



reckner Philadelphia, PA—Center City

Call (215) 981-0120 or email downtown@reckner.com

FOCUS GROUP FACILITY

The best amenities and client service at an unbeatable location in the heart of Center City Philadelphia. Perfect for projects requiring a variety of respondents: medical professionals, business decision makers, urban consumers, college students.



Impulse Survey Top Rated Facility!

Location

- 15th Floor of the PNC Bank building in Center City
- 15 Minutes to Philadelphia International Airport
- 5 Minutes to Historic Philadelphia, Art Museums, Franklin Institute and Academy of Natural Sciences
- 3 Minutes to 30th Street/ Amtrak Station
- One block from City Hall
- A full array of hotel choices: The Westin, Four Seasons, Embassy Suites, Holiday Inn Select, Marriott and more

Services

- Professional staff
- Superb recruiting from internally-maintained database
- Diverse respondent population

Focus Group Suites

- Tiered client viewing for 15
- Wireless Internet
- Ethernet connections
- Video streaming capabilities
- DVD recording
- Flat screen monitors in lounge with CCTV and cable
- Client offices with computer, telephone and printer

Specialized Suite Features

- LCD monitor for displaying presentations in Colonial Suite
- 8' x 8' Remote-controlled projection screen, speakers and an LCD projector in Liberty Suite
- Simultaneous language translations and living room settings in Independence Suite
- Intimate IDI setting with viewing for seven in Patriot Suite





Reception Area



Liberty Client Lounge



Colonial Focus Group Suite

Demographics

Source: 2000 US Census

Total Population

Philadelphia
County

1,517,550

Median Age

34.2

Race

White

45.0%

African American 43.2%

Asian American 4.5%

Other 7.3%

Education

No High School Diploma 28.8%

High School Graduate 33.3%

Some College (no degree) 15.6%

Associates Degree 4.4%

Bachelor's Degree 10.3%

Graduate or Professional Degree 7.5%

Household Income

\$0 - \$24,999 41.9%

\$25,000 - \$34,999 13.5%

\$35,000 - \$49,999 15.5%

\$50,000 - \$74,999 15.6%

\$75,000 + 13.5%

Median Household Income (\$)

\$30,746

Occupation

White Collar 61.1%

Blue Collar 38.8%

Armed Services 0.1%

Total Employed 93.9%

Floor Plan

