



Suburban Philadelphia's focus group and product testing facility in historic Bucks County!

Superior client service and comfortable facilities, located in historic and beautiful Bucks County. A perfect blend of the urban and rural. Arts, culture and history converge with rolling countryside, local farms and antiques.

Location

- Suburban Philadelphia location
- Less than one hour's drive from Philadelphia International Airport
- Abundant accommodations, dining and shopping options

Technology

- Web-enabled video cameras in CLT room and focus room
- Wireless internet & ethernet connections
- DVD recording & audio recording
- Video conferencing and video streaming
- Wireless CAPI units

Services

- Professional staff
- Superb recruiting
- Internally-maintained database

Focus Group Room

- Seating for 12
- Flat screen monitors with CCTV and cable
- LCD monitor for displaying presentations
- Web-enabled video cameras
- Spacious client lounge with printer

Multi-Purpose Room with Kitchen (15' x 56')

- Four refrigerators with freezer space
- Ten microwave ovens
- One dishwasher
- Abundant counter/prep space

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reception area



client lounge



focus group



demographics

		Montgomery County	Bucks County
Population	Total	799,874	625,249
Gender	Male	48.5%	49%
	Female	51.5%	51%
Age	15 - 19	6.4%	6.7%
	20 - 24	5.4%	5.3%
	25 - 34	12.1%	10.6%
	35 - 44	13.6%	13.4%
	45 - 54	16.1%	17.4%
	55 - 64	12.5%	13.4%
	65+	15.1%	14.6%
	Median Age:	40.6	42
Race	White	81.1%	89.2%
	African American	8.7%	3.6%
	Asian American	6.4%	3.8%
	Mixed	1.9%	1.7%
	Other	1.9%	1.7%
Education	No High School Diploma	7.0%	6.5%
	High School Graduate	25.6%	31.5%
	Some College (no degree)	15.9%	19.8%
	Associates Degree	6.5%	6.9%
	Bachelor's Degree	26.5%	21.7%
	Graduate or Professional Degree	18.4%	13.6%
Household Income	\$0 - \$24,999	13.2%	14.0%
	\$25,000 - \$34,999	7.8%	8.7%
	\$35,000 - \$49,999	11%	11.4%
	\$50,000 - \$74,999	17.5%	18.6%
	\$75,000 - \$99,999	14.4%	13.9%
	\$100,000 +	35.9%	33.4%
	Median Household Income (\$)	\$75,448	\$70,999
Home Value	Specified Owner-Occupied Units:	224,995	179,862
	< \$100,000	4.3%	4.7%
	\$100,000 - \$149,000	4.8%	2.4%
	\$150,000 - \$199,999	10.2%	8.7%
	\$200,000 - \$299,999	32.3%	32.3%
	\$300,000 - \$499,999	34.3%	35.4%
	\$500,000 +	14.1%	16.6%
	Median Home Value (\$)	\$295,300	\$308,500
Occupation	Total Labor Force (% Total Population)	444,233 (69.4%)	350,666 (70.2%)
	Management, business, science, arts	48.5%	41.7%
	Service	12.1%	14.4%
	Sales & office	25.1%	26.5%
	Natural resources, construction, maintenance	6.6%	7.7%
	Production, transportation, material moving	7.6%	9.7%
	Total Employed	94.9%	93.7%
	Total Unemployed	5.1%	6.3%
	Armed Services	negligible	negligible

Contact:

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