

# torontoinsights.com

## Butterflies in the Garden

### Sameera Khan\*

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Web Site: www.torontoinsights.com

Established: 2003

\* MRIA Member

### ORGANIZATIONAL STRUCTURE

Toronto Insights, a division of Market Dimensions, is a privately owned mid-sized Canadian company specialized in full service qualitative and quantitative marketing research.

\*See our listing under full-service

### COMPANY DESCRIPTION

At Toronto Insights, we offer one stop shopping for all your focus group needs - three state of art focus group facilities, screening, recruitment, moderation, note-taking, project management.

We aim to ensure highest level of client satisfaction through commitment, comfortable atmosphere, technology and competitive price.

Your peace of mind is guaranteed through our hassle free services.

### Facility

#### Location

Uptown Toronto

#### Characteristics Group & Viewing Rooms

Group Room

- Full size boardroom, comfortably accommodate 10 focus group participants
- Tack boards and white boards/projection surface/easels/display rails

Observation Room

- Seating for 12 observers with 8 at the mirror
- Mini-bar
- Private client washroom

- Semi-private working area with telephone, internet and complete office support

#### Equipment

- Table (adjustable)
- Videotaping with stationary camera, audio tape/CD Player, DVD/ VCR, television, LCD projector upon request
- Computer(s) in focus group room and observation room with Wireless and dial-up internet access.
- Electrical outlets in both rooms.
- Multiple external windows, contemporary, luxurious and comfortable decor

#### Kitchen

Fully equipped catering kitchen with cappuccino machine, refrigerators, freezer, ice maker, stove/oven, microwave, dishes, pots, utensils, glasses

#### Wheelchair Accessibility

Access to building and washrooms

#### Parking

Street Parking, Attached Parking, Municipal Parking

#### Entry Instructions to Building

- Take the elevator to the 7th floor
- After office access required
- Security guard in lobby - 24/7

#### Directions to Facility

- NE corner of Yonge and Eglinton
- East of Eglinton, One block from TD bank. Second Cup and Summit Grill Onsite
- Eglinton subway station
- Basement parking

#### Directions from Airport

- 401 East exit Yonge St.
- South on Yonge, slight East on Eglinton. Second Cup and Summit Grill Onsite
- NE corner of Yonge and Eglinton
- Basement parking

Approx. distance from airport 25 KM

#### OTHER SERVICES AVAILABLE

Screening, Recruitment, Moderation, note-taking, project management  
Full Qualitative and Quantitative Services (\*see our listing under full service)



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## Leagues Under the Sea

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