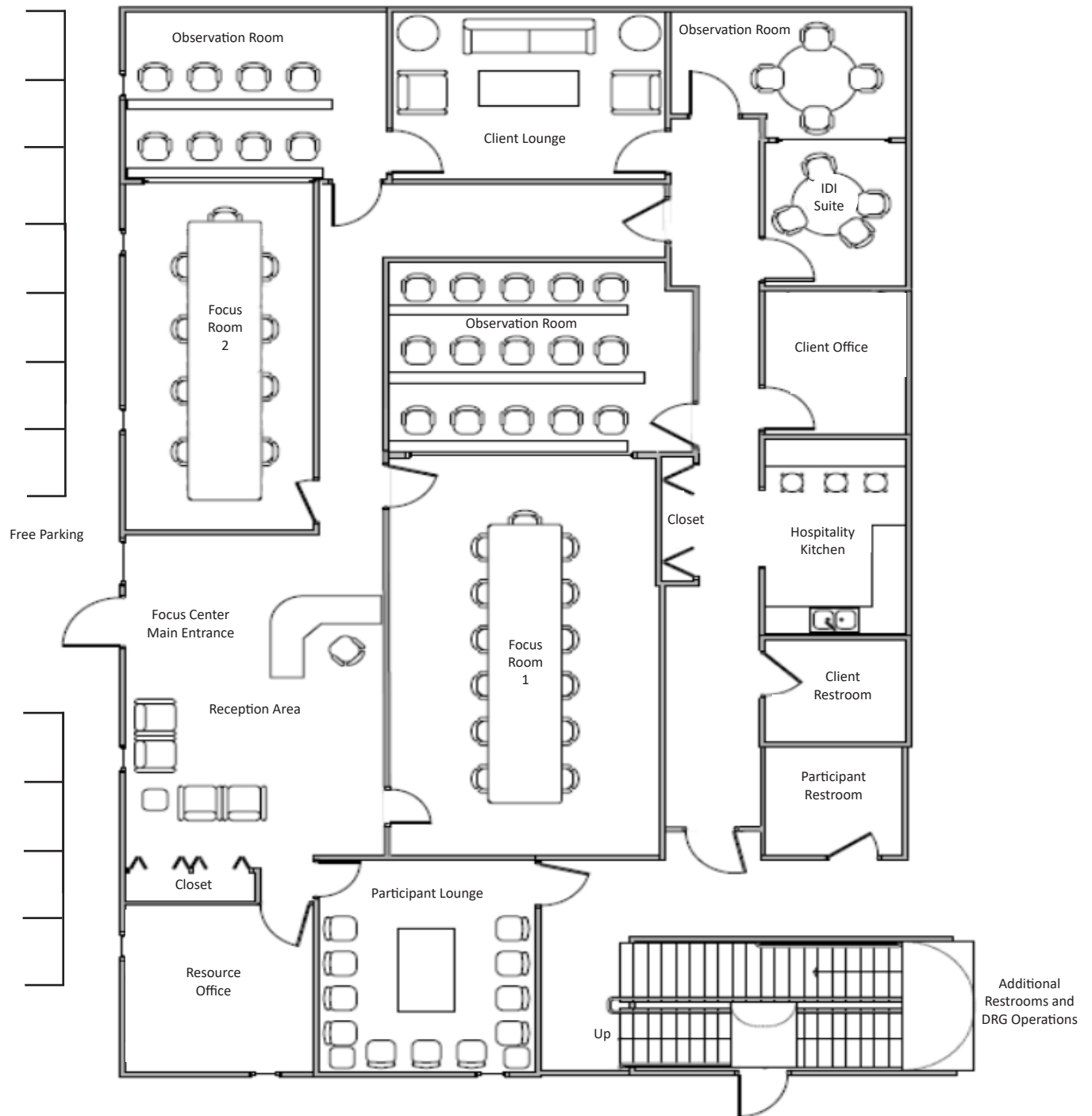


**200 Bishops Way
Brookfield, WI 53005**

20 minutes to General Mitchell Intl. Airport
16 minutes to downtown Milwaukee



OUR FACILITY



ROOM CONFIGURATIONS

FOCUS 1 SUITE

17' x 27' discussion room

Fully-customizable layouts:

- 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

Observation room with monitor and 3-tier seating for up to 15 observers



Classroom Style Set-Up



Conference Table Set-Up



Living Room Style Set-Up



Focus 1 Observation Room



ROOM CONFIGURATIONS

FOCUS 2 SUITE

12' x 25' discussion room

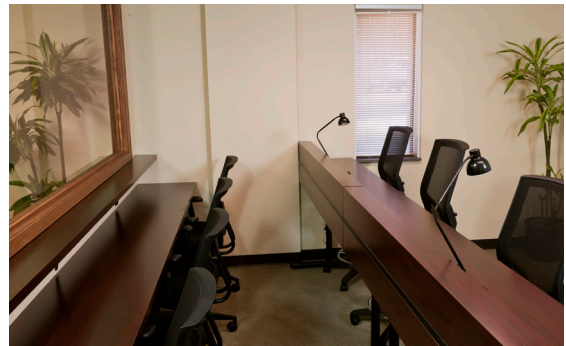
Seats up to 9 participants

60' high-definition LED TV/Monitor

Observation room with monitor and seating for up to 8 observers



Focus 2 Room



Focus 2 Observation Room

IN-DEPTH INTERVIEW SUITE

9' x 10' discussion room

Seats 1-2 participants + moderator

Observation room with seating for 4 observers



IDI Room



IDI Observation Room



ADDITIONAL SERVICES

TECHNOLOGY

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.

Devices

Laptops and touch screen tablets are available for participants to use to complete surveys (often used for CLTs).

Audio-Visual

- Unmatched audio-visual capabilities including networked HD video for capture and Internet broadcasting on redundant systems to guarantee delivery
- Cameras with pan-tilt-zoom (PTZ) capabilities in each room
- Digital recordings of sessions are quickly available through a variety of methods to meet your preference (USB, Dropbox, Secure FTP, etc.)
- Large video displays in all rooms

AMENITIES

Our facilities feature added amenities to ensure an enjoyable experience for both researcher and participant. These amenities include readily available refreshments and snacks, as well as additional seating and viewing spaces.

- Hospitality Kitchen
- Client Lounge
- Participant Lounge



THE DRG RECRUITING SERVICES

THE DRG PANEL

What is The DRG Panel?

The DRG Call Center staff is experienced in recruiting both consumer and business focus group participants using either client sample, purchased list, or our proprietary DRG Panel. We maintain an in-house respondent panel available for recruiting studies in the Metro-Milwaukee area, featuring an opt-in database of local area residents profiled across a wide range of demographics, behaviors, and characteristics such as:

- Homeownership
- Political affiliation
- Voting habits
- Healthcare and health insurance usage
- Shopping and product consumption habits

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 Quality and Development

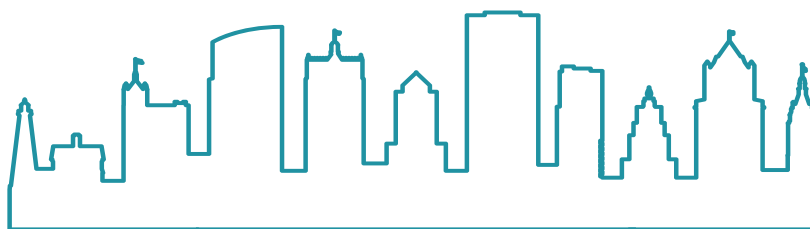
We ensure the integrity of panel membership and participation through several systems, including: data verification (double opt-in registration), history-of-participation tracking, and multiple contact touchpoints. This helps keep our panel data fresh and verifies the accuracy of information. Our panel is continually growing through direct marketing, advertising, and referral programs. To prepare for project demand, we actively monitor industry trends, allowing us to quickly segment our panel through ad hoc outreach initiatives.



MILWAUKEE

In addition to being a cost-effective market, Milwaukee offers a diverse population to give you the reliable feedback you need. With the region's population closely mirroring national demographics, Milwaukee is an ideal market for your next qualitative or quantitative study.

Learn more about MKE at www.TheDRG.com/Why-MKE »



1,576,236 Population of Metro Milwaukee Area

“The focus group facility was the ideal facility for our groups. It was centrally located, with ample free parking. The DRG was great to work with overall! Their staff was very knowledgeable, helpful and friendly.”

~Non-Profit Organization Client



**What matters most to you is all that matters to us.
Understanding your customers, their wants, needs,
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

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