



## **SHUGOLL RESEARCH PRESS R E L E A S E - 4/6/11**

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The Impulse Survey of Focus Facilities is published annually by Impulse Research Corporation. The results include quality ratings for 785 focus group discussion and viewing facilities around the world, and are based on a survey of over 5,000 moderators and researchers.

Facilities are rated on the quality of each of the following, using a scale from 1 to 99:

- Recruiting
- Personnel and service provided
- The physical facility, including conference and viewing rooms
- Location
- Food service
- Value
- Overall

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